

Enterprise Skills & Characteristics:

ACCEPTABLE

Innovative/creative – create new ideas or processes

Human Relations – Communicate effectively and get on well with people. Ability to network, build relationships, be persuasive (negotiations)

Adaptability / Management of Change – ability to respond to changing environment, be resilient/creative in dealing with change

Reality Perception – See things how they are, not how they'd like them to be

Proactive – Don't wait for things to happen, use initiative

Future Focused – anticipate future trends/outcomes/needs/gaps in market

Decisive - Quick & Effective Decision Making

Risk Taking – Personal & Financial Risk, no guarantee of profits

Determined – Confident in ability, resilient in tough times, has self-belief

Enterprise Skills & Characteristics

NO LONGER ACCEPTED:

Management Skills (Leading, Motivating & Communicating)

Management Activities (Planning, Organising & Controlling)

Ruthless

Hard Working

Time Management

Put it in to practise!

2016 Q4 (A)

The Mayfair Hotel is a five-star city centre hotel which is celebrating 100 years in business. To celebrate this centenary, the management of the hotel is planning various events. The General Manager, Ann Johnson, has suggested organising staff into various project teams, with a project leader to plan for this centenary celebration.

(A) Discuss how the hotel staff could apply entrepreneurial characteristics/skills to develop the various centenary events. (20 marks)

(Discuss means talk about each point in one paragraph, without the use of headings)

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3

4

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1. Staff can use their ability to relate well with people. Staff will be working in teams to generate ideas and plan events so good human relations are vital. They will also be dealing with customers and potential customers.
2. Staff at the hotel will need to be creative and come up with new ideas (innovation). The staff could come up with new ways of doing things, like developing a new unique selling point (USP) to distinguish its hotel from other hotels.
3. Staff at the hotel will need to be able to adapt to changes. The hotel industry environment is very dynamic so everything may not go exactly to plan. Staff need to be flexible when dealing with new situations with customers etc...
4. Staff at the hotel need to be proactive, acting in advance of a future situation, rather than just reacting to it. Staff need to take control and make things happen rather than waiting for something to happen or they may miss an opportunity around the centenary event.