Entrepreneurship Skills

Description

An entrepreneur is a self-employed individual who creates, runs and grows a business. Becoming a virtual assistant (VA) is an opportunity to be self-employed. Developing your entrepreneurial skills means developing several transferable skills to help you become a good VA. For instance, you may need to develop your business management skills. Other essential skills include communication, technical, marketing, financial and customer service.

Transferable Skills

TRANSFERABLE ENTREPRENEURIAL SKILLS FOR VAs

LEADERSHIP

EMPATHY

BUSINESS MANAGEMENT

CUSTOMER SERVICE

LISTENING & COMMUNICATION

PROBLEM-SOLVING

STRATEGIC THINKING & PLANNING

MARKETING

FINANCE

TEAMWORK

FASCINATING ENTREPRENEURSHIP STATISTICS THAT FIT THE PROFILE OF A VA

WORKING AS A VA DOES NOT REQUIRE A SPECIFIC DEGREE. ONLY **9%** OF ENTREPRENEURS HAVE A BACHELOR'S DEGREE IN BUSINESS.

STARTING UP AS A VA DOES NOT REQUIRE STAFF. **62%** OF SMALL BUSINESSES DON'T HAVE ANY STAFF.

WORKING AS A VA PROVIDES YOU WITH A FLEXIBLE LIFESTYLE. **97%** OF SELF-EMPLOYED PROFESSIONALS SAY THEY WOULD NEVER GO BACK TO TRADITIONAL EMPLOYMENT.

THERE ARE **582 MILLION** ENTREPRENEURS IN THE WORLD. YOU CAN JOIN THIS BIG COMMUNITY BY STARTING AS A VA!

30% OF ENTREPRENEURS ONLY HAVE A HIGH SCHOOL DEGREE. IT IS ALL ABOUT THE ENTREPRENEURIAL SKILLS THAT WILL HELP YOU AS A VA!

Investment or cost of entry

In order to show your entrepreneurial skills as a virtual assistant, you will need to:

- Receive training on how to start a business (**€€**).

- Own a computer and a phone (**€€€**).

- Conduct market research to identify industries that benefit from VAs, and gather information about potential customers and businesses in your area.

This information can be helpful to differentiate your offer and stand out from the competition (**€€**).

- Attend events to establish a strong network of potential customers and/or partners (**€**).

- Create social media accounts to connect and promote your work (**€**).

- Develop evaluation forms to get feedback on your work and use it as a marketing tool (**€**).

Environmental Impact

The environmental impact on a scale from high negative environmental impact (🍃) to Low environmental impact (🍃🍃🍃):

- Preparations associated with entrepreneurial skills for VAs can occur remotely. A remote job contributes to carbon footprint reduction. Therefore, it reduces environmental impacts related to transportation, waste, global energy and resource consumption (🍃🍃🍃).

- However, there are still some adverse environmental impacts to consider. It is estimated that each year, the internet and its supporting systems produce 900 million tons of CO_2 and working as a VA requires a lot of energy consumption (🍃🍃).

- Although much of the work can be done from home, strengthening your entrepreneurial skills might occasionally require you to use transport to move around, for example, to network with people at events or for training purposes (🍃🍃).

Ways to reduce it include:

- Delete all unnecessary files, apps, photos and videos. This way, you are not saving a considerable amount of CO_2 but also extending the life of your gadgets.
- When you need to move around, for example, to join networking events, try to do so by walking, cycling, training, or car-sharing if necessary.

Good Practice

- Good entrepreneurial skills include being considerate of people with a disability (visual, auditory, mobility, cognitive). Create inclusive and accessible content using a **Universal Design** methodology that is usable by all people, without needing adaptation or specialised design.

- Once you gain experience as a VA, dedicate some of your free time to sharing tips about entrepreneurship. You can mentor people who are interested in learning more about how their work can benefit from entrepreneurial skills and how to start and run a VA company.

VA MOOC

Challenges

- Enhancing entrepreneurial skills could be challenging without practical working experience.
- Starting a business as a VA without an established network can slow down your progression.
- Starting as a VA with no entrepreneurial training and equipment can be a financial and social burden.

General Advice/ solutions

There are different ways to address these challenges:

- If you have no experience as an entrepreneur, be ready to make mistakes and welcome them. Learning by doing is key!

- Expand your network using social media or professional platforms like LinkedIn. Attend events that you find exciting and arrange meetings with people.

- If your financial capital is too little, consider taking a small loan to get started. However, there are other options to try first:
    - Start by making small investments in your training and equipment.
    - Use second-hand equipment.

- Train yourself using free online resources and governmental policies & programs at reduced costs to foster entrepreneurship.

Who is this tool/ activity for?

- Acquiring and enhancing entrepreneurial skills is best for people whose goal is to start, run and expand their own business. Therefore, it is also helpful for those who want to work as a VA.

- Entrepreneurial skills benefit people looking for alternative job opportunities given the transformation of working, mainly due to the COVID-19 pandemic.

Conclusions

- Investing in basic entrepreneurship training and equipment is enough to start your business as a VA.

- Innovation is a key entrepreneurial skill: for VAs, it can mean reducing your environmental impact by considering alternative ways to achieve ecological sustainability. For example, starting a VA company with a strategic plan for zero emissions requires good entrepreneurial skills, namely strategic thinking and problem-solving.

- When creating content to enhance one's entrepreneurial skills (e.g., marketing), consider people with disabilities (visual, auditory, mobility, cognitive).

- Key challenges for developing and practising entrepreneurial skills include a lack of training and equipment.

- Solutions to key challenges include attending events and using social media to expand your network.

- People whose jobs were affected by the pandemic and who are looking for an alternative, more flexible employment as well as entrepreneurial skills can discover how to become a better VA.

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