

# CHAPTER 2 Your Potential as an Entrepreneur

## SOFTWARE ACTIVITY

### *PowerPoint® Application*

**OBJECTIVE:** Identify the characteristics and traits of an entrepreneur.

Before starting a business, potential entrepreneurs should consider the characteristics and skills that will help them succeed. One way to do that is to study the profile of successful entrepreneurs. These examples are all around you. They are featured in newspaper and magazine reports, and can even be found in own your neighborhood.

Choose a successful entrepreneur you are interested in learning more about. Through library research, the Internet, or a personal interview, identify the following:

- the characteristics and skills this entrepreneur possesses
- his/her background
- distinctive traits and qualities he/she possesses that caused them to be successful as an entrepreneur
- skills the entrepreneur possesses that were essential to establishing a business

Now, develop a slide presentation that describe the background, characteristics, and skills of the entrepreneur you have selected. Use several different types of slides (as shown in the printout below) to present your findings. One should be a title slide and at least one of the slides should include clipart.

Entrepreneur's Name

Entrepreneur's Background

- High-school graduate
- 3 years of work experience

Entrepreneur's Characteristics



- Persistent
- Bold
- Determined

 **PowerPoint Directions**

1. Start your PowerPoint software program.
2. Based on the information you have collected about the entrepreneur, develop a minimum of six slides that will describe the background, characteristics, and skills of this entrepreneur.
3. Save your work.
4. Print out a copy of your slides if your teacher has instructed you to do so.
5. Answer the following questions.

**Interpreting Results**

1. Why is it important for entrepreneurs to have role models?

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2. Present your slide presentation to your class. What characteristics and skills were common to all the entrepreneurs presented? Were there any characteristics and skills that were distinctive to one of the entrepreneurs?

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**Drawing Conclusions**

3. Why is it important for potential entrepreneurs to identify the background, characteristics, and skills of successful entrepreneurs?

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