



# Individual Asset Mapping Toolkit



## What is SEE?

**Social Enterprise and Entrepreneurship (SEE)** is an initiative led by NORDIK Institute to support the development of Northern Ontario's social economy through the building capacity of social entrepreneurship by strengthening the ecosystem. For more information and resources, please visit [www.seethechange.ca](http://www.seethechange.ca).

SEE is currently engaged in the **Women of Ontario Social Enterprise Network**, WOsEN collaborative led by Pillar Nonprofit Network in partnership with NORDIK Institute, the Centre for Social Innovation and Social Venture Connexion (SVX). NORDIK's SEE is the lead for the Northern Ontario region. For more information, please visit [wosen.pillarnonprofit.ca](http://wosen.pillarnonprofit.ca).

**NORDIK** (Northern Ontario Research, Development, Ideas and Knowledge) Institute is an innovative community-based research hub that has evolved from the Community, Economic, and Social Development (CESD) program and research at Algoma University. It is committed to the practice of holistic community development and has established strong links with other research institutes, universities, and colleges. NORDIK is committed to the practice of holistic community development and building local research capacity by working closely with its community partners and providing mentorship to new researchers and community development practitioners. For more information, please visit [www.nordikinstitute.com](http://www.nordikinstitute.com).

## Acknowledgments

We wish to gratefully acknowledge our funders Federal Economic Development Agency for Southern Ontario (FedDev Ontario), through the Women's Entrepreneurship Strategy Ecosystem Fund.

Opinions expressed in this report are solely those of the authors and do not necessarily represent those of the funders.

Canada 



# Individual Asset Mapping Toolkit

## Introduction

Social entrepreneurship is driven by a mission to impact change through an enterprise approach. It combines passion and business acumen to address a social, cultural and/or environmental issue. In order to achieve the mission the enterprise needs to be viable. An honest personal assessment combined with traditional business tools and resources helps to build a foundation for the development of a viable social enterprise.

This toolkit is designed to assist you in assessing your characteristics and skills as they relate to social entrepreneurship. It will help you recognize the assets you already have and those that may require further development.



## Individual Characteristics for Successful Entrepreneurship

The entrepreneurial journey of developing an idea into a viable business consists of many steps. Each step will require you to draw on your assets, e.g. knowledge, attitudes, behaviours, skills, and relationships/networks with others. These characteristics are key to successful entrepreneurship and can be organized into four categories: Personal, Interpersonal, Critical and Creative Thinking, and Practical Entrepreneurial Skill and Knowledge.

To map your individual assets, read through each of the following four sections and indicate whether you feel you currently have developed each characteristic. Check whether it is a small (**S**); medium (**M**); or large (**L**) asset on the upper line. At the end of the program, you will reassess these characteristics using the second line on the table.

# Personal Characteristics

**S M L**

**Ability to deal with failure**

(understand failure is part of the process; a point along the journey to success)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to identify your strengths and weaknesses**

(know what you are good at, enjoy doing, and the skills sets you need to hire or attract to round out your operation)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to be productive**

(know your peak energy times, routines and the productivity tools that work for you).

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to relieve personal stress**

(strategies for maintaining health and wellbeing while facing challenges)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Curiosity**

(impulse to explore new ideas, experiences, seek knowledge or solutions leading to more creative solutions that supports adaptability and resilience)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S**      **M**      **L**

**Desire to improve your world**

(the most enduring motivation is the desire to do good)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Efficiency**

(complete something with the least amount of effort and/or time)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Initiative**

(take action without being told; start problem-solving or business improvements on your own; initiate continual improvement processes)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Leadership Skills**

(leading others is leading oneself; draws out the best in people; demonstrates reliability, dependability and trustworthiness)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**



**S**      **M**      **L**

**Resilience**

(pick yourself up when things don't go as planned; learn from mistakes)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Risk tolerance**

(take risks and make decisions when facts are unknown)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Self-motivation**

(internal drive to start something or to keep doing it)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Story telling**

(creating a vision; value proposition; branding)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

# Interpersonal Skills



**S M L**

**Communication skills**

(sell your vision of the future to diverse audiences including, team members, potential clients, and investors)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Coordination with others**

(understanding other people and having the ability to manage mutually beneficial relationships)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Emotional intelligence**

(self-aware of emotions; able to regulate them and respond positively to feedback or criticism)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ethics**

