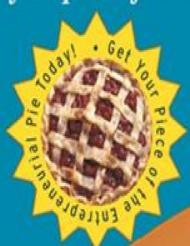
Highly Effective Entrepreneurship Development System!

How to get your piece of the...





Transforming
Business
Talent and
Urban Economies

- Interactive Learning Modules
- Foster Entrepreneurial Thinking
- **Business Needs Analysis**
- Innovative Startup Tools
- Strategic Business Planning
- Useful Resources

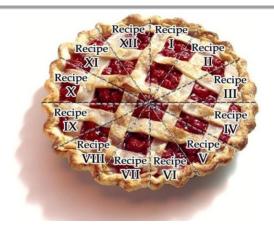
PARTICIPATING IN ENTREPRENEURSHIP

Fostering
Music &
Culinary
Entrepreneurship

12 Recipes for Entrepreneurial Success!

Participating In Entrepreneurship

12 Recipes For Entrepreneurial Success



Definition of Recipe [Rec-i-pe), [res-uh-pee] noun:

A recipe is a <u>set of instructions</u> for accomplishing or achieving something. A <u>method</u> or system to attain a desired end: *a recipe for success*. Participating In Entrepreneurship is a system of <u>interactive learning modules</u> designed to foster entrepreneurial thinking and restaurant, startups development and growth.

About the Course

« PREVIOUS

NEXT »

Participating In Entrepreneurship (PIE) is an introductory course that teaches the fundamentals of Culinary Entrepreneurship. By the end of the course, you will be able to solve the entrepreneurial equation $(K+A+C=E^3)$, completed a Personal Life Plan (PLP), written a Preliminary Business Plan (PBP) and acquired skills and tools need to start, manage, or grow your business.

Prerequisites and Preparation

To enhance the effectiveness of this culinary entrepreneurship you must first perceive the knowledge and training as necessary for your entrepreneurial development and small business success. Secondly, you must make a commitment to thoroughly completing all 12 Recipes (**Interactive Learning Modules**) and fully engaging yourself in the learning process.

12 Recipes (Interactive Learning Modules)	Goals/Outcomes (upon completing the interactive learning modules, you will have)
1. Do You Have What It Takes ?	Determined skills baseline for ownership
2. Developing the Entrepreneur Within	Solved the entrepreneurial equation
3. Basic Skills For Achievement	Identified the building blocks for success in business
4. Creative Applications	Created A Personal Life Plan
5. Getting Organized	Reviewed forms of business ownership
6. Managing By The Numbers	Analyzed credit and financial reporting
7. Human Resources	Identified the key members of the team & staffing
8. Business Taxes	Discussed the four types of business taxes & IRS
9. Financing Your Dream	Examined the components of a restaurant business plan
10. Sales & Marketing	Researched, planned and reviewed implementation of sales & marketing strategies
11. Growing & Developing	Practiced in the "Taking an Entrepreneur to Lunch Exercise"
12. Reflection & Celebration	Reviewed and practiced what was learned & celebrated completion of the course. Discussed the Next Steps!

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ABOUT THE AUTHOR PREFACE **INTRODUCTION**

About the Workshop and What You Can Expect



RECIPE 1 Do I Have What it Takes?

Action Steps:

- 1. Pretest
- 2. Preference Indicator Exercise
- 3. Psychological Barriers
- 4. Level of Knowledge Consciousness
- 5. Six Stages of Learning
- 6. Review & Affirmations



RECIPE 2 Developing the Entrepreneur Within

Action Steps:

- 7. $K + A + C = E^3$
- 8. Entrepreneurship and Learning Expectation
- 9. Accountability
- 10. Testing the Entrepreneurial You 11. Personality of an Entrepreneur?
- 12. Barriers to Self-Employment Success Advantages and Disadvantages of Business Ownership
- 13. Review & Affirmations



RECIPE 3 | Basic Skills for Entreprenurial Achievement

Action Steps:

- 14. Personal Life Plan (PLP)
- 15. The Magic of Dreaming
- 16. Dream Robbers
- 17. Dream List
- 18. Developing a Vision
- 19. Inner Space Exploration
- 20. A Vision For The World
- 21. Clarifying Values
- 22. Goal Setting
- 23. Strategic Action Planning
- 24. ASAP Reality Test
- 25. Psychology of Change
- 26. Daily SAP Activities
- 27. Take A Self Inventory
- 28. Visualization
- 29. Behavior Modification
- 30. Ability
- 31. Credibility
- 32. Marketability
- 33. Review & Affirmation



RECIPE 4 Creative Applications

Action Steps:

- 34. Opportunity Recognition & Idea Generation
- 35. Serendipity
- 36. Creativity
- 37. Innovation
- 38. Preparing to Write Personal Life Plan (PLP)-Outcome of 1-4
- 39. Don't Quit
- 40. Two-hour Private Session
- 41. GITEMM
- 42. Review & Affirmation





Author, Public Speaker, Educator & Business Consultant & ICRA

Omar Aziz currently serves as a Managing Partner of Intellectual Capital Development Corporation (ICDC), a New Orleans based consulting firm specializing in workforce, business development and entrepreneurship. providing consulting services to individuals, small businesses, corporations, educational institutions, non-profit organizations and government agencies.

Omar Aziz dedicated his professional life to entrepreneurship education. He holds a bachelor's degree from the University of New Orleans and Graduate Studies in Executive Business Management from Louisiana State University in Shreveport and is the founder of the American Student Entrepreneurs Association (ASEA) of Louisiana.

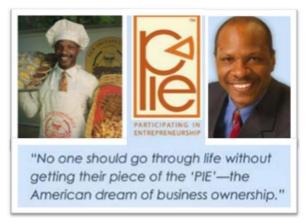
He has worked with numerous organizations including the Xavier University's Enterprise Development Initiative, Idea Village, Urban League Women Business Resource Center, the New

Orleans Jobs Initiative, A.B. Freeman Business School Entrepreneur-In-Residence, New Jersey Commission For The Blind Business Enterprise Project, Young Christian Entrepreneurs, Fast Track Entrepreneurship Training Program, Governor Conference on Entrepreneurship, Department of Labor and the U.S. Small Business Administration.

Public Speaking/ Group Workshop Fees - \$7,500 - \$10,000

Sample Workshop Topics: The Entrepreneurial Equation: K+A+C=E³, Cognitive Restructuring For Entrepreneurial Thinking, Participating In Culinary Entrepreneurship, How To Get Your Piece of The Pie: 12 Recipes for Entrepreneurial Success, Making Your Daily Deposits, The Seven "A"s of Workplace Success, Building High Performance Work Teams.

Travel From: New Orleans, Louisiana



Omar has gone from selling pies to teaching you how to get your piece of the pie.

ICDC...Where Knowledge Becomes Power™

Partial Client List

AARP-Life Reimagine

Australian Business Network

A.B. Freemen School of Business

Annie E. Casey Foundation

Academies of Entrepreneurship

American Society of Interior Designers

Australian Business Association

Barnes & Noble Booksellers

Beacon Light Business Ministry

Bloomingdale's of New York

Byron Arthur & Associates

City of New Orleans

Dillard University

Exceptional Entrepreneurs of Louisiana

Fast Track Entrepreneurship Training

Ford Foundation

Foundation For the MidSouth

Goodwill Industries

Governor's Conference on Entrepreneurship

Hampton Inn

Harmony Neighborhood Development

Hitachi Foundation

Housing and Urban Development

Human Resource Managers in the Hospitality

Industry

Junior Achievement

Josephites of Baltimore

Job1 Workforce Development

Kingsley House

Loyola University

Louisiana Department of Labor Louisiana

Louisiana State University in Shreveport

Lundy Enterprises, LLC -Pizza Hut

McDonald's

Macy's

Marriot Corporation

New Jersey Commission For The Blind

New Orleans Jobs Initiative

Nunez Community College

Orleans Parish Schools

Orleans Private Industry Council

Praline Connection Restaurant

Resident Tenant Council

St. Augustine High

Sidney Collier Community College

Southern University of New Orleans

Stevenson Academy of Hair Design

The Matah Corporation of Philadelphia

Target Training International

The Idea Village

Tulane University

Urban League of Greater New Orleans

University of New Orleans

U.S. Small Business Administration

Xavier Prep High School

Xavier University

Young Christian Entrepreneurs ...

Prepare

En tre pre neur, one who takes a calculated risk. to produce goods and/or services to sell for the capita. creation of profit

Entrepreneurs generate the ideas; produce the goods and services, the jobs, and all the economic activities that drive the local economy. Given the widespread acceptance of the key role entrepreneurs in our economy, Institutions of learning are ideal places for preparing young people and adults for careers as business owners.

Not everyone is cut out to be an entrepreneur, but in today's rapidly changing economic climate not everyone is going to be able to find that "good job with a good company." We need to work from the

proposition that all students must be made aware of the important role of entrepreneurs in our economy and understand what is required to become a successful restaurant owner/operator.

It's not only the student with predetermined restaurant business ownership goals, but all individuals who could benefit from entrepreneurship education. The employee who has respect, appreciation, and an understanding of entrepreneurship is more likely to be an asset to the restaurant. Today's restaurant business owners are looking for employees who can improve the "bottom line," efficiently and cost effectively. This course in culinary entrepreneurship is the beginning of a life-long learning process that develops in students, traits such as initiative, optimism, resourcefulness, risk taking, foresight, leadership skills, versatility, self-determination, and a spirit of ownership.



How To Get Your Piece Of The Pie



Introduction

Ctrl + Click on the PIE. It will open to a blank page, click OK and the interactive pie will appear



Introduction

Rec·i·pe, a

Participating In Entrepreneurship:

12 Recipes for Entrepreneurial Success is your personal guide to procedure for personal and professional success. This is a step-by-step recipe book is accomplishing designed to make new entrepreneurs more comfortable with the or achieving technicalities and red tape involved in starting a new business. Written something with you in mind, Participating In Entrepreneurship (PIE) contains 12 easy-tofollow recipes created to enhance the entrepreneurship learning

process. The recipes are designed to facilitate analytical competence and the application of pertinent knowledge needed to succeed in the restaurant business.

There are several things that are required to enhance the effectiveness of this course. You must first perceive the knowledge and training as necessary for your entrepreneurial development and restaurant business success. You must also make a commitment to thoroughly completing all 12 recipes, and fully engaging yourself in the learning process. The entrepreneurship learning process began with a thorough assessment of the internal *In gre di ents* or intellectual capital needed to accomplish the action steps. When making a pie, the quality of the ingredients will have a major impact on the quality of the finished product. So, it is imperative that you start with high quality ingredients. Recipes I-IV are

designed to help you identify the ingredients needed through self-assessment exercises. These self-assessment exercises and will provide the building blocks for your personal development and the foundation for your entrepreneurial achievement. Each recipe contains:

1. Achievement-based Objective (ABOs) Upon completing...

Recipe I, you will have examined the internal ingredients successful people are made of.

Recipe II, you will have discovered the entrepreneurial qualities within you. Recipe III, you will have identified the basic skills needed for personal and business achievement.

