



Seetec

Understand the Skills and Knowledge Required to Run a Business

Level 1 Award in Understanding
Enterprise

Skills And Knowledge Required to Run a Business

Learning Objectives

- Identify the knowledge, behaviours and skills required to run a business.
- Complete a skills scan to identify development needs in the knowledge, behaviours and skills required to run a business.
- Create a development plan to identify methods of developing the knowledge, behaviours and skills identified as needing development in the skills scan.

Understand what skills and knowledge are required to run a business.

Skills, Knowledge, Behaviour?

Skills

A skill is the ability to perform a specific task or activity proficiently and effectively. It refers to the practical application of knowledge and experience to accomplish a particular goal or objective. Skills are usually acquired through practice, training, and experience, and can be further developed and improved over time. Examples of skills include communication skills, problem-solving skills, leadership skills, technical skills, and so on.

Knowledge

Knowledge refers to the understanding, facts, information, and concepts that an individual possesses about a particular subject or field. It is acquired through learning, education, research, and experience. Knowledge can be theoretical or practical, and it can be used to solve problems, make decisions, and perform various tasks. It is often gained through studying, reading, attending courses, or receiving formal education. Examples of knowledge include scientific knowledge, historical knowledge, cultural knowledge, technical knowledge, etc.

Behaviour

Behaviour refers to the way an individual acts, conducts oneself, or responds to a particular situation or stimuli. It encompasses observable actions, patterns, and reactions that are influenced by a combination of personal characteristics, beliefs, values, attitudes, and social norms. Behaviour can be voluntary or involuntary, conscious or unconscious. It plays a crucial role in interpersonal relationships, communication, decision-making, and overall functioning in society. Examples of behaviour include honesty, empathy, assertiveness, adaptability, punctuality, etc.

