



Co-funded by the
Erasmus+ Programme
of the European Union



Social entrepreneurship-the heart of rural development

Erasmus+ Strategic Partnership for Adult Education

MODULE 5: What do you need to be a successful social entrepreneur?

Being an entrepreneur is not just about opening and growing your business. It is, rather, a complicated task to be a human leader. If you are wondering what a people leader is you should know that he is a person who can achieve considerable success in the work and management of a lot of people.

An entrepreneur is first of all a person with a series of attributes and qualities but also with the possibility of continuous personal development. The qualities and attributes do not represent a guarantee of the entrepreneurial success, but they can create its premises, positively influencing the speed of reaction and the quality of the decisions at key moments of the development of its business. The qualities can be formed or educated, not being genetically predetermined traits.

1. Vision

The first and perhaps the most important quality of an entrepreneur is that of being a visionary. But a visionary entrepreneur is not a magician with a crystal globe who has "visions" about everything. In general, the vision is focused on its business plan and the activity it carries out. In entrepreneurship the vision is rather the ability to see things shortly before the others.

2. Intelligence and creativity

A successful entrepreneur is the one who is not necessarily intelligent in the standard comprehension of the word, nor the one who had the best grades in school, but the one with the highest level of emotional intelligence, because that will be the one more appropriate leader, so he can better lead his team to business success.

You must try to be creative and make your products and services more innovative because no one wants to try a new product unless it has new qualities or improved features. This will help you get new customers and if you continue to innovate you will be able to keep clients for a long time, an advantage for an entrepreneurial adventure.

3. Knowledge of the field of activity

Starting a business in an area you don't know at all would be a real paradox. You can't open a diamond processing business if you don't know what a diamond looks like. You must choose an area in which you have minimal experience gained either through the



Co-funded by the
Erasmus+ Programme
of the European Union



professional activity carried out, through a part-time job, at least through an internship or voluntary activities.

4. Establishing the specific objectives

Another easy way to make sure you are a successful entrepreneur is to make sure that everyone in your business knows where this is going and what their role is in the overall picture. For example: If you have hired a few people who are beginners and you want to train them, then you should start making efforts to keep your employees happy, so that they are dedicated to achieving set goals, such as sales goals. .

5. Perseverance and determination

At the beginning of the road, when the obstacles are higher, mistakes are more frequent (due to lack of experience), and the temptation to give up is sometimes huge (especially since the stakes do not seem very important, if it is a start-up). You only have to give up when you can say, with utmost sincerity, that you have done "everything that could be done". Obviously, determination does not mean that you should not listen to anything that others, collaborators, consultants or investors will tell you. Determination means moving on to meeting the company's objectives using the most appropriate methods.

6. Charisma and persuasion

A charismatic entrepreneur is the one who captivates you when he talks to you about his business, because he puts passion, because he knows what he is talking about, because he has a vision. In terms of persuasion, things are simpler here: the best entrepreneurs succeed in convincing others (employees, partners), through persuasion, that their business is a successful business and that they deserve their efforts and support.

7. Responsibility

Entrepreneurs are people who have to show a lot of responsibility. Entrepreneurs are responsible not only for their own person and their family, but for all those involved, directly or indirectly, in the business that an entrepreneur develops.

One of the best ways to stimulate an entrepreneurial activity is to make sure you maintain a friendly atmosphere. You should try to keep your employees and customers happy because as long as they are happy, they will contribute to making the adventure a success.

8. Decision-maker

Perhaps the most important thing a day-to-day entrepreneur does is make the right decisions quickly. There are people waiting for these decisions, both those from sales, as well as those from acquisitions, from financial, from production.



Co-funded by the
Erasmus+ Programme
of the European Union



This is where the great "art" of a valuable entrepreneur comes from: it is better to make a wrong decision now than to make a better decision later.

Sometimes delaying a decision can mean losing an opportunity or even real financial loss.

9. Problem-solver

One of the definitions of the entrepreneur is "that person who looks at a problem and sees it as an opportunity, and then acts on it". Never, a good entrepreneur comes not to present problems, but solutions. He does not use the expression "we have a problem", but always says "I think we can find a solution" or "we have a solution" or even "here's an opportunity".

10. Good-feeling

Entrepreneurs who have this flair unquestionably help them build many successful business projects. We should not rely on good-feeling unless we have no conclusive data on a particular situation, so any decision we make would be a coin tossing decision (as if we were giving the money). But there are many such situations in the entrepreneurial activity, in which a decision is very much like "giving money". This good-feeling is present in any valuable entrepreneur.

11. Positive thinking

In the entrepreneurial activity, the pessimists, the negativists, the people who have a negative thought have nothing to do with it. If you can't think positive, you can't be a good entrepreneur. It is a basic rule, and if a person with a negative or pessimistic personality is interested in becoming an entrepreneur, it is good to "let go", these characteristics and to embrace from the beginning one of the most important entrepreneurial qualities, that of a thinking positive.

12. Passion for your own business

Every valuable entrepreneur is passionate about what he does in his daily work. This is a self-test that every entrepreneur should do: are you really passionate about the work you do as entrepreneurs? If the answer is "no" or even "I don't know" and you are in the start-up phase of an entrepreneurial business, I think you should think twice before continuing because an initial entrepreneurial development (start-up) which is not based on passion, has very little chance of success.

13. Personal ethics

Un A valuable entrepreneur never violates ethical principles in business or personal life. Or, as one business ethics theorist would say, "winners never cheat." Entrepreneurs should never lie to shareholders. They need to set realistic goals and try to reach them, and even if



Co-funded by the
Erasmus+ Programme
of the European Union



they fail in certain situations, they should discuss these with the company's shareholders, as this will make them more confident.

They will also continue to work for a longer period of time because they know you are pursuing the same interests as them.

In a way, as soon as you start to misunderstand, lie, play incorrectly, even if apparently the business could go on very well, in reality you are already on a downward slope, because as the lie has "short legs" the lack of ethics cannot go much further. Essentially, even if you convince others, you cannot fool yourself, and you will know that you are not a success, but just a "failure disguised as success".

14. Confidence in people

There is a simple secret behind a successful entrepreneur, because when you are an entrepreneur, you do not have many clients and you want to keep them in every way possible. You should try to help employees and shareholders, because you are in a stage where you need people to trust you without any doubt.

You cannot achieve sustainable entrepreneurial construction without relying on a very simple and clear concept, called "delegation". If you want your business to grow beyond the level at which you could develop it, by yourself, you need to start delegating all kinds of important activities and decisions, with an impact on business results. And in order to delegate these decisions and prerogatives, you must be able to trust people.

REFERENCES

1. Larry C. Farrell: "Getting Entrepreneurial! Creating and Growing Your Own Business in the 21st Century"
2. Marius Ghinea: "Antreprenoriat"

<https://start-up.ro/antreprenoriat-social-cum-sa-dezvolti-o-afacere-care-sa-ajute/>

<https://portalmanagement.ro/top-5-pasi-pentru-a-deveni-un-antreprenor-de-succes/>

3. How to Become a Successful Entrepreneur - 4 Key Steps
<https://www.youtube.com/watch?v=8Ctk2QuNjkk>
4. How to be a successful teenage entrepreneur

<https://www.youtube.com/watch?v=whDfcpw8dVk>