Recipe IV, you will have practiced creative applications and written your Personal Life Plan (PLP).

The remaining Recipes V-XII will provide the basic tools needed to build your restaurant business.



Introduction

2. Action Steps. The combination of ingredients. Action steps combine ingredients together in measured proportions and put into motion success strategies through habitual activity and modes of behavior. These action steps are provided with each recipe and are designed to do the following:

enhance learning through facilitation. By asking questions and engaging the reader in self-discovery during the learning process, the potential for learning is greater.

provide you with constant feedback. This will include tests, field assignments, and other methods that will allow you to demonstrate what you have learned. Action steps reinforce the learning process, creating a balance between business theory and business practice.

provide a logical easily comprehensible format. New and complex subjects are divided into simple, readily understandable steps.

present real-world applications. The information presented in 12 Recipes for Restaurant Success is based on business experience from professionals who have started, operated, and managed businesses.

- 3. Review and Affirmations: This is the testing phase of the recipe, and in this phase, we can determine if the first two phases were properly done. If you selected quality ingredients and completed the action steps as instructed, you are ready to move on to phase four of the recipe.
- 4. Finished product (outcome) phase. After each phase of the recipe is complete, you should have a completed product to incorporate into your overall business.

Participating In Entrepreneurship: 12 Recipes for Entrepreneurial Success (3) major outcomes;

- 1. Personal Life Plan (PLP) is the outcome of Recipes I-IV
- 2. Preliminary Business Plan (PBP) is the outcome of Recipes V-XI
- 3. A better understanding of culinary entrepreneurship

PIE is designed to meet the needs of young people and working adults in an ever-changing urban economy. The student who understands how to start, own, and operate a restaurant business will have greater opportunities for success on the job and as a culinary entrepreneur.

PIE provides culinary entrepreneurship & franchise ownership training for aspiring culinary entrepreneurs, educators, and community leaders who are interested in building the entrepreneurial capacity of their culinary arts communities.



Introduction

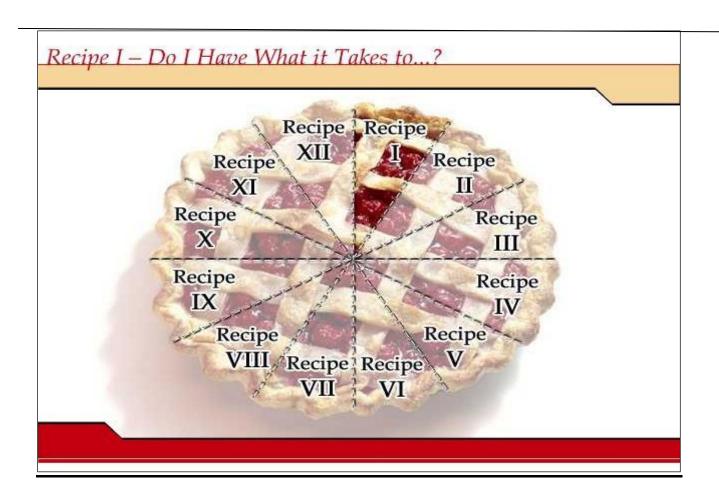
PIE provides innovative outcome-based action steps designed to foster entrepreneurial thinking and develop the personal and professional skills necessary to build a successful business.

Upon completing PIE you will have: (Achievement Based Objectives-ABOs)

- Explored the basic skills for entrepreneurial achievement
- Examined what it takes to be a successful culinary entrepreneur \rightarrow
- Solved the entrepreneurial equation- K+A+C=E³ \rightarrow
- Practiced creative applications
- Identified the tools for restaurant business management **+**
- Requested and analyzed your credit report \rightarrow
- Created a personal budget \rightarrow
- Set goals & developed a Strategic Action Plan

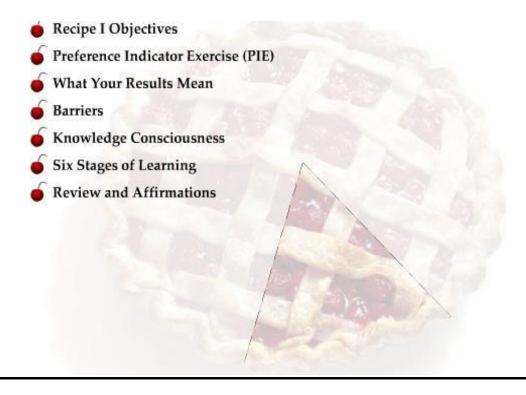
- <u>Identified</u> the members of your team
- Made a list of the licenses & permits needed to operate your business \rightarrow
- Reviewed accounting systems for record keeping }
- \rightarrow Examined the different taxes
- Reviewed marketing strategies \rightarrow
- **Evaluated** business insurance needs }
- \rightarrow Reviewed the four legal business structures
- \rightarrow <u>Identified</u> sources for financing your business
- Examined steps to business planning and formation
- **+** <u>Utilized</u> problem solving techniques
- **Practiced** presentation skills (GITEMM) \rightarrow
- Planned for future progress

Return to this page and check off \boxtimes each ABO as you complete them



"Do the little things well now. In time, great things will be presented to you, waiting to be done."

-Persian Proverb



Throughout history culinary entrepreneurs had to overcome external and internal barriers. Upon completing Recipe I you will have completed a pretest, determined your thinking and learning preference, identified psychological barriers and ways to overcome them, evaluated the levels of knowledge consciousness and reviewed the six stages of learning. The objective of Recipe I is to establish a baseline for learning what it takes to achieve your goals and examine the internal ingredients successful culinary entrepreneur are made of.



Objectives: Upon completing Recipe I, you will have...

Action Steps:

- 1. **Completed** the pretest.
- 2. **Reviewed** and **completed** the Preference Indicator Exercise (PIE).
- **Identified** the barriers you need to overcome and **worked** on the solutions, until the psychological barriers are removed.
- Evaluated, charted, and determined your level of business and entrepreneurial consciousness.
- Identified where you are on the "Stairway to Achievement." 5.
- **Completed** Recipe I. review and affirmation exercise.

Action Step #1: Pretest

Instructions: You have been provided 55 pretest questions. Choose one answer for each question. The Answers to the questions can be found in the back on your workbook.

- 1. Who need **not** be a part of a professional management team?
 - a. Banker
 - b. Attorney
 - c. Spiritual Advisor
 - d. Accountant
- 2. What type of tax would a business **not** likely pay?
 - a. Property tax
 - b. A company would likely pay each type of tax
 - c. Sales tax
 - d. Income tax
- 3. What is the importance of good credit?
 - a. Good credit determines ones ability to raise business capital.
 - b. Good credit would prevent someone from starting a business.
 - c. Good credit is the key ingredient to a good reputation
 - d. Good credit is required to start a business.
- 4. Which would **not** represent a psychological barrier to becoming an entrepreneur? a. Disorganization
 - b. Procrastination
 - c. Aggravation
 - d. Lack of Motivation
- 5. Which represents values among different people?
 - a. All humans have identical values.
 - b. All people share similar values
 - c. Values are similar among different people except in political and religious arenas.
 - d. Different people have different values.

- 6. Which would **not** be included in a list of supporting document for a personal business plan? a. Letters of reference
 - b. Resumes
 - c. Medical information
 - d. Credit report
- 7. When does serendipity occur?
 - a. In a state of cognitive dissonance
 - b. When preparation meets opportunity
 - c. At random
 - d. When participation meets progress

- 8. What is required of someone who has knowledge to reach wisdom?
 - a. Action
 - b. Sharing
 - c. Application of intuition
 - d. Relevance and purpose
- 9. Which does not characterize goals?
 - a. Specific
 - b. Measurable
 - c. Work on sometime in the future
 - d. Realized at a specific time
- 10. What quality of a visualizer would make him a good entrepreneur?
 - a. He likes to teach.
 - b. He easily establishes procedures to get things done.
 - c. He takes risks.
 - d. He's able to investigate all the facts.
- 11. Which would **not** represent the importance of a business plan?
 - a. Carefully examine entire operation.
 - b. Solely to raise capital.
 - c. Helps focus ideas and provides proper strategies.
 - d. Test soundness of venture.
- 12. Which of these would **not** need to be included in a business plan?
 - a. Description of business.

- - b. Management team.
 - c. Statement of purpose.
 - d. Schematics of patents pending.
 - 13. Which might be a good idea but not a good opportunity?
 - a. Attractive
 - b. New product or service
 - c. Timely
 - d. Durable
 - 14. By what is creativity characterized?
 - a. Desperation and despair.
 - b. Originality and expressiveness.
 - c. Justice and mercy.
 - d. Conformity and teamwork.
 - 15. What should be a consideration when forming a dream list?
 - a. Talent
 - b. Money
 - c. Desire
 - d. Time

- 16. When should a business location be determined?
 - a. After deciding the ownership type.
 - b. After the target market research.
 - c. After deciding the weather, you prefer.
 - d. After deciding the ownership type.
- 17. Where does an employer apply for an EIN?
 - a. State tax department.
 - b. IRS
 - c. State revenue department
 - d. City Hall
- 18. What can mean the difference between success and failure in a new business?
 - a. Daily SAP form.
 - b. Visualization
 - c. Presentation of new image.
 - d. Credibility.
- 19. Which would **not** be a good quality desired of a staff team?
 - a. Cooperation
 - b. Passive-aggressive
 - c. Growth-oriented
 - d. Self-reliant
- 20. What is the advantage of a sole proprietorship?
 - a. Able to draw from the strength of other owners.
 - b. Limited personal liability.
 - c. Simple and least complicated form of business.
 - d. Best for large establishment of a business.
- 21. In general, how well does our current educational system prepare students to become entrepreneurs?
 - a. It prepares them very well.
 - b. It doesn't prepare them very well.



- c. It prepares them well enough.
- d. It prepares them resplendently.
- 22. Why is marketing important?
 - a. It makes your products or services attractive to consumers.
 - b. It increases your stature in the community or industry.
 - c. None of these
 - d. It informs the consumers or clients who will consume or use your product or service.



RECIPE 1 Do I Have What it Takes?

- 23. Which is **not** one of the C's of credit?
 - a. Capacity
 - b. Conditions
 - c. Credibility
 - d. Capital
- 24. What should a mission statement consist of?
 - a. Purpose of company.
 - b. Competition and revenue projections.
 - c. Goals of the company.
 - d. Purpose and goals of the company.
- 25. Which would **not** be a building block for personal achievement or part of a blueprint for entrepreneurial achievement?
 - a. Strategic business plan.
 - b. Formation of a dream list.
 - c. Detailed descriptions of barriers to success.
 - d. Descriptions*
- 26. What troubles will enterprise, industry, and success overcome?
 - a. Troubles in matters of privacy and reproductive rights.
 - b. Troubles in matters of religious and human rights.
 - c. Troubles in matters of security and political stability.
 - d. Troubles in matters of civil and political rights.

