![Pearson BTEC logo]

What does it take to be an entrepreneur?

The 8 characteristics you need to make it

1. Strong communicator

Entrepreneurs need to be excellent communicators. They need to get their ideas across, pitch to investors, and network well to get their ideas off the ground.

2. Creative innovator

To start your own business, you need to have the idea to create something that will sell and make money.

3. Digitally savvy

The modern world needs modern solutions – most small businesses start from a digital community and grow from there.

4. Financially knowledgeable

You'll need to know how to manage finances and revenues to build your enterprise from scratch.

5. Leadership

The moment you start your enterprise, you become the CEO of that company, and a leader by default.

6. Proactive problem-solving

It would be great if everything you did went well and hit no hitches. Unfortunately, that's not (always) the case. You need to be able to solve problems and make good decisions to be an entrepreneur.

7. Self-management and resilience

You will be your own boss. You will be accountable for every aspect of your enterprise, so you need to be motivated and mentally strong to handle whatever happens.

8. A team player

Teamwork makes the dream work! Being able to work as a team and bringing people with expertise into your enterprise is a key to success.

Find out more about BTEC Enterprise

[QR code]

PETER JONES FOUNDATION