

Standard Sector Indicator Reference Sheet

INDICATOR: Number of individuals who demonstrate increased entrepreneurial behaviors

STANDARD SECTOR

CED SECTOR



PROJECT AREA: Entrepreneurial behaviors

INDICATOR CODE:

CED_Econ_015

Type: Outcome

Unit of Measure: Individual

Disaggregation:

Sex: Male, Female

Age: 0–9, 10–14, 15–19, 20–24, 25+

Outcome Measured: Individuals demonstrate increased entrepreneurial behaviors

Precise definitions

Entrepreneurship behaviors: Defined as a set of 10 personal entrepreneurial competencies (“behaviors”)—identified through extensive research—possessed by successful entrepreneurs across countries and cultures. The 10 behaviors include:

Opportunity-seeking and initiative	Seeks opportunities and takes the initiative to transform them into business situations
Persistence	Sticks with an activity when most people tend to abandon it
Fulfilling of commitments	Keeps promises, no matter how great the personal sacrifice
Demand for quality and efficiency	Tries to do something better, faster, or cheaper
Calculated risk-taking	Takes calculated risks—one of the primary concepts in entrepreneurship
Goal-setting	Sets goals and objectives that are meaningful and challenging (this is the most important behavior because none of the rest will function without it)
Information-seeking	Gathers information about clients, suppliers, technology, and opportunities
Systematic planning and monitoring	Acts in a logical way (systematic), decides what to do (planning), and checks along the way (monitoring)
Persuasion and networking	Influences other people to follow him/her or do something on his/her behalf
Independence and self-confidence	Has a quiet self-assurance in his/her capability or potential to do something

Minimum requirements to demonstrate increased entrepreneurial behaviors: Individuals must demonstrate ALL of the following:

1. The T2 (or T3, if applicable) score on the Entrepreneurship Behaviors Tool for both calculated risk-taking and goal-setting must be greater than or equal to 9, AND greater than or equal to the T1 score (see “How to score the survey” below).

- The T2 (or T3, if applicable) score on the Entrepreneurship Behaviors Tool must be greater than the T1 score for at least one other behavior besides goal-setting and calculated risk-taking (i.e., opportunity-seeking and initiative, persistence, fulfilling of commitments, demand for quality and efficiency, information-seeking, systematic planning and monitoring, persuasion and networking, and/or independence and self-confidence).

Data collection

Tool: Entrepreneurship Behaviors Tool used by Volunteers in the Community Economic Development sector working on entrepreneurship.

Frequency of data collection and tracking:

Time 1 (T1)—Beginning of entrepreneurship training or coaching of an individual: Volunteers can administer the assessment verbally, reading aloud the questions to the individual and recording his/her answers, or the Volunteer can give each individual a written copy if the individual is literate. After the assessment, record the individual’s name, age, and T1 scores for each section of the assessment in the Entrepreneurship Behaviors Tracking Sheet (below).

Time 2 (T2)—End of entrepreneurship training or after six months of coaching an individual: Each individual who meets the minimum requirements described below (see “Who to measure”) will complete the same assessment. Volunteers can administer the assessment verbally, reading aloud the questions to the individual and recording his/her answers, or the Volunteer can give each individual a written copy if the individual is literate. After the assessment, record the T2 scores in the tracking sheet.

Time 3 (T3)—End of subsequent entrepreneurship training or after six additional months of coaching an individual, if applicable: Some individuals will not demonstrate the minimum number of entrepreneurship behaviors after only one training or six months of being coached by the Volunteer. If an individual has *not* met the minimum behavior requirements at T2 and if the individual continues to meet the minimum requirements described below (see “Who to measure”), then the PCV will assess the individual again at the end of the subsequent training or after six additional months of coaching. Volunteers can administer the assessment verbally, reading aloud the questions to the individual and recording his/her answers, or the Volunteer can give each individual a written copy if the individual is literate. Record the individual’s T3 scores in the tracking sheet.

