




AGILITE

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



<p>SELF-DIRECTED ACTIVITY IMAGE OR LOGO</p>	
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<p>PROBLEM IDENTIFICATION</p>	<p>The term “creativity” is quite often used around us, especially lately, as today most people strive to be creative. The main reason for this is that creativity seems to represent an advantage in front of others. Entrepreneurs are extremely proactive, and it is this orientation towards action which leads to their success in business, but also in their personal lives. The “creative entrepreneurship” has become a term which refers to the business activity of entrepreneurs belonging to the creative industries. The creative entrepreneur is the type of entrepreneur concerned with the creation and exploitation of creative or intellectual capital. He or she is an investor in his or her talent, but also in that of others.</p>
<p>WHAT DO WE KNOW ABOUT THE PROBLEM?</p>	<p>Today, almost everyone aspires to be creative, from politicians and businessmen to football players and students; in business, it can be said that being creative, or having a high level of creativity has become the ace in the hole for competitive advantage on crowded markets. Defining creativity is as frustrating as a search for the needle in a haystack or how Leslie Owen Wilson well said: it is as frustrating as trying to collect liquid mercury once used to make thermometers (Wilson, 2015). When the thermometer is dropped and its housing breaks, the mercury that is encapsulated will separate into small balls. It is almost impossible to collate all these balls without considerable effort, given that every attempt to capture them, mercury causes continued division. “Creator”,</p>



	<p>“creation”, “creativity” are some of the most overused words and ultimately the most misleading ones. Stripped of any particular significance by a generation of bureaucrats, public servants, managers and politicians, the word “creator” became almost unusable (Tusa, 2003). Beautiful and successful businesses can be set up in any sector of these industries: advertising, architecture, arts and antique markets, crafts, design, designer fashion, interactive leisure software (electronic games), music, performing arts, publishing, software and computer services, television and radio, film and video, with the condition to respect the rules of entrepreneurial initiatives.</p>
<p>WHAT DO WE NEED TO KNOW? SELF-STUDY (learning resources)</p>	<p>It is said that we all have the entrepreneurial spirit inside of us, a spirit that just waits to come out! Entrepreneurship starts with a vision, and most importantly for an entrepreneur is to be unstoppable! One thing that many do not know is that entrepreneurship is not genetic but can be taught. The will, skills, knowledge are some of the features that we can learn and improve through practice. Although entrepreneurship exists in each of us, without hard work only few entrepreneurial qualities obtained at birth can help us in the long term. Entrepreneurs make things to become reality using their own will, their own qualities and knowledge, traits that can be learned and developed.</p>
<p>WHAT DID WE LEARN? PROBLEM SOLUTION</p>	<p>The term “creativity” is quite often used around us, due to the fact that the need for creativity has become increasingly significant at all levels. Creative businesses are more active than other types of businesses in promoting innovation. The real challenge that those who dare to engage in a creative entrepreneurship must face is the need to find a balance between the artistic side, and the financing and the development side of the business. The comparison undertaken in this paper, based on literature review and discussions with different creative entrepreneurs, shows that between their characteristics and those of other entrepreneurs some differences have appeared. The differences mainly occur because creative entrepreneurs are most concerned with creating and exploiting intellectual or creative capital, being investors in talent: their own or others.</p>
<p>REVIEW, REFLECT AND REPORT (instructions to VET Tutors)</p>	<ul style="list-style-type: none"> - How would you define creativity? - Why do you believe creativity is important for an entrepreneur? - What are a creative entrepreneurs’ characteristics?
<p>TARGET GROUP</p>	<p>Entrepreneurs, VET tutors</p>



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LANGUAGE	English
LINK TO THE RESOURCES	https://www.researchgate.net/publication/304105996_The_Creative_Entrepreneur_A_Framework_of_Analysis

SELF-DIRECTED PROBLEM BASED ACTIVITY