- 27. What is the most important goal when changing one's mode of action?
 - a. Capital acquisition.
 - b. Developing a positive self-image.
 - c. Physical well being.
 - d. Interpersonal relationships.
- 28. Which would not be an entrepreneurial trait?
 - a. Versatility
 - b. Self-determination
 - c. Risk-taking
 - d. Conformity
- 29. What is a business plan?
 - a. An idea for business.
 - b. A funding vehicle
 - c. An effective way to raise capital.
 - d. A written outline of all facets of a business.
- 30. What is an entrepreneur's greatest asset or liability?
 - a. Marketing Plan
 - b. Values
 - c. Capital
 - d. Personality

- 31. A strategic action plan is...
 - a. A reaction to outside stimulus
 - b. A reflection of personal goals
 - c. Unrelated to rivals or changing business conditions.
 - d. Unrelated to opportunities or threats.
- 32. Besides promotion, what is the next most important part of a marketing strategy? a.

Trademarks

- b. Delivery
- c. Patents
- d. Copyrights
- 33. Which is **not** part of the K+A+C=E3
 - a. Effort



- b. Knowledge
- c. Commitment
- d. Action
- 34. What records aren't necessary to keep on a monthly basis?
 - a. Chart of accounts
 - b. Cash flow statement
 - c. Balance statement
 - d. Profit and loss statement
- 35. If planned correctly, what should determine business success?
 - a. The economy
 - b. Luck
 - c. Hard work
 - d. Connections
- 36. Which would **not** further assist an individual in determining their entrepreneurial ability? a. Shop at established businesses.
 - b. Continue learning.
 - c. Read books to acquire new abilities.
 - d. Subscribe to business magazines.
- 37. When paying federal withholding taxes monthly, when is the tax due?
 - a. By the end of the month.
 - b. On the anniversary date
 - c. By the fifteenth of each month
 - d. On the first of the month.

- 38. Which would likely **not** require a business registration?
 - a. Department of Natural Resources
 - b. Secretary of State's Office
 - c. Department of Revenue
 - d. IRS
- 39. Who is required to pay a sales tax?
 - a. Government workers
 - b. Consumers
 - c. Students
 - d. Manufacturers
- 40. Which would be a BAD reason to take an entrepreneur to lunch?
 - a. To gain insight into a person's motivations for owning a business.
 - b. To gain insight into a person's reasons for owning a business.
 - c. To gain insight into a person secret business processes.
 - d. To gain insight into a person's strategies and approaches to owning a business.
- 41. Which would be the **least** valuable question when outlining a marketing strategy?
 - a. When will your product be offered?
 - b. What products will be offered?
 - c. In what color, should I package my product?
 - d. What are your product's benefits?
- 42. What should be an entrepreneur's response to obstacles?
 - a. Go back
 - b. Give up
 - c. Overcome them
 - d. Pass the buck
- 43. Which does **not** represent the importance of studying business case studies?
 - a. Helps entrepreneurs gain in-depth exposure to business practices.
 - b. Enhances entrepreneur's sense of business judgment.
 - c. Helps entrepreneurs to copy successful business.
 - d. Gives entrepreneurs valuable practice.
- 44. A daily log of cash deposited and debits is an example of a...
 - a. Procedural manual.

RECIPE 1 Do I Have What it Takes?

- - b. Cash control.
 - c. Operational procedure.
 - d. Inventory control.

- 45. Which is a credential?
 - a. Certified music instructor.
 - b. Enrollment in a music class.
 - c. Recital of Beethoven's Piano Concerto No. 1
 - d. Desire to learn to play the piano.
- 46. Which would **best** represent someone with a conscious competence?
 - a. I don't know that I already know how to start a business.
 - b. I don't know that I don't know how to start a business.
 - c. I know that I don't know how to start a business.
 - d. I know how to start a business.
- 47. What is innovation?
 - a. Repetition of mundane
 - b. The process of profiting from a marketable product or service.
 - c. The act of introducing something new.
 - d. The act of introducing something creative.
- 48. Which of these statements would best represent the future of how we live and work?
 - a. It is about to change more drastically than in any time of our history
 - b. It will experience the type of change that occurred during the Industrial Revolution.
 - c. It will likely remain very much as it has in the past.
 - d. It will continue to evolve at its present pace.
- 49. Which is a powerful technique for improving self image and achieving goals?

- a. Psychoanalytic imaging
- b. Rationale-emotive therapy
- c. Visualization
- d. Tactal-kenestetic imaging
- 50. Which would not describe vision?
 - a. Posters on children's walls.
 - b. Preview of life's coming attractions
 - c. The electrochemical process resulting from the stimulation of the retina. d. Dreams.
- 51. What is least important when identifying potential buyers?
 - a. Lifestyle
 - b. Geography
 - c. Physical characteristics
 - d. Demographics



RECIPE 1 Do I Have What it Takes?

- 52. Why are financial statistics expressed in ratios?
 - a. So, they can not easily be compared.
 - b. To make them intelligible by only the most educated.
 - c. So, they are more meaningful.
 - d. It's just easier that way.
- 53. Which would not necessarily be a quality to look for in a member of a management team? a. Complementary skills
 - b. Agreement on purpose
 - c. High priced
 - d. Complementary personalities
- 54. With whom would it be helpful to review a personal business plan?
 - a. A banker
 - b. A close friend
 - c. A family member
 - d. Your religious advisor
- 55. What is the skill needed to do business effectively?
 - a. Ability
 - b. Credibility
 - c. SAP
 - d. Visualization

What is your pretest score? __

Action Step #2: Preference Indicator Exercise

Instructions: You are provided three Preference Locator Maps and a special Personal Indicator Map designed for this exercise. *Review* and *complete* the four maps.

- **Map 1** Mental Activities and Thinking Modes: Circle the eight elements you most strongly feel represent you.
- **Map 2** Career Elements: Circle the eight elements most important to your career over the long term.
- **Map 3** Job Requirements: Circle the eight requirements you feel must be a part of your ideal job.

Tallying Up Your Quadrant Selections on Map 4

Enter the number of items you circled in each of the four quadrants labeled A, B, C, and D on each of the Locator Maps in the spaces provided. Then, calculate the total items you chose for each quadrant. This will provide a numerical identification of the quadrant that is most dominant for you. This is an indicator of your thinking and learning preferences. To learn more about the Whole Brain Business Model go to www.hbdi.com

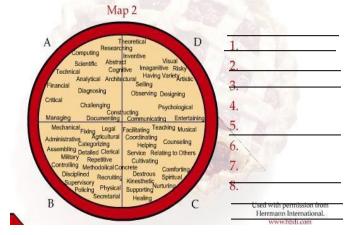


RECIPE 1 Do I Have What it Takes?

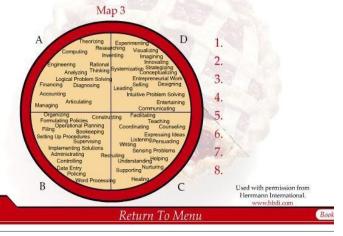
 Map 1 – Mental Activities and Thinking Modes: Click the 8 elements you most strongly feel represent you.



 Map 2 – Career Elements: Click the 8 elements most important to your career over the long term.



Map 3 – Job Requirements: Click the checkbox next to the 8 requirements you feel must be a part of your ideal job.



www.pieinteractive.com/PreferenceLocatorMap

If your high score on your Thinking Preference Indicator Map is in the upper left hand corner, **Section A**, then you are:

An Analyzer - a logical thinker, critical, and realistic. You know how to analyze all the facts and are good with numbers.

If your high score is in the lower left hand corner, **Section B**, then you're: **An Organizer** – a person who gets things done, is reliable, neat, timely and organized. You also take preventive action and establish procedures for getting things accomplished.

If your high score on your Thinking Preference Indicator Map is in the Lower right hand corner, **Section C**, then you are:

A Personalizer- is sensitive to others, likes to teach, be supportive, expressive, and emotional.

If your high score on your Thinking Preference Indicator Map is in the upper right hand corner, **Section D**, then you are:

A Visualizer – highly imaginative and can conceptualize the big picture. You take risks, and like to break the rules.

These indicators may also help you find a good partner. Look for someone whose area of strength is different from yours.

Action Step #3: Psychological Barriers to Goal Achievement and Ways to Overcome Them Instructions (a): Identify the barriers you need to overcome; then work on the solutions, until the psychological barriers are removed.

1. Procrastination:

- Don't put things off. Do it now.
- When you start a task, complete that task before starting another.
- Don't wait until the last minute haste makes waste.
- Do it today, because tomorrow never comes.

2. Disorganization:

- Organize your home and office so they are easy to move around in, easy to look at, and easy to function in.
- Keep track of your ideas. They are worth millions.
- Organize information so that it is at your fingertips when you need it (i.e. keep important names, addresses, phone numbers, documents)

3. Lack of Motivation:

- Develop pride in yourself.
- Work at something that brings excitement and enthusiasm into your life.
- Set goals that you can accomplish.
- Your present situation is not permanent.
- Don't resist change. Change is the only constant thing in life.

4. Self-Sabotaging Fears:

- The Fear of Rejection.
- The Fear of Criticism.
- The Fear of Success.
- The Fear of Old Age

REPLACE FEARS WITH POSTIVE DESIRES

5. Lac	k of	know-	how:
--------	------	-------	------

3. Lack of Motivation:

By taking this course you have made the most important step toward acquiring the intellectual capital needed to become a successful entrepreneur, but remember the acquisition of knowledge is a life long process. It does not end with the completion of this workbook. You should always research and learn about your chosen field

Instructions (b): Write your solutions in the space provided below each barrier.	
. Procrastination:	
. Disorganization:	
-	

RECIPE 1	Do I Have What it 1	Takes?		
I. Self-Sabota	ging Fears:			
_				
Lack of kno	w-how:			

Now that you have identified and developed a plan to removed psychological barriers, you are ready to pursue the business knowledge and entrepreneurial skills needed to start, operate, and grow your own business. This process begins with determining your level of consciousness. Do you know what you don't know?

Watch This Video: Take Control Of Your Life: https://www.youtube.com/watch?v=cg5fSid9mng

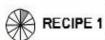
Action Step #4: Level of Consciousness

Instructions: Evaluate the chart below to determine your level of business and entrepreneurial consciousness. Then answer the following "How do you plan to get to the next level?"

Level of Consciousness Chart

Level of Consciousness	Ignorance	Competence				
Unconscious	Level One Unconscious Ignorance I don't know that I don't know how to start, Operate or grow my own business	Level Three Unconscious Competence I don't know that I already know how to start, Operate or grow my own business				
conscious	Level Two conscious Ignorance I know that I don't know about starting, Operating, or growing a business	Level Four conscious Competence I know what I know about starting, Operating and growing a business				

What is your level?		
How do you plan to get to the next lev	vel of consciousness?	



RECIPE 1 Do I Have What it Takes?

Action Step # 5: Six Stages of Learning

Instructions: **Read** and **think** about what you have read. Then **demonstrate** how data ultimately leads to peace of mind.

