



## OPPORTUNITIES

### Content:

- Entrepreneurship and market opportunities
- Market research and business canvas
- Finding a job and transferable skills
- Strengths and talents

### Lesson objectives:

After this lesson, the student:

#### Knowledge

- Understands what entrepreneurship means and how this can play a role in one's personal life
- Understands what market opportunities are and what are important factors for success
- Understands the different elements of a business canvas

#### Attitude

- Recognizes his or her responsibility in the construction of the future
- Recognizes how problem solving and flexibility are important characteristics of entrepreneurs

#### Skills

- Identifies his/her strengths, talents and passions that are beneficial for their future career.
- Makes a concrete planning to realize his or her business ideas
- Evaluates his or her own ideas and those of others
- Uses creativity to bring his or her ideas to life

### Lesson program:

1. Warm-up
2. Animation
3. Discussion
4. Slideshow
5. Game
6. Summary
7. Making
8. Homework



### Warm-up – Sell it!

Aim: Students are introduced to the concept of entrepreneurship

**Step 1.** Ask students to pick an object they find in the room; a pen, a piece of paper, a cell phone,...

**Step 2.** Explain students that they will have to walk around in the room and convince other students to buy their object.

**Step 3.** Explain students that they can do this by making an ordinary object very special and by imagining why the other would want that specific object. You can give them some examples;

- You should buy this beautiful white piece of paper, because I know you like drawing
- You should buy my cell phone, because it will make you happy to call your friends every day

**Step 4.** After the exercise, tell students to go back to their seats and put all the objects back in place.

**Step 5.** The warm-up is over and you can do a short recap of the previous lesson or explain what students will do and learn in today's lesson.

### Animation – Job opportunities

Aim: Students are introduced to the topic of entrepreneurship and finding a job and realize that this plays an important part in their lives.

**Step 1.** Explain the students to open the lesson 'Opportunities' on the computer.

**Step 2.** Leave the students some time to watch and listen to the animation:

- They can do this on their own or with some other students behind one computer.
- If there are no speakers or headphones, students can read the subtitles.

**Step 3.** Go around in the classroom to make sure all students know how to open the animation. Make sure they can ask questions if there is something they didn't understand.

**You can find the entire script of the animation below. If the animation is not working, you can also do a role play by letting students read the script out loud.**

Selam: Hi Beza! How have you been?

Beza: Hi Selam...not so good! Life is getting harder by the day.

Selam: Oh really? How so?

Beza: Oh well, life is hard when you don't have a job...you know?

Selam: Why don't you find a job then?

Beza: It is not that simple to find a job... I don't have any kind of education . Who is going to hire me?

Selam: Hmm, I'm sure you can find something as a start, which is better than nothing?



- Beza: Now that I am thinking about that, I have a better idea ... I will work at the bar. I have a friend who knows a guy. He has a big network and knows a lot of rich men. I will meet him this week and ask him if he can get me a job at the bar
- Selam: I'm sorry...I don't understand...
- Beza: If I start working at the bar, there is an opportunity to meet sugar daddies....you know...those rich older men who always want to have a younger girlfriend to have sex with and they will give a lot of money in exchange or buy me stuff I want. Isn't it a good idea?
- Selam: No, it is never a good idea. You might get pregnant or catch a sexually transmitted disease!
- Beza: But I can use protection...I will be fine!
- Selam: As far as I am concerned, you will be in a difficult position to enforce your needs and rights. It is better you find another job – a better job.
- Beza: But I'm not talking about just random guys from the bar, you know? I'm talking about rich men who probably have no disease or anything. They take good care of themselves...
- Selam: It absolutely doesn't work that way. Don't fool yourself. It is better if you try another way of getting money. You have to be independent and take care of yourself. You have to try your best to get something which makes you proud or it has to be something which doesn't put your life at risk for example, why don't you talk to Sara?
- Beza: About what?
- Selam: She is a well-established entrepreneur...you know she has a very busy fruit stall that people like... She is even the one who encourages me to work harder. You should talk to her in case she needs someone to work for her.
- Beza: But I wouldn't get paid as much...it would be a waste of time...
- Selam: But at least you won't put your life at risk ...just talk to her first and see what she suggests. She might even have a better idea. Besides, everybody starts small...she started very small too.

### Discussion – Skills for entrepreneurship and finding a job

Aim: Students understand the characteristics and skills of an entrepreneur and a person looking for a job. They understand their own skills, strengths and qualities.

**Step 1.** Explain students they have to make groups of 4/5 people. Within their groups, they have to discuss the following questions;

- What are successful characteristics of an entrepreneur?
- Sara is Selam's role model. Do you have a role model of an entrepreneur you know?
- What would you advise Beza so she can find a job?
- What characteristics do you need to find a job?



