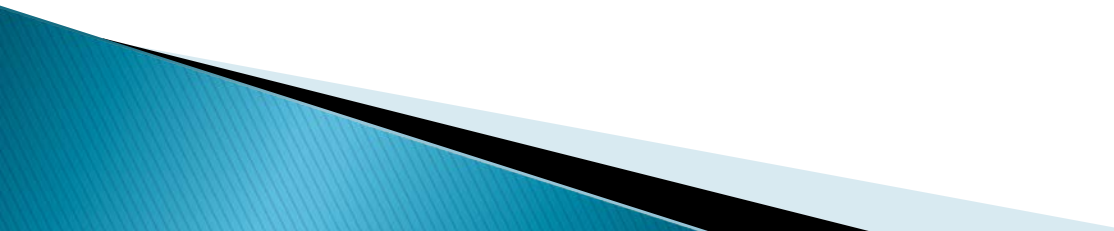


IDENTIFYING ENTREPRENEURIAL TALENT

Paper presented by Busi Bango
Dar Es Salem
June 2014

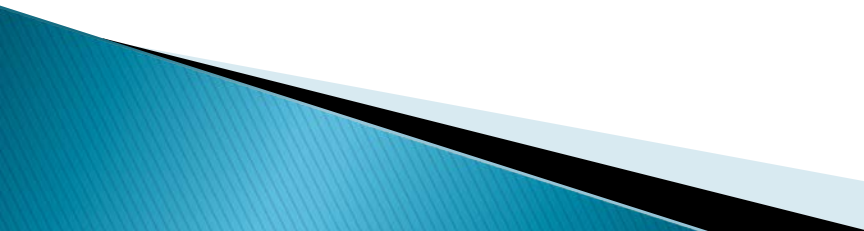
INTRODUCTION – KEY ISSUE

- Youth are not homogenous
 - Important to understand the target group you want to reach out to and finally identify talent from – influences the strategy
 - Generate a list of potential individuals/organisations/locations where targeted youth are likely to be found
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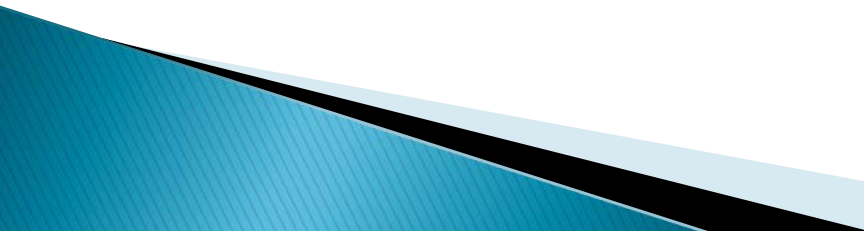
OUTREACH STRATEGIES

- Depend on the targeted youth
 - Brochures / Leaflets / Posters
 - Mail / Telephone
 - Presentations / Personal Visits
 - Informational Meetings / Seminars
 - Exhibitions / Fairs / Booths / Scholastica
 - Radio and TV Appearances
 - Newspaper articles
 - Bulk SMS
 - Facebook / Website / Twitter
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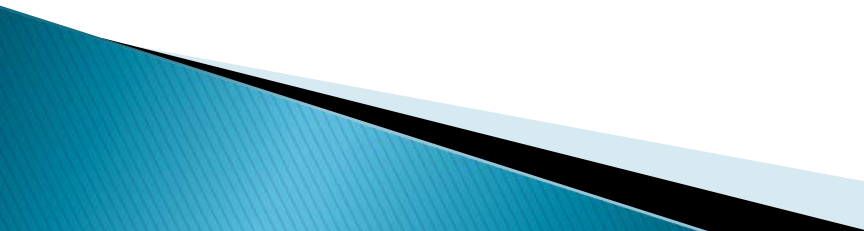
DEFINITION OF ENTREPRENEUR

- Entrepreneurship is not a preserve or exclusive property of those born with it BUT can be acquired or developed
 - Defined by what an entrepreneur does – it is in the doing
 - Many definitions BUT most incorporate the notion that an entrepreneur organises, operates and assumes the risk for a business venture
 - Entrepreneurship has to do with behaviours
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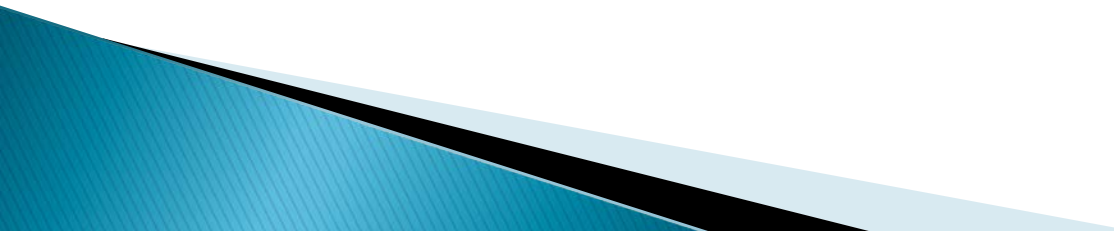
IDENTIFYING ENTREPRENEURS

- Distinguish between selection techniques for analysing business plans and techniques for identifying entrepreneurial talent
 - Techniques for entrepreneurial talent have to do with evaluating the individual – focus
 - Both techniques are important, complementary and combine for the success of the business
 - Procedures have to do with identifying those with highest potential to succeed – ROI
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IDENTIFYING ENTREPRENEURS

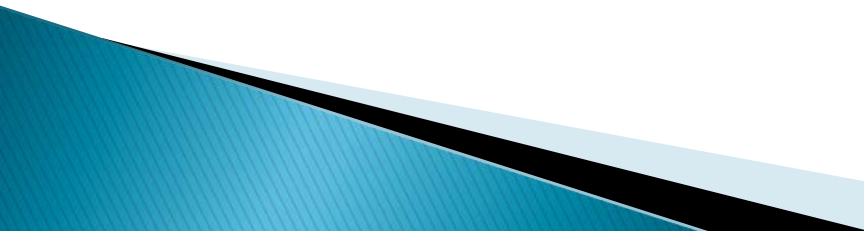
- Important to determine the fit between the program and the youth – avoid dropouts
 - Identifying for SME program – usually those in business
 - Identifying for entrepreneurship program – can be in business or not in business
 - Having a business idea is a plus
 - Previous history/experience in related field
- 

TOOLS USED FOR IDENTIFYING AND SELECTING

- Application Form – screening tool. Assesses to some extent, complex behavioural dimensions such as commitment, opportunity seeking and goal setting
 - Interviews – gauge the seriousness and determine the nature of financial status
 - Tests of general, technical business knowledge – not so useful in predicting entrepreneurial potential
- 

THE EMPRETEC EXPERIENCE

A rigorous 3 stage process

- Application form – screening instrument
 - Selection Interview: Two parts
 - Business Interview – discusses the business idea, resources availability and overall readiness for entrepreneurship
 - Focussed Interview – assessment of the existence of the Personal Entrepreneurial Competences within an individual
 - Synthesis of the results of the two
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THANK YOU