Who to measure: For this outcome measurement, Volunteers should only include individuals they have worked with in one or more of the following activities focused on entrepreneurship:

- Plan and facilitate entrepreneurship training
- Coach individuals to adopt entrepreneurial behaviors
- Organize events for aspiring or existing entrepreneurs (e.g., business plan competition, entrepreneurship conference)



Reporting

Measuring progress toward the outcome, by sex and age:

- Examine the T1 scores and T2 (or T3, if applicable) scores for each section and determine whether or not the individual meets the requirements for demonstrating an increase in entrepreneurial behaviors as listed above.
- For all individuals who have demonstrated increased entrepreneurial behaviors at T2, place a Y in the cell that corresponds to the individual’s sex and age in the Entrepreneurship Behaviors Tracking sheet (below).
- For all individuals have not demonstrated increased entrepreneurial behaviors at T2, place an N in the cell that corresponds to the individual’s sex and age.
- Record the sum of all Ys + Ns for each sex and age in the row titled “TOTAL REACHED” and the sum of Ys only for

each sex and age in the row titled "TOTAL ACHIEVED." Report both column totals in the VRF.

- If an individual did not demonstrate the minimum requirements at T2, use the second tracking sheet with the T3 column to repeat the assessment and reporting process for that individual at the end of the subsequent entrepreneurship training or second year of coaching/mentorship.
- Record the sum of all Ys + Ns for each sex and age in the row titled "TOTAL REACHED" and the sum of Ys only for each sex and age in the row titled "TOTAL ACHIEVED." Report both column totals in the VRF.

Note: Individuals may only be counted once as part of the "TOTAL ACHIEVED" in a Volunteer's service for this indicator. If the same individual is eligible for measurement for another indicator, he/she may be counted for that indicator according to the guidelines in that indicator's definition sheet.

How to report missing values: If an individual does not have a score at T1, *do not* include this individual in the measurement or on the tracking sheet. If an individual has a score at T1 but does not have a score at T2, record NA in the final column and do not include this teacher in the totals reported in the VRF.

How to score the survey: Sum the scores for each of the 10 entrepreneurship behaviors by summing the scores of the questions specifically related to that behavior as indicated below

Calculated risk-taking = 1 + 2 + 16

Goal-setting = 14 + 23 + 29

Opportunity-seeking and initiative = 3 + 7 + 20

Persistence = 5 + 11 + 18

Fulfilling of commitments = 12 + 24 + 27

Demand for quality and efficiency = 13 + 15 + 17

Information-seeking = 8 + 28 + 30

Systematic planning and monitoring = 4 + 19 + 25

Persuasion and networking = 9 + 22 + 26

Independence and self-confidence = 6 + 10 + 21

Entrepreneurship Behaviors Tracking Sheet

Outcome: Individuals demonstrate increased entrepreneurial behaviors

Outcome Indicator: Number of individuals who demonstrate increased entrepreneurial behaviors

T3 Date _____

Did the individual meet the following criteria? (Y/N)
 1. The T3 score for both calculated risk-taking and goal-setting are greater than or equal to the T1 score
 2. The T3 score for both calculated risk-taking and goal-setting are greater than or equal to 9.
 3. The score for at least one other behavior besides goal-setting and calculated risk-taking at T3 is greater than T1.

Individual Name	Calculated risk-taking	Goal-setting	Opportunity-seeking and initiative	Persistence	Fulfilling of commitments	Demand for quality and efficiency	Information-seeking	Systematic planning and monitoring	Persuasion and networking	Independence and self-confidence	F					M							
	T3	T3	T3	T3	T3	T3	T3	T3	T3	T3	0-9	10-14	15-19	20-24	25+	0-9	10-14	15-19	20-24	25+			
TOTAL REACHED to report in VRF:																							
TOTAL ACHIEVED to report in VRF:																							