**Step 2.** Explain to the students they have to apply the characteristics they discussed for both the entrepreneur and the person looking for a job to their own personality. Are they more of an entrepreneur or would they prefer finding a good job? Let students discuss this within their groups.

**Step 3.** Tell students they have to think about what their most valuable skills are and give an example of how they use these skills in their daily life. Explain students to pick at least three skills from the list below, or they can come up with some new skills.

- Communicating effectively
- Showing initiative
- Creativity
- Integrity
- Having a good work attitude
- Flexibility
- Critical thinking
- Perseverance
- Team player
- Leadership skills
- Motivation
- Organization
- Time management
- Listening
- Personal development
- Computer skills

### Slideshow

Aim: Students get objective information about all the important topics of this lesson.

**Step 1.** Explain the students to open the slideshow within the lesson 'Opportunities' on their computer.

**Step 2.** Leave the students enough time to go through the slideshow:

- They can do this on their own or with some other students behind one computer.

**Step 3.** Go around in the classroom to make sure all students know how to open the slideshow and go through it. Make sure they can ask questions if there is something they didn't understand.

**Step 4.** After the slideshow you can start a discussion with the students on what they learned or answer their questions.

**You can find all the information in the slideshow below. If the slideshow is not working, you can also let students read the information out loud or read it out yourself.**

### Entrepreneurship and market opportunities

Entrepreneurship means starting your own business or organization. An entrepreneur is the person starting that business. Before the entrepreneur can start a business, he or she needs to understand the market opportunities. Market opportunities refer to a situation in which you can meet the need of people. For example: If everyone is selling shoes in your neighborhood, but no one knows how to repair shoes, then there is a good market opportunity to start a business in repairing shoes.

You need to collect information and ask good questions to understand market opportunities. Questions you can ask;

- What do people in your neighbourhood want?
- When do they need it?
- Why do they want it?
- What is already out there? What are other people offering?

## Business canvas

Before starting a business, you need a business plan which defines your goals and how you plan to reach these goals. A business canvas helps you to make a good business plan and think about every single step you need to start your own business; What is your goal? How will you reach it and what do you need? Who are your clients?



## Seeking job opportunities

Not everyone can or wants to start his or her own business. Instead of looking for the market opportunities, you can also think about what the market needs from you! Thinking about what you are good at, will help you in looking for a job!

Transferable skills are skills which you can take from one situation to another. You can use them in social life, at school or at a job! Even if you don't have that many experience, you already have some of these skills to convince your future employer you are right for the job:

- Communicating effectively
- Good work attitude
- Team player
- Time management
- Showing initiative
- Flexibility
- Leadership skills
- Listening
- Creativity
- Critical thinking
- Motivation
- Personal development
- Integrity
- Perseverance
- Organization
- Computer skills

## Game – Business canvas

Aim: Students understand the different components of the business canvas and can apply it to a real life situation.

**Step 1.** Explain the students to open the game within the lesson 'Opportunities' on their computer.

**Step 2.** Let the students play this game on their own or with some other students behind one computer.



**Step 3.** Go around in the classroom to make sure all students know how to play the game. Make sure they can ask questions if there is something they didn't understand.

**Step 4.** After they finished the game you can start a discussion with the students and ask them about their answers to see if they understood the game.

### Summary

Aim: Students understand the most important messages shared in the lesson 'Opportunities'.

**Step 1.** Ask the students what were the most important messages or take-aways from this lesson.

**Step 2.** Explain the students to open the summary within the lesson 'Opportunities' on their computer.

**Step 3.** Let the students read through the summary on their own or with some other students behind one computer. Go around in the classroom to make sure all students know where to go. Make sure they can ask questions if there is something they didn't understand.

Traits of a successful entrepreneur are;

- Not giving up
- Being flexible
- Having passion for what you do
- Being confident
- Creativity

It takes time to start your own business. You need to do market research before you understand the opportunities. To become an entrepreneur and start your business, you have to think about all the options and possibilities. A business canvas can help you in defining your goals and thinking about all aspects of your business.

Not everyone wants to start his or her own business, some people want to find a job within the market need. To look for the right opportunity, it is important to be aware of your transferable skills. These are skills you take with you in social life, at school or at work.