In his book, Transformational Learning: Renewing Your Company Through Knowledge and Skills, Daniel R. Tobin describes the four stages of learning. To take you to a higher level of consciousness, I am proposing two additional stages. They are referred to as stages V and VI. Stage I on the stairway is to sift through the data and utilize only the data that is relevant to you and your business. Management guru Peter Drucker defines information as "data endowed with relevance and purpose." In step one of this model, you are seeking information that can add value to your organization and to the people that work within the organization.

Data + **Relevance** + **Purpose** = **Information** (Stage II)

Information may be relevant to the organization and its work, but it cannot add value unless it's applied to that work. People may have volumes of information, but until they apply it to their jobs, they cannot claim that they have any new knowledge. In other words, knowledge without action is irrelevant. It is not enough to acquire knowledge, you must put your thoughts into action. "People who wait for the perfect time to act on their ideas and insist upon perfection as a minimum requirement invariably postpone a project until paralysis sets in and nothing is accomplished" - Art Linkletter. The second step can sometimes be difficult. Only when you have applied *information* to your business, and it adds value, can you say that you have acquired new knowledge.

Information + **Application** = **Knowledge** (Stage III)

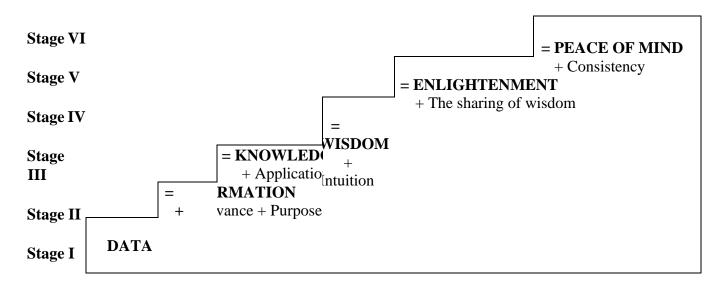
When knowledge is put into practice, over time it becomes experience and then, intuition sets in. That is, as people work, they develop experience and "gut feelings" about what will, or will not, work in each business situation. This step is classified as wisdom and "conscious competence."

Knowledge + **Intuition** = **Wisdom** (Stage IV)

When wisdom is shared with others, it awakens the mind to a supreme state of consciousness that is called enlightenment (Stage V). The entrepreneurial mind of the 21st century is striving for enlightenment. It is a mind that is environmentally and socially conscious. It is a mind that respects the well being of its fellow man or woman, and it is a mind that is spiritually based and at peace with its self. Peace of mind (Stage VI) is achieved by consistently reaching new levels of enlightenment and sharing it with all of humanity to make the world a better place to live and work.



STAIRWAY TO ACHIEVEMENT



Stage VI - Peace of Mind

- Once enlightenment takes place, the mind is environmentally and socially conscious.
- It is a mind that respects the well-being of its fellow man and woman, is spiritually based and at peace with itself.
- Wisdom + Enlightenment = Peace of Mind





Instructions: Evaluate, review, test and affirm what you have learned from this recipe. Complete the following:

Name the four thinking/learning preferences.

Action Step 6. Recipe I Review.

1.

Name the four barriers to goal achievement and ways to overcome them

Way(s) to overcome this barrier:	-	

2.	
	Way(s) to overcome this barrier:
3.	
	Way(s) to overcome this barrier:
4.	Way(a) to average menthic housing
	Way(s) to overcome this barrier:
_	
\mathscr{R}	RECIPE 1 Do I Have What it Takes?
עוא	
4	an an 4h a fall anima manati ang
4 <i>n</i> S	wer the following questions:
Wha	at is your level of knowledge consciousness?
. ,	

What additional information will be collected to help you to become successful?

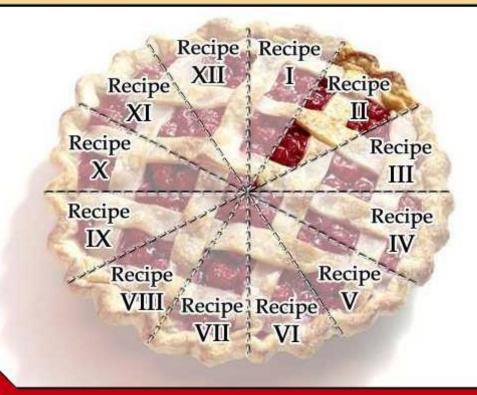
Fill in the blanks:	
Data + Relevance + = Info	rmation
Information + Application =	
+ Application +	= Wisdom
When wisdom is shared with others, it awakens	the mind to a state of consciousness that is called
What is Stage VI?	
Affirmations:	
→ I will continue the entrepreneurial learning pr	
→ I will search the World Wide Web to increase	9
 → I will subscribe to business magazines and other → I will continue to read books that will increase 	•
2 Other	my menecual capital.

RECIPE 1

Do I Have What it Takes?
notes, thoughts, ideas, and suggestions

 PARTICIPATING IN ENTREPRENEURSHIP
ENTREPRENEURSHIP

Recipe II - Developing the Entrepreneur Within



"Before proceeding one must reach."

- West African Proverb



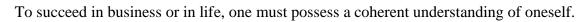
Why is it that some entrepreneurs are successful, and others are not? If the potential for greatness is within everyone, does it have to be developed? Now that you know what it takes to achieve your life's mission, you must continue to develop the entrepreneur within.

$oldsymbol{Action Steps:}$ Upon completing Recipe II, you will have...

- 7. solved the Entrepreneurial Equation. Written down and be prepared to discuss your thoughts on the necessity of entrepreneurship education.
- 8. read the passage on ACCOUNTABILITY and answered the questions.
- read carefully and answered honestly the questions to Testing the Entrepreneurial You. In groups, **discussed** your answers to Test the Entrepreneurial You and have one person from each group give a report.
- 10. circled the number that best represents you for each characteristic under, "Do you Have the Personality of an Entrepreneur?"
- 11. **reviewed**, and **reflected** on the barriers, advantages, and challenges of self-employment.
- 12. completed Recipe II. review and affirmation exercise.

Action Step #7: The Entrepreneurial Equation

Instructions: Solve the Entrepreneurial Equation $K+A+C=E^3$, then Write down and be prepared to discuss your thoughts on the necessity of entrepreneurship education.



This is the basis for the acquisition of all knowledge. Knowledge is the power (key) that unlocks the mind to innovation and success. You must explore your inner space, to discover the greatness you have within.



ction It is not enough to acquire information or knowledge; one must put ideas into action. Action is worth a million ideas. "People who wait for a perfect time to do something and who insist upon

perfection as a minimum goal invariably postpone a project until paralysis sets in and nothing is accomplished" - Art Linkletter. The first step can sometimes be difficult, so you are being provided with a series of exercises that will take you from the idea stage to the action stage, helping to develop what is referred to as ASAP – A Strategic Action Plan.



Do not be discouraged. Every wrong attempt discarded is another step forward toward

achieving goals. Thomas Edison failed 999 times, and the 1000th time he succeeded. It is the combination of reasonable talent and the ability to keep moving forward in the face of defeat that leads to success and the fulfillment of one's dreams. The training will provide you with a strong desire and appreciation for the power of commitment and faith.

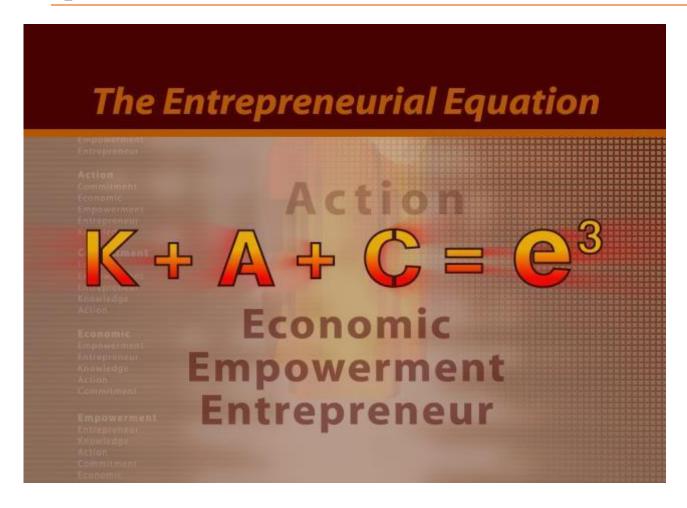


Empowerment Entrepreneur

Knowledge + **Action** + **Commitment** = **E**conomic **E**mpowerment for you- the **E**ntrepreneur. All successful people throughout the ages have used this formula for entrepreneurial success. It is imperative that we acquire the necessary success power tools. You have taken the first step. You will learn how to dream again, develop a clear vision, and sharpen your business skills for greater success in the new millennium.

"How we live and work is about to change more drastically than at any time in our history due to the convergence of the mainstreaming of the internet and other technologies and peak spending years of the aging baby boomers."

- Harry Dent, the author of The Great Boom Ahead



A ction Step #8: Culinary Entrepreneurship and Learning Expectations Ins down your thought about culinary entrepreneurship and your learning expectations. tructions: Write

Culinary entrepreneurship is
By the end of this course, I expect to have gained/learned/acquired the knowledge, skills and attitudes to



RECIPE 2 Developing the Entrepreneur Within

Action Step # 9. Accountability

Instructions: Read the passage on accountability and answer the following questions.

Accountability is a critical principle. The design of entrepreneurial learning tasks (action steps), the sequence, and reinforcement of content must be accountable to the learner. Learners must be aware of what they are to learn, what they are learning and ultimately can do what they learned. **Learnercentered** entrepreneurship training sets forth Achievement-Based Objectives (ABOs) that are quantifiable and **verifiable**. Learner-centered entrepreneurship training teaches the proposed content: skills, knowledge, and attitudes within the proposed timeframe.

The Program Course Leader (PCL) is accountable to the learners for the designed and for fulfilling the following responsibilities: adequate preparation, learning needs assessment, showing respect for all entrepreneurs and their different styles of learning, timing tasks appropriately, evaluating the **learning**, and **being responsive** to each student entrepreneur. The PCL is responsible *to* the learners, but not for the learning. The learning and ultimately doing what was learned is the responsibility of the learner.

Answer the following questions:

Who is accountable <i>for</i> the learning and developing the entrepreneur within?				
What is the responsibility of the program course leader?				

