



**Name:**

Nick

**Background:**

Studied dance after GCSEs

**Story:** Nick wants to dance professionally but has found that he needs experience and good contacts to get auditions. He had previously helped as a volunteer at a dance club run from a small local theatre. He has now taken over the running of their classes and helps with regular productions. He doesn't make much money from this but has found it a good way of making contacts and has now successfully auditioned for two professional roles. He thinks he'll keep going with his work at the dance class even though he has now started to get better paid work.

**Enjoys:** Facing a challenge. Meeting new people. Helping others. Teamwork. Working with energetic people.

---

# Works well in a team

Enterprise attributes

---

Enterprise attributes

# Communicates well with others

---



**Name:**

Jess

**Background:**

Studied design for four years

**Story:** Jess became interested in jewellery-making while completing her studies and tried to launch her own jewellery business, selling costume jewellery at arts and crafts fairs. She never sold enough to make that work, but when shopping online, she noticed how similar a lot of costume jewellery was. She decided to relaunch her business using customised pieces that she sells online to customers around the world.

**Enjoys:** Being busy. Doing things for herself. Finding answers to problems. Talking to customers more than doing paperwork. Working with people who don't give up easily.

---

# Good at tackling and solving problems

Enterprise attributes

---

Enterprise attributes

# Honest and trustworthy

---

**Name:**

Priya

**Background:**

Completed a three-year degree  
in film making and editing

**Enterprise toolkit**  
Enterprise cards

**Story:** Priya has always wanted to get into commercial film-making and to create his own productions. He currently works as a production assistant for a small film company. To raise money to begin financing some of his own work he started making wedding videos for friends and family, and then saw the opportunity to film other events such as company conferences. This has become quite successful and he now has three people working for him and can afford to give up his film company job. Next year he plans to diversify and, while still earning money from corporate work, get into more creative productions.

**Enjoys:** Filming anything and everything. Variety. Working with different types of people. Being kept busy. Negotiating and doing deals. Taking decisions and living with the consequences.

---

# Good at negotiating deals

Enterprise attributes

---

Enterprise attributes

---

**Persuasive**



**Name:**

Abbi

**Background:**

Studied journalism and completed a recognised journalistic qualification

**Story:** After leaving college, Abbi was offered a job as a journalist on a small local paper. She planned to move on after gaining one or two years' experience, but had a chance to work on a project to improve the paper's website. She took a risk and began working with students' and young people's groups, asking them to write articles for the site and provide their own copy. She called in favours from old college friends, asking them for ideas to make the site appealing to young people. The number of young people visiting the site trebled, which helped the paper win more advertising income. With the recognition that she received for her enterprising work, Abbi was soon promoted to sub-editor, and now has her sights set on greater things.

**Enjoys:** Seeing the results of her work in print. Working with friends. Being trusted by others. Talking to people and persuading them to listen to her ideas. Working with open-minded people and people who are prepared to take a risk.

---

# Hard-working

Enterprise attributes

Enterprise attributes

---

Good at planning ahead

---



**Name:**

Sonja

**Background:**

Completed a two-year graphic design course

**Enterprise toolkit**  
Enterprise cards

**Story:** Sonja wanted to do further studies in graphic design but, having no family in this country and no other forms of support, could only do that by taking a part-time job in a café bar to pay her way. The owner, recognising Sonja's enthusiastic approach, asked if she would help her to design a website to promote the bar and run customer competitions and promotions. Sonja discovered that she had a flair for working with small business owners like that and enrolled on a web design short course. She now runs her own company providing a web presence for small and growing businesses.

**Enjoys:** Working with anything visual. Working with technology. Taking the occasional risk. Finding new ways of getting things done. Working with people who listen and respond to new ideas.

# Good listener



Enterprise attributes

Enthusiastic



**Name:**

Gareth

**Background:**

Sports presenter, doing a spot each Sunday on a local radio programme

**Story:** Gareth enjoys playing football. His team recently lost their practice ground when it was sold for development. Gareth didn't want the team to have to beg and borrow to find somewhere to train, so he visited local businesses to see if they would help. His dyslexia and learning difficulties meant that he struggled with the formal side of business, but he had an excellent personal approach. He struck a deal with a local plastics company who had land next to their building. Gareth's team use it three days a week, in return for having the company's name on the team shirts (which also means the team gets new kit every 12 months). Local press stories about Gareth and his team have raised interest from youngsters and the club is now putting together junior squads for several different age groups.

**Enjoys:** Organising things. Getting his own way. Working with practical people. Football!

---

**Relaxed and able to talk  
to anyone**

Enterprise attributes

---

Enterprise attributes

**Won't take 'no' for an answer**

---

**Name:**

Karen

**Background:**

Talented musician.

Studied sound recording

**Enterprise toolkit**

Enterprise cards

**Story:** Karen teaches guitar and singing in her spare time. There are no recording facilities nearby and she has always wanted to run her own studio. She was offered the use of a derelict outbuilding by a music-loving neighbour, but needed to raise a lot of money to tidy it up and buy the necessary equipment. She borrowed some money from friends, got a local radio station to provide sponsorship, and then took the risk of taking out a substantial loan. She now runs her small studio, recording local bands and solo musicians. She works with many amateurs who like light music but hopes to extend her range.