Communicate	Interpret	Analyze	Creativity	Decision making
Flexibility	Explaining	Planning	Calculate numbers	Computer skills
Record data	Set goals	Learn quickly	Confidence	Enthusiast
Friendly	Energetic	Helpful	Trustworthy	Efficient
Organizing	Delegating	Motivate others	Time management	Listening
Punctual	Loyal	Precise	Good work attitude	Integrity
Perseverance	Team player	Leadership skills	Show initiative	Personal development

Cultural tip; Did you know that Africa counts a lot of very entrepreneurial countries? Zambia is listed as the most entrepreneurial country in Africa, together with Nigeria. A lot of people in Zambia, Nigeria, Malawi and Uganda are starting their own businesses. And did you know that there's almost an equal number of men and women starting new businesses in these countries? How does that work in Ethiopia?



## HOW TO DO MARKET RESEARCH

### What?

Market research or market assessment means gathering information about a new market and about the habits, needs and beliefs of future clients. It is a very important part of starting a new business, because it helps you finding out the most important needs of clients. It also gives some ideas about what other people are doing and what the competition is within the market.

### How?

1. You need to collect as much information as possible about the market you are interested in.

*If you are for example interested in opening a business for repairing shoes, then you need to dig into this very specific market of shoes: What is the current pricing of shoes? What are the production costs of shoes? Are there other businesses in the neighborhood repairing shoes? What price do they ask for repairing a pair of shoes?*

The easiest way to gather information is by doing a Google search on the internet or by asking good questions to people who know more about the topic you are digging into. You can also go to the local library and see if there is any information available on your topic.

2. Ask questions to understand what people really like and what they would really need. Asking a lot of questions is the easiest way of doing a market assessment.

Questions you can ask in your neighborhood when you still want to explore all possibilities;

- What do people in your neighbourhood want?
- Why do they want it?
- When do they need it?
- How would they use it?
- What is already out there?
- What are other people offering?

3. There are different ways to gather answers to the questions you have:

- **Personal interview**; this means doing interviews and ask questions to one specific person at a time. During a personal interview with someone, you can ask a lot of questions and go more into detail in the answers they give. It is important to prepare the answers you will ask them on a piece of paper beforehand.
- **Focus group**; this means asking questions to a group of people. The goal of the focus group is to start a discussion among the participants. You have to carefully prepare the questions beforehand, and be attentive to the answers given during the discussion. Also, you will have to facilitate a focus group very carefully, to stick to the topic chosen to discuss.
- **Observation**; You can also observe what people do in their daily lives. Watch carefully what their habits are, what their needs are to understand their behaviour. Write your observations on a piece of paper.



## ABDI'S BUSINESS CANVAS

### What?

A business plan is a document describing how a new business or activity will achieve its goals. The importance of making a business plan, lies in the process of doing research and thinking how you want to make your business work. Making a business plan is a sort of planning which helps you to think about all elements of your business. A business plan can be shown to investors if you want people to invest in your idea. Elements of a business plan are;

- Description of the activity or product which will be sold
- Marketing plan; how will you promote the product?
- Operational plan; How will you make, sell or transport the product?
- Financial management; What are your costs and how do you have profit?

The business canvas is a document and tool which helps you to visualize your business plan. You can start from the business canvas to later go more into detail and write out a business plan.

### How?

These are the elements which are part of Abdi's business canvas for fair trade Ethiopian coffee;

- **Product;** The product Abdi is offering is the most important element of his business; he offers fair trade Ethiopian coffee.
- **Partners;** Abdi needs partners for his business. He will partner up with coffee shops and, but also with fair trade Ethiopian labels .
- **Activities;** The main activity he will do for his business in promoting and selling the coffee.
- **Material;** The materials he need is off course the coffee itself. But he cannot produce the coffee on his own. Therefore he needs help of Ethiopian farmers, people packaging the coffee (manufacturers) and people selling the coffee. These are called resources.
- **Costs;** Abdi will have to pay production costs to the Ethiopian farmers and manufacturers, but he also needs to pay costs for transporting the coffee to the big cities.
- **Profit;** Abdi will receive money from the coffee which is sold in the coffee shops and stores.
- **Channels;** Abdi will distribute the coffee through two different channels; coffee stores and coffee shops.
- **Who are clients;** The clients for Abdi's new business are very specific. Clients are people who love good coffee, but also want that farmers making the coffee are paid a fair price, because that is what fair trade means.
- **Relationship with clients;** Abdi will attract the clients through his online website, but also through the Facebook page he will make for the fair trade coffee.







## HOW TO DO DEVELOP YOUR SKILLS

### What?

Transferable skills are skills which you can take from one situation to another. You can use them in social life, at school or at a job. Below you can find a list of skills and how you can use them at a job. You can develop these skills through practicing them often or through learning from how others around you do certain things.

