



Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

ECGE6002Q

Skills for Life: Employability and Future Pathways
Employability and Entrepreneurship Skills



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Session Aims:

- An introduction to employability
 - Including employability skills
- An introduction to the STAR technique
- An introduction to Entrepreneurship
 - Including:
 - Social Entrepreneurship
 - Green Entrepreneurship
 - Digital Entrepreneurship



Employment and Entrepreneurship Skills

- A key part of personal development planning is identifying the skills that we have and those that we need to improve our practice and prospects
- This is acknowledged by the [Quality Assurance Agency for Higher Education](#) (QAA) who state that, whilst there is not a direct link;
- ‘there is an overlap between the broad set of skills, attributes and competencies that contribute to graduate employability and the characteristics of Enterprise and Entrepreneurship’

What are Employability Skills?

- Make a list of the skills that you think make you more employable?

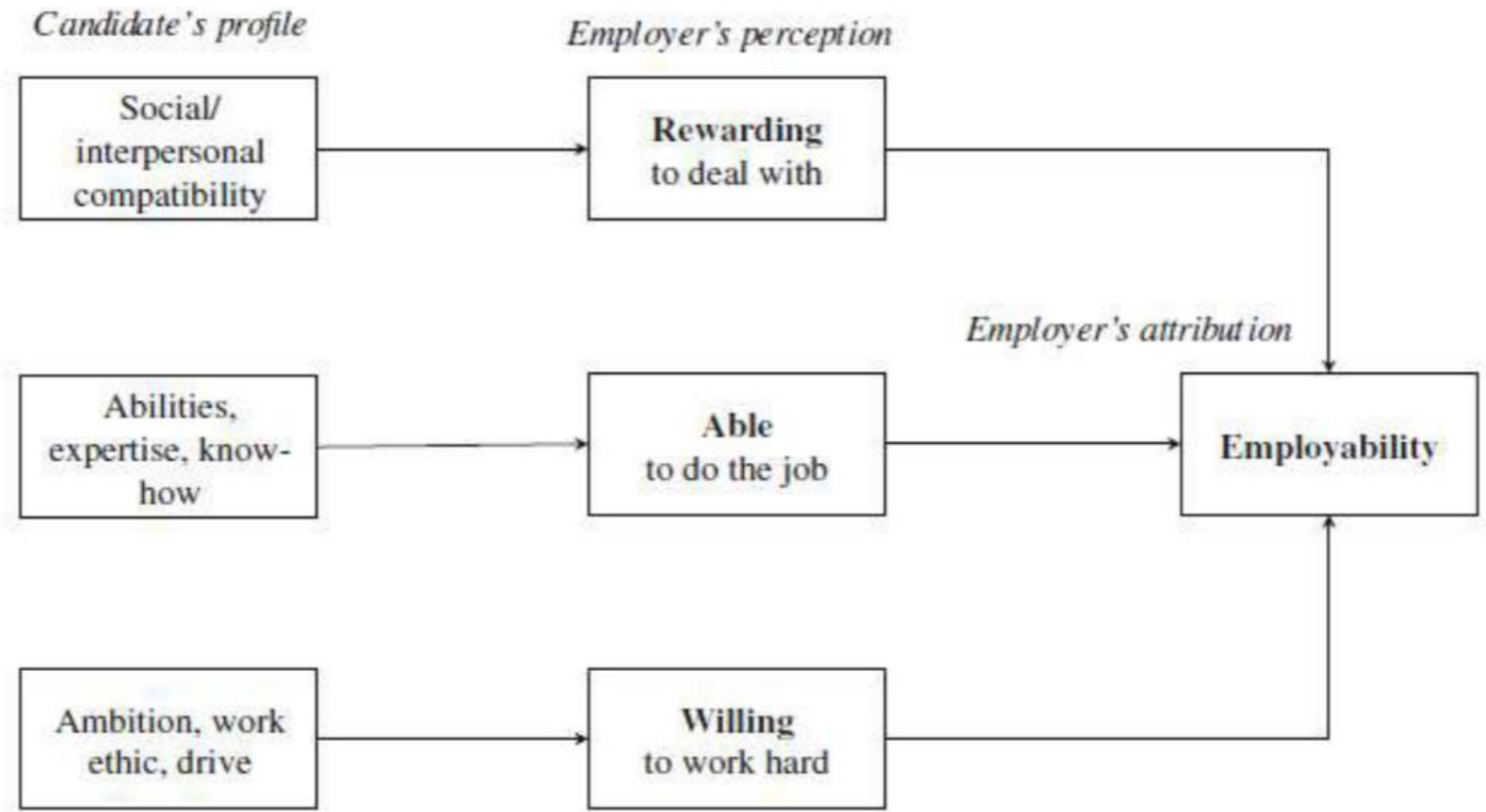




Research by Agrawal and Dasgupta (2020)