RECIPE 2 Developing the Entrepreneur Within

Action Step #10 : Testing the Entrepreneurial You Instructions: Read each question carefully. Write the letter of your answer on the line. Be honest with your answers. Be prepared to discuss your answers. 1. ____ If you had a free evening, would you most likely

- a. Watch TV
- b. Visit a friend
- c. Work on a hobby
- 2. ____ In your daydreams, would you most likely appear as
- a. A millionaire floating on a yacht
- b. A detective who has solved a difficult case
- c. A politician giving an election night victory speech
- 3. ____ To exercise, would you rather
- a. Join an athletic club
- b. Join a neighborhood team
- c. Do some jogging at your pace
- ____ When asked to work with others on a team, which would you anticipate with the most pleasure?
- a. Other people coming up with good ideas
- b. Cooperating with others
- c. Getting others to do what you want
- ____ Which game would you rather play?
- a. Monopoly
- b. Roulette
- c. Bingo

Your employer asks you to take over a company project that is failing, wo rather tell her that you will: a. Take over the project b. Not take over the project because you are swamped with work c. Give her an answer in a few days when you have more information	uld you
RECIPE 2 Developing the Entrepreneur Within	
In school, were you more likely to choose courses emphasizing a. ield work Papers Exams	
In buying a refrigerator, would you Stay with an established, well-known brand	
Ask your friends what they bought Compare thoroughly the advantages of different brands	
While on a business trip, you are late for an appointment with a lient in a neighboring town. Your train has been delayed	

indefinitely. Would you: a. Rent a car to get there

- b. Wait for the next scheduled train
- c. Re-schedule the appointment

10. _____ Do you believe that people you know who have succeeded in business

Have connections

- b. Are cleverer than you
- c. Are about the same as you but maybe work a litter harder

11. _____ An employee who is your friend is not doing her job. Would you

- a. Take her out to lunch and hint broadly that things aren't going well and hope she gets the message.
- b. Leave her alone and hope she straightens out

a.

- c. Give her a strong warning and fire her if she doesn't shape up
- 12. _____ Do you enjoy playing cards most when you
- a. Play with good friends
- b. Play with people who challenge you
- c. Play for high stakes
- 13. _____ You operate a small computer repair business. A close friend competitor suddenly dies of a heart attack. Would you
 - a. Reassure her family that you will never try to take away any customers
- b. Propose a merger
 - c. Go to your former competitor's customers and offer them a better deal

Action Step #11: Do You Have the Personality of an Entrepreneur?

Instructions: Circle the number that best represents you for each characteristic, then add the numbers circled to get a total for each section. Add each section to get a total score. See score sheet below.

INDEPENDENCE	A	gree					Disagre
1. I usually do things my own way	6	5	4	3	2	1	0
1. I usuany do things my own way	- 10		-	3		1	
2. I tend to rebel against authority.	6	5	4	3	2	1	0
3. I have a reputation for sometimes being stubborn.	6	5	4	3	2	1	0
4. I like to take the first step in starting something new.	6	5	4	3	2	1	0
5. I often enjoy being alone.	6	5	4	3	2	1	0
6. I move towards positions of leadership.	6	5	4	3	2	1	0
7. I like responsibility.	6	5	4	3	2	1	0
8. I tend to stand on my own two feet rather than asking for help.	6	5	4	3	2	1	0
9. I like to be in control	6	5	4	3	2	1	0
10. Personal freedom is very important to me.	6	5	4	3	2	1	0

Total points = _____ (Add the circled numbers for this section.)

LF-DISCIPLINE Agree		Disagree					
11. I'm persistent. I "stick to it."	6	5	4	3	2	1	0
12. I finish projects even if they involve a great deal of work.	6	5	4	3	2	1	0
13. I'll work as long as it takes to finish a project.	6	5	4	3	2	1	0
14. When I'm interested in a project, I need less sleep.	6	5	4	3	2	1	0
15. If something needs doing, I'll do it even if it's not pleasant.	6	5	4	3	2	1	0
16. When needed, I can pay close attention to a job without being pulled away.	6	5	4	3	2	1	0

Total points — Add the chicled humbers for this section	Total points =	(Add the circled numbers for this section
---	----------------	---

RECIPE 2 Developing the Entrepreneur Within

17. When there's something that I want, I keep the end results clearly in mind.	6	5	4	3	2	1	0
18. I keep my New Year's (or other) resolutions.	6	5	4	3	2	1	0
19. I examine my mistakes to learn from them.	6	5	4	3	2	1	0
20. I have a strong personal drive and a need to achieve.	6	5	4	3	2	1	0

CREATIVITY	Agre	e				Di	isagree
21. It's easy for me to find many ways to solve a problem.	6	5	4	3	2	1	0
22. I see problems as challenges.		5	4	3	2	1	0
23. I have new and different ideas.		5	4	3	2	1	0
24. I am adaptable.	6	5	4	3	2	1	0
25. I am curious.	6	5	4	3	2	1	0
26. I tend to be very intuitive.		5	4	3	2	1	0
27. I think of original uses for common objects.		5	4	3	2	1	0
28. I am receptive to new ideas.		5	4	3	2	1	0
29. I have a good imagination.	6	5	4	3	2	1	0
30. I experiment with new ways to do things.		5	4	3	2	1	0
	6						

Total points = _____ (Add the circled numbers for this section.)

DRIVE AND LEISURE			Agree					
31. Once I make up my mind to do something, nothing stops me.	6	5	4	3	2	1	0	
32. If something can't be done, I find a way.	6	5	4	3	2	1	0	
33. I'm willing to undergo sacrifices for possible gain		5	4	3	2	1	0	
			1					

Total points = _____ (Add the circled numbers for this section.)

34. Gutsy	6	5	4	3	2	1	0
35. Determined	6	5	4	3	2	1	0
36. Motivated	6	5	4	3	2	1	0
37. Persistent	6	5	4	3	2	1	0

38. Committed	(6	5	4	3	2	1	0
39. Action-oriented	(6	5	4	3	2	1	0
40. Positive	(6	5	4	3	2	1	0

Total points = ____(Add the circled numbers for the previous two sections.)



RISK-TAKING	Agree				Disa	gree	
41. I feel that if I don't risk, I'll be stuck in a rut.	6	5	4	3	2	1	0
42. I enjoy discovering new and unusual things.	6	5	4	3	2	1	0
43. I have a high need for adventure.	6	5	4	3	2	1	0
44. I live life to the fullest.	6	5	4	3	2	1	0
45. I take chances.	6	5	4	3	2	1	0
46. I think people who take risks are more likely to get ahead tha	n						
those who don't.	6	5	4	3	2	1	0
47. I'm willing to stick my neck out for something in which I		5	4	3	2	1	0
believe.							
48. I'll gamble on a good idea even if it isn't a sure thing.	6	5	4	3	2	1	0
49. I'm willing to face a failure in order to expand my horizons.		5	4	3	2	1	0
50. In order to learn something new, I often dig into subjects							
in which I have no background or little training.	6	5	4	3	2	1	0

Total points = _____ (Add the circled numbers for this section.)

CONFIDENCE

The following terms describe me: Agree			Disagree				
51. Healthy self-esteem.		5	4	3	2	1	0
52. I can recover from an emotional setback		5	4	3	2	1	0
53. I feel sure about myself.	6	5	4	3	2	1	0
54. I can handle any situation.	6	5	4	3	2	1	0
55. I feel like a winner.		5	4	3	2	1	0
56. I believe in myself.		5	4	3	2	1	0
57. No matter what happens, I'm on top of things.		5	4	3	2	1	0
58. I can accept a compliment.	6	5	4	3	2	1	0
59. I can accept challenges.	6	5	4	3	2	1	0
60. I have unlimited potential.	6	5	4	3	2	1	0

Total points = ____(Add the circled numbers for this section.)

Add up your total score for all six sections.	
Your total score for the personality test =	
Adapted from K. Hawkins and P. Trula	



Score Sheet							
If you scored between:	Your personality traits indicate:						
320-360	you have developed the personality traits for entrepreneurial success.						
280-319	that you show good promise for success in self-employment.						
220-279	that you have potential, but need to spend more time on development						
120-219	that you will need development, drive, self-discipline, and						
confidence at this stage of the ga	ame.						
001-119	that you must work on developing creativity, risk-taking ability,						
	confidence, and movement to get your drive and self-discipline in gear.						

Action Step #11: Barriers, Advantages, and Challenges of Self

Instructions: Review, and **reflect** on the barriers advantages and challenges of self –employment.

Barriers to self-employment success

- 1. Lack experience in the chosen business or industry
- 2. Lack of access to capital
- 3. Fear & procrastination
- 4. Poor personal credit
- 5. Low to no planning and/or management skills
- 6. Poor Personal health
- 7. Personal and family issues
- 8. Lack of discipline

Advantages of business ownership

- 1. Being your own boss
- 2. Controlling your own destiny
- 3. Vehicle for creating wealth
- 4. Able to provide jobs for people in your community
- 5. Generate tax revenues and contributes to the growth of the economy

Challenges of business ownership

- 1. Raising capital
- 2. Competition for quality workers
- 3. Management
- 4. Market changes



RECIPE 2 Developing the Entrepreneur Within

Action Step #12: Recipe II Review & Affirmation

Instructions: Evaluate, review, test and affirm what you have learned from this recipe.

	neurial equation: K + A + C	$=\mathbf{E}^3$	
A =			
E³= E	E	E	
Explain what the 6	entrepreneurial equation mear	ns to you?	
How can you bene	efit culinary entrepreneurship	education and training?	
How would you be	est describe the entrepreneur	ial you?	

☐ Which characteristics best describes your Entrepreneurial Personality?

	•
_	
	-
_	
	•
_	
	_
RECIPE 2 Developing the Entrepreneur Within	

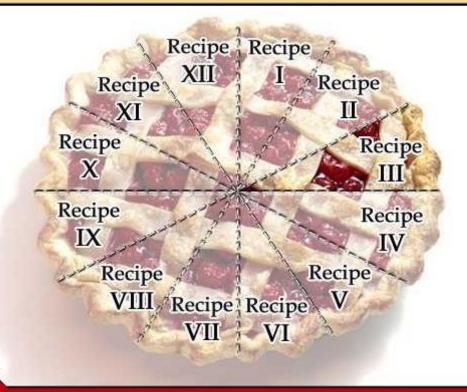
Affirmations:

- + I will use the Entrepreneurial Equation as a guide for entrepreneurial success.
- → I will use Entrepreneurship Education as a lifelong learning process.
- → I will continue to evaluate my entrepreneurial characteristics and track any changes that may redefine the entrepreneur in me.
- → I will take full responsibility for learning what I need to know.
- Other______

RECIPE 2 Developing the Entrepreneur Within	
RECIPE 2 Developing the Entrepreneur Within	
notes thoughts ideas and suggestions	
notes, thoughts, ideas, and suggestions	

PARTICIPATING IN ENTREPRENEURSHIP
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Recipe III - Basic Skills for Entrepreneurial Achievement



"Seek not outside yourself, success is within."
-Mary Lou Cook



How do you plan to spend the rest of your time on planet earth? The objective of Recipe III is to bring back the magic of dreaming, develop a vision, clarify your values, set goals, and created a Personal Life Plan(PLP).



RECIPE 3 Basic Skills for Entreprenurial Achievement

Action Steps: Upon completing Recipe III, you will have...