- **Analyse:** Break a problem down to see what is really going on and fully understand the problem.
- **Calculate Numbers:** Use a calculator, cash register or computer to answer numerical questions.
- **Communicate:** Speak and/or write well and make your ideas clear to others.
- **Computer Skills:** Use the right program for the type of work you are doing; Word, PowerPoint, Excel. Working on a computer goes much faster than working on paper.
- **Confident:** Believe in and feel good about yourself.
- **Creativity:** Use your imagination to think out of the box, come up with new ideas or to solve problems.
- **Decision Making:** Make good judgements about what to do in a difficult situation, even when the supervisor is not present.
- **Delegate:** Assign tasks to others to complete if you think other could help you do it.
- **Efficient:** Perform tasks in the fastest and simplest ways that they can be done.
- **Energetic:** Keep lots of energy to use at work. Make sure not to be tired at work.
- **Enthusiast:** Be positive and enthusiast at your work. This will positively influence your work and the people around you.
- **Explain:** Tell others why you do certain things the way you do or why you think the way you do.
- **Flexibility:** Learn a new task and/or work in a different area with different co- workers. Be flexible about your tasks and open to learn and do new things. Carry out many different responsibilities, sometimes with very little advanced notice.
- **Friendly:** Be friendly to your clients or the people you are working with.
- **Good Work Attitude:** Make sure you enjoy your work and affront your work in a positive manner.
- **Helpful:** Enjoy helping people solve their problems or help others with a task.
- **Initiative:** Show initiative by coming up with new and exciting ideas. Don't always wait for others to tell you what to do.
- **Integrity:** Be honest about what you want and need at work.
- **Interpret:** Look at things and make sense of them, listen to others and understand what they are saying, figure out what makes things work, why there is a problem, etc.
- **Leadership:** Show that you are also able to take the lead at work sometimes, for example in a specific assignment.



- **Learn Quickly:** Do new things and carry out new responsibilities easily by watching others or by following instructions.
- **Listen:** Listen/pay attention to what others are saying, without daydreaming or forming judgements about them.
- **Loyal:** Be committed and devoted to your work and things/people that mean a lot to you.
- **Motivate Others:** Help keep others' spirits up and encourage them to do their best.
- **Organize:** Organize your work in the most efficient way that it can be done simple and fast, but also organize events at work, etc.
- **Perseverance:** Don't give up, not even when at first sight you think a problem is too big to solve. With help from others you can always find a solution, just don't be afraid to ask for help!
- **Personal Development:** Make sure that you also develop yourself at work. Be clear in what you want to learn and work on that!
- **Planning:** Arrange your schedule, your work/plan events/put things in order so that they run smoothly.
- **Precise:** Make sure that things are done accurately, correctly and exactly.
- **Punctual:** Make sure to always be on time for things and make sure you don't miss a deadline.
- **Record Data:** Write thorough and accurate notes/numbers.
- **Set Goals:** Set goals for yourself to achieve and plan ways to achieve them.
- **Team play:** Make sure you can work well in a team and divide roles and responsibilities
- **Time Management:** Plan your time so that you don't forget to do things, you're almost always/always on time, and you know how to prioritize and give yourself enough time to do the things that you need to do.
- **Trustworthy:** Make sure you are to be trusted to get the job done, to look after things or keep secrets that are very important to other people.

Source: [http://www.ceswoodstock.org/job\\_search/resumeskillstranf.shtml](http://www.ceswoodstock.org/job_search/resumeskillstranf.shtml)

## Making - CV

Aim: Students understand their own talents and know how to make a CV

**Tip:** If you didn't manage to do this exercise during the lesson, you can also make this exercise a homework. Students then have to make or finish their CV at home and bring it to the next class.

**Step 1.** Explain students to go to making within the lesson on 'Opportunities' and to download the CV format in Word.

**Step 2.** Tell students they have to fill in the Word document as completely as possible on the computer. Make sure all students have the right document in front of them. Support them in completing the document and answering their questions.

**Step 3.** Explain students they have to share their CV with another student. They have to pick a partner and share their CV with each other. Encourage them to give each other helpful tips and feedback.



If you see that you have some extra time, you can also do the next step.

**Step 4.** Explain students that once they filled in their CV, they can think about the possibilities to share their CV with interesting people in their network.

### **Homework (optional)**

Aim: Students learn to see opportunities in their own neighborhood and lives.

**Step 1.** Explain students they have to think during the week if they see market opportunities in their neighborhood. Tell them to use some creativity to come up with an innovative idea.

**Step 2.** Tell the students to download the business canvas sheet from the summary page on the computer or copy it on a sheet of paper.

**Step 3.** Explain students they have to fill in the business canvas with their own idea and present it next week in class.