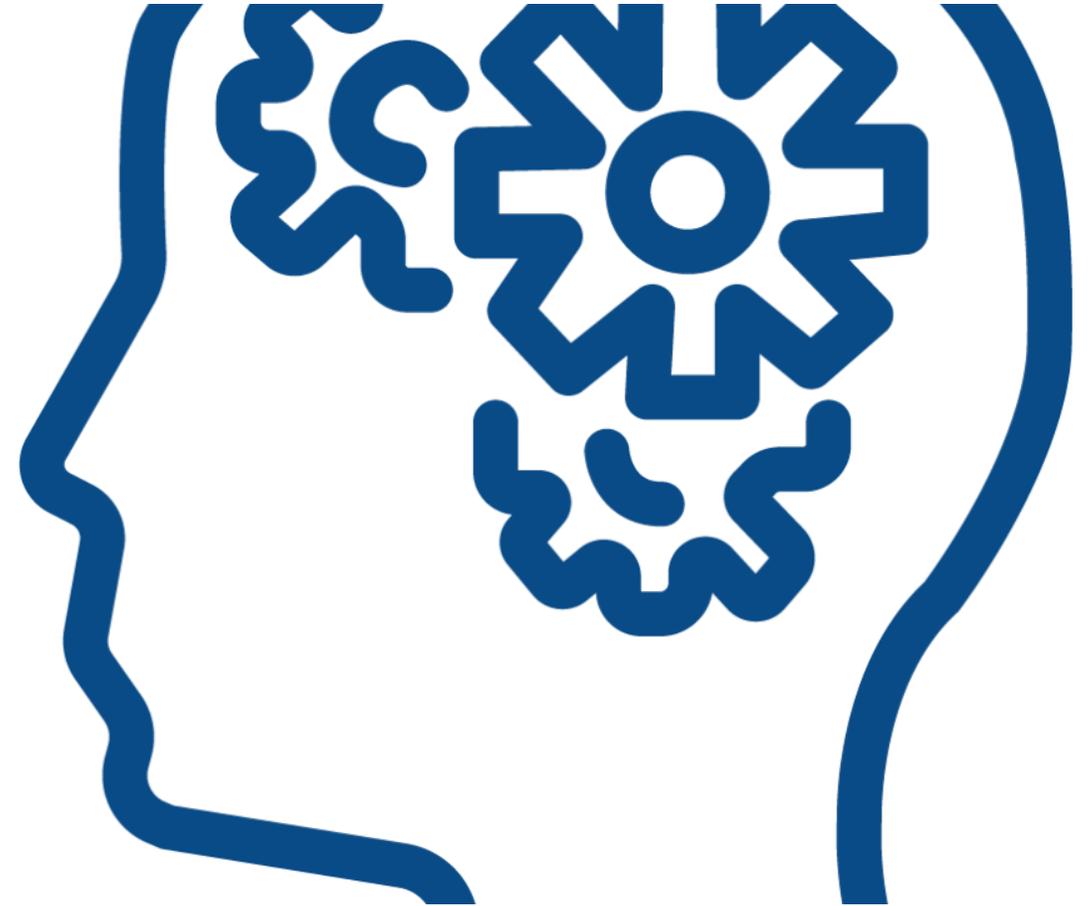
Skills



- Financial management skills, including budgeting, forecasting, and financial analysis
- Marketing and sales skills to promote the business and attract customers
- Strategic planning and goal setting skills
- Networking and relationship-building skills
- Negotiation and persuasion skills
- Team management and delegation skills
- Analytical and critical thinking skills to identify opportunities and solve problems
- Digital literacy and technology skills to leverage digital tools and platforms for business operations and growth.

Knowledge

- Understanding of the industry and market trends
- Knowledge of business operations, including finance, marketing, human resources, and operations management
- Knowledge of legal and regulatory requirements for running a business
- Knowledge of customer needs and preferences
- Knowledge of competitive landscape and how to position the business



Behaviours



- Leadership skills to guide and motivate the team
- Problem-solving and decision-making skills
- Adaptability to changing market conditions
- Strong communication and interpersonal skills
- Time management and organisational skills
- Ability to handle pressure and uncertainty
- Resilience and perseverance

SWOT

Strengths	Weaknesses
<p>What are you good at? What advantages do you have over others? Do you have any resources available to you that others do not? What do others say about your strengths? Do you have any achievements you are proud of?</p>	<p>What skills do you struggle with? What areas do you need to improve upon? What holds you back? Do you have any bad habits? Do you avoid certain tasks due to a lack of confidence? What do others say about your weaknesses?</p>
Opportunities	Threats
<p>Is the industry you are in/looking at in a promising position? Is there an undeveloped niche in certain markets that you can tap into? Do you have contacts in your network who could assist you? Can you take advantage of the mistakes others are making? Is there an opening for a position not advertised externally yet? Is there a project you can assist with that will help you develop different skills?</p>	<p>What could derail your success? E.g. competition, finances, changes in technology and any other obstacles. Is there a risk of your weaknesses becoming threats? Are there any external changes beyond your control that could be a threat?</p>

Personal Development Plans



SMART Targets



SMART?

Specific

- Are they clearly defined?

Measurable

- Can they be met?

Achievable

- Are they possible?

Realistic

- Do they relate to the aim?

Timebound

- Do they state when they should be achieved by?

Complete PDP

Knowledge, behaviour or skill	Activity to be completed	Deadline for completion	Method of reviewing success of the outcome on your own development
<i>eg. problem solving</i>	<i>Read about ways of identifying and thinking through problems</i>	<i>1 month</i>	<i>Put into practice my problem solving technique and see how I have done and further ways of improving</i>

Next Steps

Complete activity 3,4,5 and 6, Session 3 -4 assessment
workbook: Understand the Skills and Knowledge Required to
Run a Business

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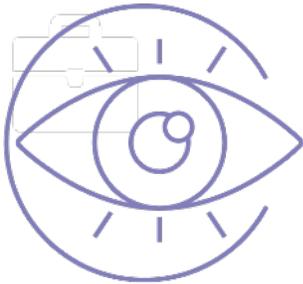


Our Company Values



We act like owners

As owners of our business we always act in a way which supports each other and Seetec's long-term sustainability.



We put ourselves in other people's shoes

We can see the world from other people's point of view and our roots in the communities we serve enable us to build rapport that achieve lasting change.



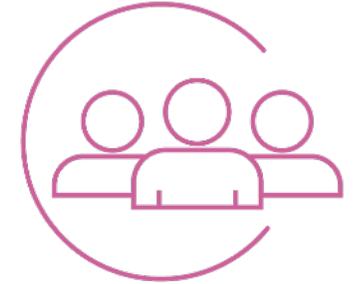
We never stop learning

Learning is part of our nature because our relentless curiosity about the people and places we support enables us to serve them more effectively.



We celebrate everyone's uniqueness

We are free to be ourselves. We celebrate and embrace each other's uniqueness and ensure everyone has access to the same opportunities.



We have faith in people

Our belief in the power and potential of each other and the people and communities we serve is inexhaustible.

Any Questions?