

# FLY WITH THE WIND!

## Engaging Inuit Youth in the Canadian Economy

### Entrepreneurship Self-Assessment Exercise

People often see opportunities for business even if they don't see it exactly in those terms. You may notice that some products or services are not available in your community but they are in other communities. Some Inuit communities have family-operated pizza businesses, speciality foods for sale, Internet cafes, catering services, translation services, etc. Many communities could use a bed-and-breakfast business or small engine repair services. When looking for business ideas, people often look for what is needed or wanted in a community.

Thinking about what business could work in your community is a good start to becoming an entrepreneur but it isn't the only thing you need to think about when considering if owning your own business is right for you.

Many successful business people share certain characteristics. This doesn't mean that if you don't have all of these characteristics that you won't be successful in business. You likely already have some and there are others you can develop over time. However, operating a business does take certain skills and personal characteristics. If you have some of them it can increase your chances of success.

One of the big challenges many business people face is trying to maintain a work/life balance. Pauktuutit has done a number of case studies on Inuit business women and nearly all of them have pointed out that running a successful business was like having a baby – you spend all day with the baby and sometimes all night, when you are away from the baby that's all you think about. Having a business can be like that so learning to separate your personal and business life can be a challenge.

This short self-assessment exercise will help you think about some of the most important traits of successful business people.

For the following questions, indicate how they relate to you. Use a number from 1-10 to indicate how well the statement fits your personality and skills set (1 is not at all, 10 is exactly like me).

- 1. I am a self-starter and don't like to have to wait for someone to tell me what to do.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 2. I get a lot of satisfaction when I work hard on a project and succeed.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 3. I like to work on problems until I can figure out a solution.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 4. If I run into problems, I feel comfortable asking for help.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 5. I am a details kind of person.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 6. I like to be in charge of projects and activities.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 7. I have a supportive family and group of friends.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 8. I have an understanding of my limitations and am willing to work to develop my skills and experience.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 9. I have admired people I know who have started their own businesses.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
- 10. I don't need immediate gratification from my efforts.**  
① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩



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