

Entrepreneurship Training Workshop (ETW)

Background

The **SMEDA** and **Empretec Mauritius** are collaborating to run the **Entrepreneurship Training Workshop (ETW)** which is an internationally acclaimed workshop, developed through intensive research by the Harvard University and UNCTAD. It is based on a behavioural methodology to strengthen the 10 Key entrepreneurial competencies (commonly called **Personal Entrepreneurial Competencies or PECs**) that influence the way entrepreneurs manage and run their businesses.

The **Entrepreneurship Training Workshop** has been developed at the **Harvard University** by David McClelland for the **UNCTAD**. The programme later became the flagship of the Empretec Centres around the world. It is viewed as one of the best training in entrepreneurship training for almost two decades.

It is an integrated **entrepreneurial capacity-building programme** that provides entrepreneurship training and technical assistance to promote Small and Medium Enterprise development (SME) by:

- promoting entrepreneurship;
- fostering individual entrepreneurial capabilities;
- building institutional capacity at the country level; and
- Encouraging employment-creating investment and linkages both among SMEs as well as between large and small enterprises.

This workshop was designed for real business people or aspiring entrepreneurs and the main idea is that there are competencies and behaviours that can be taught which lead to success.

Objectives

The **Objective** of the Workshop is an intensive entrepreneurship training programme aiming at helping entrepreneurs to put their idea into action, bring an attitudinal change and build their personal entrepreneurial skills. It gives the participants the possibility to lab test their **Personal Entrepreneurial Competencies (PECs)** and improve on the latter.

UNCTAD Accredited International Trainers / Resource Persons

This unique workshop is run in collaboration with **Empretec Mauritius**, who is providing UNCTAD accredited international trainers. The trainers undergo intensive training and come from the business community to better understand and guide the empretecos (common name for those who have followed the course) through the behaviours that will be practiced.

Methodology

The ETW Programme is **different** from other programmes in the sense that the EMPRETEC methodology used during the Entrepreneurship Training Workshop (ETW) is based on the concept of entrepreneurship from a psychological point of view and a **behavioural approach to entrepreneurship**.

The research undertaken demonstrates that there are a series of key entrepreneurial competencies and behaviours associated with successful entrepreneurs. These can be strengthened in individuals by appropriate exposure and training. That is achieved, however, not by lecturing theories but rather through **learning by doing and personal self-transformation of entrepreneurs**. It is a **practical tool** for helping participants to develop **Personal Entrepreneurial Competencies (PECs)**, **not traditional business skills** such as marketing, financial accounting, managerial accounting, financial management, local laws, regulations and procedures.

Duration:

- Instructional **six days** training on a full-time basis from **Wednesday to Wednesday** in the following week excluding week end.

Personal Entrepreneurial Competencies

In essence the major behaviours that are transformed during the ETW known as the PECs (Personal Entrepreneurial Competencies) and are below listed:

1. Opportunity Seeking and Initiative
2. Persistence
3. Fulfilling Commitments
4. Demand for Efficiency and Quality
5. Taking Calculated Risks
6. Goal Setting
7. Information Seeking
8. Systematic Planning and Monitoring
9. Persuasion and Networking
10. Independence and Self-confidence

The Spirit & Impact of ETW

Essential and unique among numerous SME support programmes, it is the only one dealing with **behavioural aspects of entrepreneurship**.

ETW is a "**transformational experience**"; it provides tools to fulfill one's goals and dreams through:

- **personal transformation** and approach to business from a new perspective;
- **improved business behaviours**; and
- Offering **practical tools** on how to improve entrepreneurial competencies such as: goal setting, systematic planning and monitoring, business plans, information seeking, seizing opportunities and risk taking.
- At least **400,000 Empretec**os (people having undergone ETW Training) have been trained worldwide by the **38 Empretec Centres**.
- In Mauritius some **24 batches** have been run since 2000 with great success. Previous participants include business high flyers and women entrepreneurs of the year.

When and Where

- Closing date for Registration and Payment **30th July 2014**.
- **Wednesday 6 to Wednesday 13 August 2014** (Six full days) excluding week ends
- SMEDA Training Centre, Coromandel

HRDC Refunds

- The ETW is MQA approved for Empretec Mauritius.
- HRDC Refund possible for companies who pay the Levy.

Contact Details:

- SMEDA: Tel: 2330500 / Fax: 2335545 / Email: info@smeda.mu
Registration Form available on SMEDA website: www.smeda.mu
- Empretec Mauritius: Tel: 210 8400 or bds@EmpretecMauritius.org