- 13. **Reviewed** the 10 steps for completing your Personal Life Plan (PLP)
- 14. **Read** the Magic of Dreaming while **Listening** to soothing background music.
- 15. **Recognized** and eliminated Dream Robbers
- 16. Created your Dream List, as if you had all the time, talent, money, and help you needed.
- 17. **Developed** a vision of yourself as a successful culinary entrepreneur.
- 18. Gone deep inside of your inner space (Inner Space Exploration) and on a separate sheet of paper (or in a Word Doc.) answered the questions honestly and completely. 19. Written your Vision of the kind of world you would like to live in.
- 20. **Taken** a moment to review what you value most from the Value List, and **chosen** the top ten that are most important to you. Write them down in order of priority while briefly explaining why.
- 21. **Described** where you were and what you accomplished last year. **Identified** where you are in life now and where you hope to be in five years. **Review** the Goal Setting exercise (Goals #1-10). 22. **Completed** the A Strategic Action Plan (ASAP) for Goal #1 To Develop a Positive Self-image.
- 23. **ASAP** Reality Test
- 24. **Completed** the Psychology of Change activity P__ I__ E__ S__.
- 25. **Finished** the Daily ASAP activities for Goal #2, a line by line listing of what you intend to accomplish "today."
- 26. **Taken** a Self-Image Inventory (Old Negative Image, My New Image).
- 27. **Practiced** 7 Steps of Visualization.
- Completed the Affirmation and Behavior Modification exercises. 28.
- 29. Ability
- 30. Credibility
- 31. Marketability
- 32. Review & Affirmation





Action Step # 13: Personal Life Plan

Instructions: The Personal Life Plan (PLP) consists of ten steps. These steps are designed to provide the building blocks for your personal development and a blueprint for entrepreneurial achievement. **Review** the steps below and complete the exercises on the following pages.

<u>Dream list</u> : an item-by-item list of what you would do with your life if you had unlimited time, talent, and money.
Your Vision : write your vision of the kind of world you would like to live in and your role in that world.
<u>Values List:</u> a prioritized list of what you believe is most important to you in terms of relationships, concepts, and feelings.
<u>Goals list</u> : a list of the specific results you want to accomplish over the next twelve months in both your business and personal life.
A Strategic Action Plan (ASAP): your ASAP includes a start date, a completion date, and the necessary steps you will take to reach your goals.
<u>Psychology of Change:</u> a review of current activities and habits. This is a behavior modification and code-switching process.
<u>Ability:</u> identify the skills you need to be effective in your business or your career.
Credibility: list qualifying enhancements.
Marketability: identify the unique things that sell you. List your positives.
Daily Activity Log: the day-to-day activities you must be engaged in to actualize your goal



Instructions: Read the following paragraphs **while listening** to soothing background music. Allow yourself to **dream**. Do you remember a time in your life when you dreamed of magical things and had moments of great joy and pleasure? Take a few minutes to **reflect** on those moments.

You know, I do believe in the magic of dreaming. I was born and raised in a magic *Dreaming*, a time, in a magic town, among magicians. Although most people didn't realize we sequence of lived in that web of magic, connected by the silver filaments of chance and sensations, circumstance, I knew it all along. When I was thirteen years old, the world was my images, hopes lantern, and by its green spirit glow, I saw past, the present, and the future. You and thoughts probably did too; you just don't recall it all. We all start out with the magic of that pass dreaming and being creative. We are born with whirlwinds, forest fires, and comets through a inside of us. We are born able to sing to birds and read the clouds and see destiny in person's mind grains of sand, but we get the magic of dreaming educated right out our souls. We get it "churched" out, spanked out, washed out, and combed out. We get put on the

straight and narrow and told to grow up for God's sake. Do you know why we were told that? Because the people doing the telling were afraid of our creativeness and youth and because the magic we knew made them ashamed and sad of what they had allowed to wither away inside themselves.

If you allow the magic of dreaming to escape you as you "grow up" you may not be able to get it all back. You can have seconds of it, just seconds of knowing and remembering. When people get weepy at movies, it's because in that dark theater the golden pool of magic is touched, just briefly. Then, they come into the hard sun of logic and reason again and it dries up, and they're left feeling a little heart-sad and not knowing why. When a song stirs a memory; when motes of dust turning in a shift of light take your attention from the world; when you listen to a train passing on a track at night in the distance; and wonder where it might be going, you have stepped beyond who you are and where you are. For a brief instant, you have stepped into the magical realm of dreaming.

We must not allow the adversities and challenges of life rob us of the essence that is born within us. We get shouldered with burdens; loved ones die; time seems to move faster; we have financial problems; and we get in trouble and lose our way for one reason are another. It's not hard to do in this world of crazy mazes. Life itself does its best to take the magic of dreaming away from us. You really don't know its happening. One day you feel you've lost something, but you're not quite sure what it is. How many times in the past years have we found ourselves slipping slowly away from the magic? It happens so gradually that we never even notice. We get trapped into ways of thinking and when presented with new challenges and new ideas and new dreams that used to excite us so much, we seem to give the same old uneventful answers. Take time and view Video: You Become What You Think. Clip the link below. https://www.youtube.com/watch?v=_BDv4QaSKI4&t=2150s



RECIPE 3 Basic Skills for Entreprenurial Achievement

Action Step #15: Dream Robbers

Instructions: Identify the dream robbers. Check off the things you have heard someone else say or you have said yourself. Does any of this sound familiar?

- → That will never work → I can't afford that
- There isn't enough time in the day
- Hut we have always done it this way
- Why change something that has always worked
- I have tried that once before
- I know my people they'll never go for something like that
- → Get real
- You can't change people's habits
- ' I've never done that before
- ' I'm afraid ' I'll do it tomorrow

"Life is a wonderful journey and you have the power to make it better. Believe that you can, and you will." Let get started!

Change begins in the mind

We all need the magic of dreaming if we are going to prevail and not just survive in this World of mediocrity. Maybe it is a new method or approach we dream up in the classroom, instead of using the same lesson plan year after year. Maybe it is an innovative workshop we have heard about that will help us grow. Maybe it is a new idea, new technology, new equipment, new people, new dream, new vision, or a new exciting business you have been dreaming about starting.

We all need the ability to "open up" and maybe even go back to those magical times in our lives when we were most alive and creative, and we saw the world through the eyes of a dreamer. It is today's dreamers that will become tomorrow's successful entrepreneurs. They will guide us through the decades of the second millennium. Many people see things as they are and ask why; entrepreneurs' dream of things that never was and ask why not? The following exercises will help you to bring back the magic of dreaming into your life.



RECIPE 3 Basic Skills for Entreprenurial Achievement

Action Step # 16: Dream List

Instructions: Create your Dream List, assume that you had all the time, talent, money, and help you needed. Allow yourself to "Think Big"

1	\$
2	\$
3	\$
4	\$
5	\$
6	\$
7	\$
8	\$
9	\$
10	\$
11	\$
12	\$

Total\$==	
10101	
IVI/41	

"For Entrepreneurs Who Want More Out Of Life



RECIPE 3 | Basic Skills for Entreprenurial Achievement

Action Step # 17: Developing A Vision

Instructions: (A) Read the definition of vision and the two paragraphs on developing a vision. (B) Answer the questions and then (C) write your vision of the kind of world you would like to live in.

Vision, a Without vision, your dreams will perish, and they will never become reality. sequence of Vision is what you see in your dreams. It is your perception, or mental image, sensations, of what is to become reality. Vision is a preview of life's coming attractions. images, hopes

As children, we all used pictures to reinforce what we dreamed of becoming and thoughts or getting out of life. At a very early age, children put posters or photos on that pass the walls of their bedrooms of people they look up to as heroes. They also through a put pictures of jet planes they dream of flying, high mountains they dream of person's mind climbing, race cars they dream of driving, beautiful people they admire, and the things they would like to have. This process is called *visualization*. Visualization is a very powerful tool used to change negative perceptions of oneself and the world.

These mental pictures may not reflect you or your community at its best. Fortunately, you can change these images for the better. When you expose the negative pictures that linger in the dark corner of your subconscious past to the present light of awareness, you strike a mortal blow to the bondage that those negative pictures kept you in. As you deeply consider what you would like to achieve for yourself, your family, your community and the world, your vision will begin to come into view. Developing a vision requires imaginative powers to investigate your world and the world you live in, while developing an image of the world that could be.

"Our aspirations are our possibilities," Robert Browning



RECIPE 3 Basic Skills for Entreprenurial Achievement

Action Step #18: Inner Space Exploration

Instructions: Go deep inside of yourself (your inner space) and on a separate sheet of paper (or in a) answer the following questions honestly and completely. Word Doc.

- How do you know when you are happy?
- What does being healthy mean to you? 2.
- Do you have satisfying relationships on both friendly and intimate levels?
- How do you know when you are wealthy?
- 5. Are you comfortable with your job/career and its rewards? Why?
- Do you believe that your life is on the right track and going in the direction you desire?
- 7. What is love?
- Do you enjoy hobbies and recreation that challenge you physically and mentally?
- 9. Are you starting and ending each day with a positive feeling about life?
- 10. What do you need to win in the game of life?

- 11. How do you see yourself?
- 12. What situation or major event in your life moved you into action?
- 13. You have just taken full responsibility for what will happen in your life. What will you do to improve your current life situation?
- 14. What do you need to improve your current life situation?



Action Step # 19: A Vision For the World Instructions: Write your vision of the world you would like to live in. Do not concern yourself with how realistic your vision is, how it will be implemented, or what your part in creating it might be. Simply write your world vision as though you could wave a magic wand and have your vision manifested (become real) in one swoop. This is an opportunity to create your "perfect world."

"Nothing has such power to broaden the mind as the ability to investigate systematically and truly all that comes under thy observation in life ---Marcus Aurelius.



RECIPE 3 Basic Skills for Entreprenurial Achievement

Values, are those human qualities the first desirable, useful, values. ones' self-worth important to and feelings of

In life, you are constantly faced with having to make decisions. These decisions that are most are all based, consciously or unconsciously, on your values. If this is time you have thought about "values," you may think that different people have and important to different values. The reality is that all human beings share similar Values are those human qualities that are most desirable, useful, and ones' self-worth and feelings of accomplishment in life. They are the silent accomplishment forces behind much of the decision-making we do as thinking beings. in life.

The goals of clarifying values:

(1) to know how values are formed (2.) to know how to distinguish different kinds of values (3.) to know how to examine and clarify your personal values to make constructive decisions, (4) set productive goals, and (5) to engage yourself daily in positive life changing activities.

Values basically fall into four categories: Physical, Intellectual, Emotional, and Spiritual (PIES).

1. Physical (body)

https://www.youtube.com/watch?v=0yjLJfz6saU

http://www.mananatomy.com/body-systems

http://study.com/academy/lesson/what-are-the-organ-systems-of-the-human-body.html

https://oldwayspt.org/traditional-diets/african-heritage-diet

The values that address the physical needs are good health, personal possessions, and security. We consume food for nutrition and good health. Clothing, shoes, jewelry, cars, and furniture are some of the items that we seek from the value of personal possessions. Security is the value we seek from income and shelter. The values of good health, personal possessions, and security appeal to our basic human needs.

2. Intellectual (mind) http://www.herrmannsolutions.com/

https://www.ttisuccessinsights.com/five-sciences/

Intellectual values are guided by the intellect thought rather than feelings. Intellectual values represent your ability to learn or understand from your experiences, acquire and retain knowledge, and your ability to respond quickly and successfully to a new situation.

