

**IO2**

**EUROPEAN ETHICAL ENTREPRENEUR PROFILE**

**FOCUS GROUP REPORT**

**PROJECT PARTNER: BSW**

**CITY: WANGEN**

**COUNTRY: GERMANY**

**EYEE - ETHICS AND YOUNG ENTREPRENEURS IN EUROPE**  
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**Most important elements that make daily life of a company more ethical and responsible?**

General results

The discussion has shown that the most important elements can be divided into the two aspects of transparency and sustainability. The responses have also shown that both elements are needed to lead an ethically responsible company. Transparency and sustainability are not just basic requirements that need to be fulfilled in terms of the product (environmentally friendly, sustainable, fair working conditions, waste reduction), but also regarding the employees (fair pay, prospect of promotion and staff supervision).

- transparency
- sustainability

Specificity in the reply from different

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### What is the most important competence for you to be an entrepreneur?

#### General results

The discussion has shown that the concept of “competence” was felt to be kept too vague for some of the participants. Some felt the concept of “competence” should have been narrowed down especially with regard to the following questions asking for the most important hard skills and soft skills which are basically the skills that make up the core competence of an entrepreneur.

Overall, however, it can be said the social competences and personal competences are regarded to be more important than professional expertise.

The discussion also showed that professional expertise isn't less important, but is rather taken for granted.

- leadership capacity
- professional expertise
- social / personal competence

### Top hard and soft skills fundamental to run a business

#### General results

In general, a rather consistent picture can be drawn looking at the top hard skills. All groups of people seem to have a similar understanding of the most important hard skills that are fundamental to run a business.

Top hard skills:

- business knowledge (accounting, purchase, marketing, financing)
- professional expertise
- IT

Looking at the soft skills, the picture doesn't look as consistent any more. It became clear that the different groups regarded different soft skills to be the most important. This can be attributed to different experiences of employees, employers, students etc.

For employees, entrepreneurs and start-uppers the following soft skills are the most important ones:

- stress resistance, stamina

- role consciousness (appearance, exemplary function, patience with employees, communication within team)
- mutual trust
- creativity and innovation

In general, the soft skills regarding the personal capacity of the entrepreneur as well as the soft skills regarding the behaviour toward the team / employees are both needed to successfully lead a company.

Various soft skills were named in comparison to the rather few main hard skills.

Top soft skills:

- problem solving skill
- leadership qualities
- risk taking
- team-spirit
- being able to deal with pressure
- decision making
- flexibility
- reliability
- empathy
- taking the initiative

In the end it can be summed up as “only a happy employee is a good employee”.

<b>Which skills are the first to be needed to start a business?</b>
General results

This question seemed to be problematic for some participants as they felt to have answered the question previously.

One main difference can be extracted in relation to the different groups of participants, as for the employers the hard skills are more important than the soft skills, whereas for the employees the soft skills are more important.

Furthermore start-uppers are of the opinion that someone who wants to start one's own business needs to be able to believe in their vision, need to show a high level of commitment, need to be willing to acquire new knowledge, need to be patient and creative. This shows that people who have only recently started their own business remember how difficult and strenuous the path to entrepreneurship is.

## European specificity in being an entrepreneur

### General results

This is another question some of our participants had problems with regarding the openness of the question. It wasn't clear whether the question aimed at distinguishing European entrepreneurs from entrepreneurs from other countries or whether it aimed at distinguishing entrepreneurs within Europe from one another.

However, there were some qualities, a European entrepreneur should have, that were repeated frequently:

- openness
- language skills
- overcoming borders in Europe
- tolerance
- empathy
- international contacts
- european culture
- western value system

To sum up, this means that European entrepreneurs need to build on their common strengths as Europeans and use these strengths to distinguish themselves from other entrepreneurs around the globe. One of these strengths was named to be the quality of European products and services.