**Enjoys:** A wide range of music. Working with talented and enthusiastic people. Developing plans and making them work. Facing a new challenge.

---

# Prepared to take a risk

Enterprise attributes

---

Enterprise attributes

---

## Patient with other people



**Name:**

Bob

**Background:**

Studied spatial design and did  
an apprenticeship in welding

**Story:** Bob was sacked shortly after finishing his apprenticeship, and started doing freelance work for local firms. He then left that and travelled the world for two years with his partner, Karla. When he came back he was astounded by how much waste we create and started producing unusual sculpture and furniture from scrap metal. Karla did the marketing and had articles published in various journals. Bob still works from a workshop in his back garden which he has no plans to change, but after five years as an 'industrial artist' he has developed a name for himself and people pay over £2,000 for some of his pieces of work.

**Enjoys:** Physical work. Being in control. Creating new ideas. Getting feedback on his work. Making things more than selling them. Working in an informal, non-routine environment.

---

**Inventive. Produces creative ideas and solutions**

Enterprise attributes

---

Enterprise attributes

**Knows own strengths and weaknesses**

---





**Name:**

Nasira

**Background:**

Took a degree course in textiles

**Story:** Nasira decided that her real love was fashion design and had a passion for fusions between eastern fabrics and western design. She approached local fashion houses with some of her own designs but found them very narrow-minded in their thinking. They appeared to be unwelcoming of a young Asian woman and would not see her. By making up some of her designs and lending them to friends and acquaintances to wear to work or to parties, she got her work noticed. She was able to meet an importer who was interested in new designs for the clothes they manufactured in the Far East. They wanted her to work on some designs for free, as a pilot, but she insisted that any work she did must be paid for. Nasira is now part of the importer's small design and development team. In her spare time, she is using her experience to work with friends and make up some of her own designs to sell via local niche boutiques. Progress is slow, but Nasira enjoys the challenge and hopes to work with another friend later this year, selling some of her work online.

**Enjoys:** Detailed work. Meeting deadlines. Selling ideas to people. Finding a bargain. Practical tasks more than written work. Working with talented people.

---

# Highly motivated

Enterprise attributes

Enterprise attributes

**Assertive**

---



**Name:**

Stefan

**Background:**

Studied photography and  
had done work experience  
with fashion magazines

**Story:** Stefan's dream is to own and run his own photographic studio. He had a chance to do this when he found a cheap unit on an industrial estate in which he could set up. It was not an attractive location for a studio but clients didn't mind too much as his portrait work was good. He wasn't getting enough business to pay the bills, though, so he worked part-time at a fast food outlet. Then an opportunity came to take a one-year assignment at a fashion magazine in London. It would give him more experience and contacts, but was not the type of work he enjoyed. Stefan made the hard decision to take the assignment, but also kept his studio going by hiring it out to other local photographers, and coming back at weekends to do portrait work. He has just been offered a permanent job in London but has turned it down to come back and re-launch his studio (in better premises), while still doing occasional freelance jobs for clients in London.

**Enjoys:** Being independent. Weighing up risks. Doing deals. Dealing with unpretentious people. Having fun at work.

---

# Ambitious

**Will seek and accept  
advice from others**

---

Enterprise attributes

Enterprise attributes



**Name:**

Alan

**Background:**

Took a part-time college course in watercolour painting, which he wants to pursue as a hobby now that he is nearing retirement

**Story:** Some of Alan's fellow learners would like to display and sell their work, but don't know how. Alan doesn't want to make money from his hobby but likes to help others. He contacted a friend who ran a shop selling fireplaces, who agreed to display the artists' paintings in return for commission on any that she sold. That worked well. People bought some of the paintings and Alan's friend was pleased with their visual effect in her shop. Alan asked other shop owners if they would be interested in a similar arrangement. He found a home furnishings store that would be interested in photographic work, and a designer shoe shop that would take any 3D artwork from learners on other courses.

**Enjoys:** Relaxing with friends. Solving problems. Presenting ideas to others. Taking the lead. Encouraging and supporting others. Working with positive people.

---

**Builds good relationships  
with people**

Enterprise attributes

---

Enterprise attributes

**Good at organising  
other people**

---



**Name:**

Jahia

**Background:**

Completed a two-year course  
in media and English

**Story:** Jahia has a job in the creative department of a large advertising and public relations agency. She enjoys the work but is cross about the amount of waste that she sees created. She spoke to her section head who said that, as long as it didn't interfere with her work, she could investigate ideas for recycling. Jahia quickly found that the agency's waste disposer provided recycling bins for paper, drinks cans and printer cartridges, at no extra cost. She also found out about sensors for automatically switching off lights in empty offices and explained to her employers that these would pay for themselves in six months by saving electricity. Jahia is now trying to persuade the agency to make more use of communications technology to cut down on staff travel, which will reduce its carbon footprint and its costs at the same time.

**Enjoys:** Committing to an idea and following it through. Researching ideas. Learning from others. Working with people who are open to new ideas.

---

**Takes personal responsibility  
for making things happen**

Enterprise attributes

---

Enterprise attributes

**Good at selling things  
and ideas to people**

---