3. Emotional (feelings) http://www.danielgoleman.info/topics/emotional-intelligence/

The values that bring the greatest joy and pleasure to ones life are those that address the emotional needs such as peace of mind, meaningful relationships, love and happiness.

4. Spiritual (soul)

The values that address the spiritual needs are a feeling of purpose, wisdom, and faith in a supreme being or infinite intelligence. The understanding of the mysteries of life, death, and the universe are also among those values of spiritual need.

Action Step # 20: Clarifying Values

Instructions: After reading the above page on values, take a moment to **review** the Value List below. From the list, **rank** those in order of importance to you (1 to 25, with 1 ranking the most important) Write them down in order of priority. Note the values category by placing a \checkmark mark under the appropriate P, P, P or P.

P= physical, I= intellectual, E= emotional or S= spiritual Total the number of (P)s, (I)s, (E)s and (S)s

ou value most)	ou value most) P =	ou value most) $P = I =$	ou value most) P = I = E =

Value List Ranking Category

✓ one for each value

"Use your values wisely in doing the right thing at the right time." -- Nicolas Aziz



RECIPE 3 | Basic Skills for Entreprenurial Achievement

Goal Setting

success.

Now that you have brought back the magic of dreaming, acquired a vision of

Goal, a specific measurable result

life's coming attractions, and clarified your values, you're ready to develop your that you want to your game plan and move forward on your journey toward entrepreneurial produce at a

determinable time in the future

you work on

You must know where you are going in order to get there. A goal is a that specific, measurable result that you want to produce at a determinable in the present. time in the future, but you work on in the present. Goals are experiences you have not yet had, places

you have not yet been, people you have notyet met, a level of

income of you have not yet achieved, a type of relationship you are not now enjoying, or having something you don't currently have. Your goals must be in line with your dreams and vision, guided by your values and matched with your abilities.

Goals help you to focus your attention on your purpose and mission. They help you to know where you are going. As Poet Ralph Waldo Emerson once wrote, "the world makes way for the man who knows where he is going." When Henry J. Heinz, founder of the H.J. Heinz Company, was once asked, "how did you become so successful in the food industry?" Heinz replied, "decide what you want, but also, decide what you are willing to do to get it." Goals keep the entrepreneur's attention on the present. While entrepreneurs are often dreaming of the future or regretting the past, the present is all that you have. Don't let it slip away. To be a successful entrepreneur, you must live and work in the present because that is where you have the power to accomplish your goals. John C. Maxwell writes in his book, The Success Journey; The Process of Living Your Dream, "when you take a large activity (such as a dream) and break it down into smaller, more manageable parts (goals), you make what you want to accomplish obtainable." Each time you accomplish a small goal, you experience success. That's motivating!

Let's get going!



RECIPE 3 Basic Skills for Entreprenurial Achievement

Action Step #18: Goal Setting

Instructions: Think about where you were last year. Think about where you are now and where you hope to be in five years. Now, complete the goal-setting exercise below.

G # = goal number P = personal B = business Cost = what will it cost you T-date = target date to reach this goal

GOAL (Example)	G#	P	В	Cost	T-date
To develop a positive self-image	1			NC	7/XX/0X
To enroll in PIE and complete all twelve recipes	2			125.00	7/XX/0X
To learn how to write a business Plan	3			125.00	7/XX/0X
Get a copy of my credit report	4			35.00	7/XX/0X
To repair my credit and increase my credit score	5			450.00	7/XX/0X
To Apply for my Employer Identification Number (EIN)	6			NC	7/XX/0X
To File Articles of incorporation	7			75.00	7/XX/0X
To Complete the Occupational License application process	8			75.00	7/XX/0X
To register for a sales tax number	9			50.00	7/XX/0X

To open a business bank account	10	100.00	7/XX/0X
Set up operation & plan for grand Opening	11	150.00	10/XX/0X
To apply for a business loan	12	200.00	8/XX/0X
Receive loan funds	13	NA	9/XX/0X
TOTAL COST		\$	

Initial goal should be to overcome any barriers to your personal and business achievement. This starts with a positive self-image.



RECIPE 3 Basic Skills for Entreprenurial Achievement

A Strategic Action Planning

A Strategic Action Planning (ASAP) is fundamentally an oriented,

In action step eighteen, the top three goals were.

- 1. To develop a positive self-image
- 2. To complete all twelve recipes
- 3. To learn how to write a business plan action-

dynamic, make-it- To achieve your goals, you must develop ASAP for each goal or project. Your happen activity. ASAP includes a start date, a completion date, and objectives. Objectives are the necessary steps you will take to reach your goals. Use one ASAP form for each goal. Make copies of the work sheets on page 56 & 57.

Action Step # 19: ASAP for goal #1 (The Golden Circle - Video Clip)

Instructions: Review the start date, objectives, resources needed, cost, and completion date for ASAP for Goal # 1: To develop a positive self-image (see the example below)

A Strategic Action Plan (ASAP) (example) For Goal #1, GOAL: to develop a positive self-image

TODAY'S DATE:		TARGET DATE:
CHECK ONE:	BUSINESS	☐ PERSONAL

Start Date	Objectives (steps to take)	Resources Needed	Cost	Completion Date
7/X/0X	1. Self-image inventory	TTI Self assessment	\$75.00	7/XX/0X

7/X/0X	2. Visualize my success	Meeting with	NC	7/XX/0X
		e-coach, time		
		alone for quite		
		reflection		
7/X/0X	3. Affirm my success	Complete PIE CD		7/XX/0X
		ROM		
8/XX/0X	4. Reinforce my progress	Start E2 Course	125.00	9/XX/0X
	Total Cost		\$200.00	

[&]quot;Action Implies Implementation"

People who wait for the perfect time to do something and who insist upon perfection as a minimum goal invariably postpones a project or goal until paralysis sets in and nothing is accomplished. Make copies of the goal setting worksheet and the ASAP worksheet.

Get started today, you have waited long enough.



RECIPE 3 Basic Skills for Entreprenurial Achievement

Goal Setting Worksheet

Goals (G)	G#	P	В	Cost	T-date

TOTAL COST					
G # = goal number P = personal B = business Cost	= what will	it cost you	T-date =	target date to reach	this goal

RECIPE 3 Basic Skills for Entreprenurial Achievement							
Strategic Action Plan (SAP) Workshee For Goal #, GOAL:	et	_					
TODAY'S DATE:PERSO	TARGET DATE:NAL	CHECK					

Start Date	Objectives (steps to take)	Resources Needed what, why, who, how. when	Cost \$	Completion Date

TOTAL COST		

Complete One SAP Worksheet for each goal



22. THE "ASAP" REALITY TEST

Upon completion of the SAP process, you must bring each plan through a reality test. This phase involves reviewing the plan and answering two basic questions:

- 1. Do I have all the necessary resources and skills to implement my goals?
- 2. If no, how will I acquire them?

"ASAP" EVALUATION

It is important to set aside time to carefully evaluate your plans and to renew and modify them to reflect

new insights. Evaluation and renewal of your ASAP should be undertaken every three months (quarterly). Questions to ask yourself during the evaluation process include:

What conditions have changed in the external and internal environments since I wrote my ASAPs three
months ago?
What conditions have changed in my personal or business life?

Do the assumptions I made still apply? Do my goals and plans continue to express my dreams, visions, and values?

Have I learned anything from my implementation efforts that would require modification?

Life is hard by the yard, but it's a cinch by the inch, so take it a step and a day at a time. Don't be discouraged by failure, because every wrong attempt discarded is another step forward toward reaching your goal. It is the combination of reasonable talent and the ability to keep moving forward in the face of opposition that leads to success and the fulfillment of your dreams, aspirations, and desires in your life. You will need to develop discipline, commitment, and patience as you work to get your piece of the pie, because it takes a long time to bring excellence to maturity.



RECIPE 3 Basic Skills for Entreprenurial Achievement

Psychology of Change

My father would often say "if you are satisfied with your present situation, then just continue doing what you have been doing. Don't change a thing." If you are ready to improve your situation, you must change your mode of action (behavior).

Action Step #20: **Instructions:** The psychology of change is a process that involves the four elements of self. You must work on changing/improving physically, intellectual, emotionally, and spiritually. In the blanks below **explain** on you will improve in the following areas

1. Physically: diet, exercise, and rest

2.	Intellectually: reading, experiencing, thinking
3.	Emotionally: self evaluation, receiving constructive criticism, therapy,
4.	Spiritually : praying, faith in something greater than ones self, meditation, reading of scriptures

"My strength lies solely in my tenacity." Louis Pasteur



RECIPE 3 Basic Skills for Entreprenurial Achievement

The most important factor to changing your mode of action, and to your success in your physical, intellectual, emotional, and spiritual life is your self-image. Developing a positive self-image is goal number one. "Your self-image," as stated by Laurence G. Boldt in his book ZEN and the Art of Making a Living, "is more important than your IQ, family background, place of birth, education or training." Your self-image determines your ability

to motivate yourself to get going. It determines the respect you receive from others, which in turn largely affects your ability to accomplish your goals. Your self-image is constructed of mental pictures of yourself in the past. These mental pictures may not reflect you at your best. Fortunately, you can change your self-image for the better.

In this section, you will use powerful tools for building a positive self-image for the better. The first step in this process is to take a self-image inventory, visualize your success, affirm it, and reinforce your success through behavior modification.

Now that you have identified your objectives (steps) to reaching your goal, you are ready for your daily ASAP Activities. Today, you will complete the following: self-image inventory, visualization exercises, the affirmation process, and behavior modification, if you have not already done so. A sample is provided for you on the next page. Keeping a daily calendar can be a substitute for the Daily ASAP forms. (Every entrepreneur must have an appointment book or organizer).

- 1. Complete Self Image Inventory
- 2. Complete Visualization Exercises
- 3. Complete the *Affirmation* Process
- 4. Complete Behavior *Modification*

) *[* "



22. DAILY ASAP ACTIVITIES	FOR GOAL #
A line by line listing of what you intend	to accomplish "today."
GOAL:	
TODAY'S DATE:	

) / //

Order of importance	Today's Activities	When?	Time Allotted	Is there a cost? How much?

[&]quot;You can't change yesterday and tomorrow has not arrived. Do it today."



23. Step 1: Take a Self-image Inventory

∍ *i* //

In the column marked "Old Negative Image," list all the aspects of your self-image that might limit success in your new business ownership or career role. Next, under the heading "My New Image," write the opposite of the negative traits you listed. For example, the opposite of "sloppy" might be "organized."

Old Negative Image	My New Image
1	1 2
2	3
3.	4
4.	5
5.	6
6.	7
7.	8
8.	9
9.	10
10.	11
11.	1.0
12.	
13.	
14.	
15.	16
16.	
17.	18
18.	19
19.	
20.	21
21.	
22.	
23.	
24.	25

Now, use the traits you listed under "My New Image" to help you in the visualization and affirmation processes.