- Employability Defined:
 - an ability to be employed i.e. a) ability to gain initial employment b) ability to maintain employment c) ability to obtain new employment if required.
 - Employability in other words is about being capable of getting and keeping full time work. Individuals' employability assets comprise of basic skills, occupation specific skills and involvement skills.
 - Employability is not just vocational and academic skills, an individual requires relevant and updated market information to take the right decision.

Employability Skills



Employability skills within the Health and Social Care Fields

- Understanding our own values, morals and beliefs can shape the skills that we have for employability.
- Please click the link to take the Myers-Briggs personality Test.
- [Free Personality Test | 16Personalities](#)
- You may have already done this before, however, over time, our personalities/views/values/beliefs may change.

Employability skills within the Health and Social Care Fields

- 6 Core Health and Social Care skills required to succeed within the industry:

1. Independence
2. Flexibility
3. Empathy
4. Patience
5. Communication skills
6. Resilience

Independence

- While most health and social care employees report to a team leader or home supervisor, the function of caring for a patient's interests are largely independent.
- You're often required to make judgments on your own, so it's important for you to feel comfortable doing so.
- If you're inexperienced to care work, this can take some getting used to.
- But, over time, you can gain the confidence needed to perform your duties without receiving constant instruction.

Flexibility

- Working in health and social care requires flexibility since many healthcare occupations don't follow the traditional 9 to 5 schedule.
- For instance, one of your colleagues may require you to work an additional shift at late notice or work late into the night.
- You may also encounter a patient that could occupy more of your time than you originally anticipated.
- When working in this sector, it's important to adapt to new, unusual or adjusting situations, in addition to coping with your existing routine.

Empathy

- Having compassion and being empathetic towards patients and their families is a vital part of working in health and social care.
- It's important to comprehend a person's emotions, connect to them and put yourself in their position.
- A patient, for instance, could learn that a member of their family is coming to see them.
- In this scenario, it's important for you to sense their happiness and envision how you'd feel if you were in their shoes.

Patience

- The work of a health and social care employee requires constant patience.
- This is because you typically experience challenging circumstances every day.
- For instance, when you're requesting information, you may encounter delays in interactions or a process that's expected to take only 10 minutes could take three times as long.

Communication Skills

- When interacting with patients, their families and colleagues, communication skills are crucial.
- This is because you may face challenging circumstances, at times, when speaking with patients and their families about a patient's health.
- You may also communicate important details about a patient's health to a colleague, so it's vital to be specific and accurate when doing so to avoid mistakes.
- Caring for others involves being able to grasp the specific requirements of each patient, which requires the ability to listen closely to their problems and respond appropriately.

Resilience

- It's also important for any caregiver or health and social care employee to show a degree of resilience.
- All healthcare employees can withstand stressful working conditions to complete their jobs successfully.
- Knowing how to emotionally detach yourself from the role can also allow you to work more effectively and continue to care for patients.

Discussion

- It is also important to recognise your weaknesses
 - This is often a question that you will be asked in an interview
 - ‘What do you feel are your weaknesses?’
- Consider the skills that you may feel are your weaker skills
 - And why you feel that they are your weakest skills

WHAT IS YOUR GREATEST WEAKNESS?



Why Entrepreneurship?

- “Entrepreneurship [...] is defined as the application of enterprise behaviours, attributes and competencies into the creation of cultural, social or economic value”.
- “This can, but does not exclusively, lead to venture creation”.
(QAA, 2018, p.7)
- “Entrepreneurship applies to both individuals and groups (teams or organisations), and it refers to value creation in the private, public and third sectors, and in any hybrid combination of the three”.

(QAA, 2018, p.7)

What is Entrepreneurship?