(respect, integrity, fairness and trust when dealing with people)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Interpersonal relationships**

(good people skills; self-aware of verbal and non-verbal communication; able to develop weak and strong ties/relationship)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S**      **M**      **L**

**Leadership and motivation**

(know what motivates and inspires others in meaningful ways;  
delegate work, allowing others to lead)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Listening**

(skilled at active, empathic listening, and action listening)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Negotiation**

(resolve differences in a positive, mutually beneficial manner; favourable prices)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Networking**

(ability to interact with others to exchange information, develop contacts;  
take time to make a real connection)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Self-awareness**

(ability to identify own strengths and weaknesses)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

# Critical and Creative Thinking Skills

**S M L**

**Complex problem solving**

(every new factor makes the problem more complex; need the ability to grapple with complexity and identify strategies for moving forward)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Creative thinking**

(see solutions from a variety of perspectives and assess options for moving forward)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Creativity**

(ability to generate novel or innovative ideas or apply ideas from one sector to another in a novel way)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Critical thinking**

(clear, logical argument derived from clear understanding of the situation and organizing them into strategies to address them; ability to capture sensory stimulus of the world into discrete data points, and then create meaning from those data points in the form of increased understanding about reality at one moment in time.)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S****M****L****Problem solving**

(sound strategies such as troubleshooting, Cause and Effect Analysis; 5 Ws)

**Recognizing opportunities**

(big picture thinking; spot trends; see things differently; see opportunities)

**Reflection**

(taking time to pay attention to your thoughts, attitudes, beliefs, emotions, decisions and actions; learning from self awareness and adapting) - beyond self ...

**PERSONAL  
CHARACTERISTICS****INTERPERSONAL  
SKILLS****CRITICAL AND CREATIVE  
THINKING SKILLS****PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**



# **Practical Entrepreneurial Skill and Knowledge**



**S**      **M**      **L**

**Ability to close a sale**

(listen to customer needs (said and unsaid); connect with them; pitch, counter, and finalize the sale)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to connect via social networking**

(know each platform and the best strategies for optimizing them from start up to branding and refreshing)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to focus your customers**

(set aside other concerns; understand specific and/or diverse needs)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to hire effective people**

(need to identify people who want to work with you to create a positive work culture, and people with the skills to advance your business)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to manage money**

(develop a budget; work within the budget; know where money is spent)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S M L**

**Ability to manage staff**

(know how to delegate work, manage, motivate and encourage them to further develop)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to raise money**

(know where to find investors and how to present a convincing business case)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to spot new trends**

(know where to look; see where industry is going; stay up to date on new trends, particularly new startups and technology that can quickly disrupt the business world)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Ability to train new staff**

(have a robust onboarding process to orientate them, as well as provide grounds for evaluation)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Business Knowledge**

(knowledge of the main operational areas - sales, marketing, finance, and operations)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S**      **M**      **L**

**Decision making**

(have good information, evidence and weigh the potential consequences; use Decision Tree Analysis; Grid Analysis; Six Thinking Hats)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Entrepreneurial knowledge**

(how to fund your business and how much capital do you need to raise; business models that work for you)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Goal setting**

(set SMART goals, i.e., specific, measurable, achievable, relevant and time-bound)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Opportunity-Specific Knowledge**

(understanding the market you are entering; what you need to take your product or service to market)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Planning and organizing**

(have the talent, skills, and ability to reach your goals;; have project management skills; operational skills a business plan and financial forecasts)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

**S**

**M**

**L**

**Time management**

(ability to manage your time to achieve competing priorities in a changing environment)

**Venture-Specific Knowledge:**

(understand the specifics of your type of business;  
what it takes to make this type of business successful)

**PERSONAL  
CHARACTERISTICS**

**INTERPERSONAL  
SKILLS**

**CRITICAL AND CREATIVE  
THINKING SKILLS**

**PRACTICAL ENTREPRENEURIAL  
SKILL AND KNOWLEDGE**

## References

<https://www.entrepreneur.com/article/242327>

[https://www.mindtools.com/pages/article/newCDV\\_76.htm](https://www.mindtools.com/pages/article/newCDV_76.htm)

<https://hackernoon.com/the-10-skills-every-entrepreneur-needs-to-develop-a268a0ce6584>

<https://hbr.org/2018/09/curiosity>