Step 2: <u>Visualization:</u> What You See Is What You Get

Visualization is a powerful technique, both for achieving specific goals and for improving your self-image. We are all constantly visualizing. However, most of our visualizing is subconscious, and many times, it is destructive to our success. For many years, successful people have understood and used the power of consciously-directed visualization. Below is a simple, easy-to-use formula for effective visualization.

Visualization in Seven Steps

- **1. Deserve:** know that you can have what you repeatedly see. Be willing to create the picture exactly as you want it.
- **2. Intend:** direct the picture; concentrate your mind. See the picture and hold it. Don't let your mind wander.
- **3. Ease:** relax, don't tense or stain. You may want to do muscle relaxation exercises first.
- **4. Intensity:** pour your feelings into the image. Let your self feel an intense longing, or desire, for what you see.
- **5. Detail:** step into your picture and see the details. See the grain in the wood, the dew on the grass.
- **6. Include:** if you want the object of your visualization, be sure to include yourself in the picture.
- **7. Enjoy:** feel good about what you see. Express gratitude for receiving it. Let it go. Know that it is done.

Visualization Sources:

<u>Creative Visualization</u>. Gawain, Shaki. New York: Bantam, 1982.

<u>Directing the Movies of Your Mind</u>. *Bry*, Adelaide. New York: Harper & Row, 1978.

<u>Imaginology</u>. Cooly, Leland Fredrick. Englewood Cliffs, NJ: Prentice-Hall, 1984.

<u>Psycho-Pictography</u>: *The New Way to Use the Miracle Power of Your Mind*. Howard, Vernon.

West Nyack, NY: Parker Publishing Company, 1965.

<u>Taken from Zen and the Art of Making a Living</u>. Boldt, Laurence G. <u>You Become What You Think</u> <u>http://vybo.co/successvibes/</u>

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Step 3: Affirmation & Behavior Modification

Visualize yourself in various scenarios related to your new business or career. Describe these in the space below. What are you doing? What are your surroundings? What are you feeling? Note: It is important that you go into as much detail as possible. If there is not sufficient space below, write your scenarios on a separate piece of paper. Affirm your success and determine what self-changes you will make in order to become successful.

Scenario 1:	 	 	
Scenario 2:	 	 	
Scenario 3:	 	 	
24.			

ABILITY

The skills needed to do business effectively. List those you wish to acquire.

Skills to Acquire	How?	By When?

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RECIPE 3 Bisc Ski s for Entreprenurial Achievement

CREDIBILITY

That which is legally required, or that which makes you appear to be especially qualified, or outstanding, in your business or profession.

Enhancers	What?	Where?	When?
Get A College Degree(s)			
Get Business Training Certification			
Receive Endorsements			
Get Related Experience			
Get Letters of Recommendations			
Join Associations			
Get Media Attention			
Write a Books			
Create Inspirational Audio			
Teach a Seminars			
Write Business Articles			
Practice Public Speaking			

Other:		
Other:		



RECIPE 3 Basic Skills for Entreprenurial Achievement

MARKETABILITY

Whether you're thinking of creating your own business or currently operating an existing business, the way you present yourself can mean the difference between success and failure, recognition or anonymity. Now that you have determined the image you want to project, consider how you can systematically and consistently build and project your new image. Some areas of improvement your may consider working on: dress, language, voice, posture, body language, stories of past experience, resume, brochures, business cards, web site, stationery, etc. Indicate below how you will project each of the main parts of your image and your Unique Positioning Statement (UPS).

#1:	
will you project it:	
# 2	
will you project it:	

	3 <i>i</i>	
		Aera # 3:
	project it:	How will you
		project it:



review questions:

25.

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Solve the entrepreneurial of	equation: \mathbf{K} + \mathbf{A}	$\mathbf{A} + \mathbf{C} = \mathbf{E}^3$	
K = A = C =			
$\mathbf{E}^3 = \mathbf{E}$		E	
What is your understanding success?	g of the entrep	oreneurial equation as it pertains to entrepreneu	ırial

Evaluation: After completing Recipe III you should know the answers to Recipe III

C

Which characteristics best describes your Entrepreneurial Personality?



RECIPE 3 Basic Skills for Entreprenurial Achievement

What does your dream list consist of? What is on your entrepreneurial list of visions and goals? What is your strategic plan?

Have you identified your ability, credibility, and marketability in your business or profession?

Check all that apply:

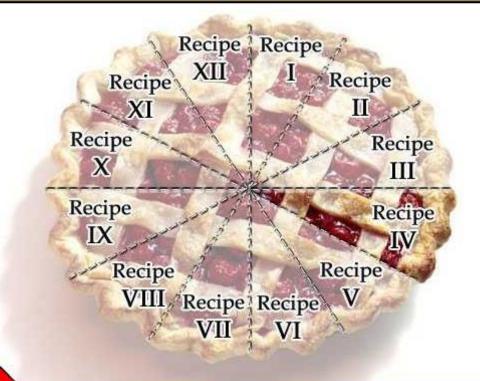
I will accomplish my dreams, visions, and goals for entrepreneurship.	
I will continue to improve my new self-image.	
I will follow the 9-step blueprint for entrepreneurial achievement	
Other	

Closing Remarks...

_
RECIPE 3 Basic Skills for Entreprenurial Achievement
notes thoughts ideas and suggestions
notes, thoughts, ideas and suggestions

PARTICIPATING IN ENTREPRENEURSHIP

Recipe IV - Creative Applications



When answering the phone, say "Heaven is High" instead of "Hell is Low." Dare to be different. Omar Aziz





RECIPE 4 Creative Applications

Action Step: Upon completing Recipe IV, you will have...

- 34. **Acquired** the Ability to Recognize Opportunities **Generated** a list of life improvement/makeover ideas.
- 35. **Defined** the word serendipity.
- 36. **Practiced** creative applications.
- 37. **Answered** the question "Is your business concept innovative?"
- 38. **Written** your PLP.
- 39. **Read** and **discussed** the poem, "Don't Quit"
- 40. **Scheduled** two-hour private session with yourself and have **written** Personal Life Plan (PLP).

your

- 41. **Practiced** (GITEMM) presentation skills.
- 42. **Evaluated**, **reviewed**, **tested**, and **affirmed** what you learned from this recipe.





Opportunity Recognition

Good ideas are not necessarily good opportunities. Culinary Entrepreneurs must be able to recognize the difference. The following information and exercises are provided to assist you in recognizing and screening opportunities.

Opportunities are created using ideas, creativity, and innovation. For a good idea to be a good opportunity, it should contain the following qualities. It should be;

- **♣** attractive
- **†** durable
- **†** timely
- ♣ anchored in a product or service which adds value for its buyers or end users

In a free enterprise system, opportunities are spawned when there are changing circumstances, chaos, confusion, inconsistencies, lags or leads, knowledge and information gaps, and a variety of other vacuums in an industry or market. Once an opportunity is recognized, it should be screened for potentiality, value, market size, ease of entry, competitiveness, and return on investment (ROI).

Idea Generation

Action Step: Generate a list of ideas to improve your life, personally and professionally.	
1	2.
3	
4	5.
6.	-

/.	_ 8
	_
0	_
"Your ideas could be worth millions"	-
RECIPE 4 Creative Applications	
Serendipity	
Webster defines <i>serendipity</i> as an apparent aptitude for making fortunate discoveries accidentally. Some people call it luck or being in the right place at the right time. Serendappens when preparation meets opportunity. This is referred to as POP. PREPARATION + OPPORTUNITY= PROGRESS	dipi
What are you doing today to prepare yourself for the business opportun of tomorrow?	itie
	_
	<u> </u>
	_

Creativity
Describe what is creative or different about your business concept

Innovation
Is your business concept innovative? If yes, how? If no, why not?

Complete your PLP. The outline for your personal life plan is on page. The PLP is all about you and what you are planning to do with your time on planet earth. Your PLP is the foundation for your entrepreneurial and business success.

Here are some additional things to consider as you prepare your Personal Life Plan (PLP). The person who feels like they are on a path toward personal fulfillment and a prosperous future has clear, precise, realistic, obtainable, and written goals. They have a "PLP" that they regularly review and revise. They "plan their work and work their plan."

They take care of themselves; *physically* - by eating healthy, exercising, and replenishing the body with good clean water and the proper rest; *intellectually* - by keeping an open mind and allowing themselves to learn new things, *emotionally* - by loving unconditionally and getting rid of anger, jealousy, negativity, and doubt. They also take care of themselves *spiritually* by praising God for all of his glory and being conscious of the presence of a supreme force deep within the core of the human spirit. They are moderate and consistent in their actions, disciplined in their approach, organized, and are always looking for the

positive opportunities in life's obstacles and challenges. They turn obstacles into stepping stones and they keep pressing forward. *They don't quit*.



RECIPE 4 Creative Applications

Action Step #32: Schedule a two-hour private session with yourself and look at where

your life is headed. Do you like the direction your life is headed in? If not, you can adjust or completely change your direction. Write your PLP.

As we go through the trials and tribulations of life, we all are subject to dilemmas and problems that sometimes seem insurmountable. Many times, these situations involve circumstances we have handled in different ways successfully, but occasionally small details make the usual solutions unacceptable. As entrepreneurs, we often face new challenges that seem insurmountable, but we must constantly remind ourselves that every problem is an opportunity to learn by resolving, and therefore growing. I want to share the following poem with you, and I hope it helps to guide you, as it does me, through difficult times.

DON'T OUIT

Watch this video Jay Z: The Rise To Success (Motivational Documentary), then memorize the rap "Don't Quit"

When things go wrong, as they sometimes will. When the life you are trudging seems all uphill, When the funds are low and the debts are high, And you want to smile, but you have to sigh, When care is pressing you down a bit – Rest if you must, but don't you quit.

Life is queer with its twists and turns,
As every one of us sometimes learns,
And many a fellow turns about
When he might have won had he stuck it out.
Don't give up though the pace seems slow—
You may succeed with another blow.

Often the goal is near, But seems far to a faint and faltering man; Often the struggler has given up When he

might have captured the victor's cup; And he learned too late when the night came down, How close he was to the golden crown.

Success is failure turned inside out-The silver tint of the clouds of doubt, And you never can tell how close you are, It may be near when it seems far; So stick to the fight when you're hardest hit, It's when things seem worst that you mustn't quit.

RECIPE 4 Creative Applications

Evaluation: After completing Recipe IV you should know the answers to the following questions...

What are some ideas that you have for improving your business? What is your plan in preparing for business opportunities? Describe the uniqueness or individuality of your business concept (creativity, innovation)? What adjustments or changes can you make, if any, to change the direction your life is headed?

Read and Check all Affirmations:

- + I will strive to improve my business and seize the opportunities that I have planned for the future.
- + I will take time to evaluate my life, to make any adjustments that are needed now or in the future.
- I will not quit, yet I will strive to succeed, even though the most difficult times.

Closing Remarks...



Resources for exploring your inner space as you continue to developing you P,I,E & S life. Visual Yourself Beyond the Ordinary http://vybo.co/successvibes