- Take some time to think about the following questions
- Who or what is an Entrepreneur?
- How do people become entrepreneurs?
- What is the role of entrepreneurship in society?

(Based on Rae, 2007)

Entrepreneurship Capabilities

- Rae lists the following entrepreneurship capabilities;
 - Personal organisation
 - Interpersonal interaction
 - Investigating opportunity
 - Applying innovation
 - Strategic venture planning
 - Market development

(Based on Rae, 2007)



Guided Study 3: Entrepreneurship self-assessment

Entrepreneurship Capabilities

- Whilst Rae focuses on entrepreneurship for business we have seen that the QAA believes that these capabilities are also valuable in the Public and Third sectors

What do we mean by the Public Sector and the Third sector?

Other forms of Entrepreneurship

- The QAA goes on to define three, relatively new, forms of entrepreneurship that may have a relevance for your chosen programme of study, namely;
- Social Entrepreneurship
- Green entrepreneurship
- Digital entrepreneurship

(QAA, 2018, p.8)

Social Entrepreneurship

- Social entrepreneurship is where entrepreneurial ventures are driven by solving social or cultural issues, as opposed to financial gain or profit.

(QAA, 2018, p.8)

- ‘A form of entrepreneurship in which a company or organization is established to further a defined social goal rather than to pursue maximum profit’.
- ‘Typically, a social entrepreneur recognizes a need not currently met by for-profit business, government, or charity and aims to fill this gap through his or her own initiative, rather than by campaigning against existing business practices or public policy’.

(Law, 2016)

Social Entrepreneurship

- Social Entrepreneurship is actively encouraged and there are many sources of support if you wish to set up such a venture e.g.;
- Carmarthenshire Council
<https://www.carmarthenshire.gov.wales/home/council-services/community-information/bureau/#.YmbF4drMKUk>
- CAVS <https://cavs.org.uk/engagement/>
- Social Business Wales
<https://businesswales.gov.wales/socialbusinesswales/>
- WCVA <https://wcva.cymru/funding/social-investment-cymru/social-business-growth-fund/>

Green Entrepreneurship

- Green entrepreneurship is where environmental problems are explored to result in a net positive impact on the natural environment using sustainable processes.
- Institute of Entrepreneurship Development 
- Organisation for Economic Cooperation and Development 
- International Labour Organisation 

(See for example O'Neill & Gibbs in Underwood *et al*, 2012)

Green Entrepreneurship

MASSIVE OPEN ONLINE COURSE



Digital Entrepreneurship

- Digital entrepreneurship is where digital products and services that are created are marketed, delivered and supported online.
- Examples include:
 - E-Commerce Stores
 - Online Courses and Education Platforms
 - App and Software development
 - Affiliate Marketing
 - Social Media Management and Marketing
 - Freelancing or Gig Based work
 - Online Tutoring/Online Teaching/ Online coding Jobs

Digital Entrepreneurship

- The Most prominent Digital Entrepreneurship currently is the use of social media platforms, Including TikTok
 - Short-form digital content provider, TikTok, catapulted into the lives of Gen Zers and Millennials as a form of entertainment and escapism during the COVID-19 pandemic. It was the most downloaded app globally in 2020.
 - Although TikTok initially gained notoriety for starting viral dance trends through 15-second clips, the social media platform has increasingly seen a rise of entrepreneurial 'influencers' sharing their business wisdom with TikTok's 689 million active monthly users.
 - Since the platform can also function as a powerful and cost-effective marketing tool for small business owners and entrepreneurs, many TikTokers are eager to maintain a strong following by providing bite-sized business tips to their audiences.





Entrepreneurship continued:

- Note: it is important to recognise that these entrepreneurial ventures will seek to become financially sustainable, in order to respond to the needs of their target audience(s).
- Intrapreneurship is the application of enterprise behaviours, attributes and skills within an existing micro or small business, corporate or public-sector organisation.

(QAA, 2018, p.8)

Using your experience to 'sell' yourself

- In the self-assessment that we looked at previously you were asked to think of examples from your own experience to support your assessment.
- Using your own experience means that you can personalise your statements and demonstrates practical experience as well as knowledge and understanding
- This is also a valuable technique to use in competency-based interviews

The STAR technique

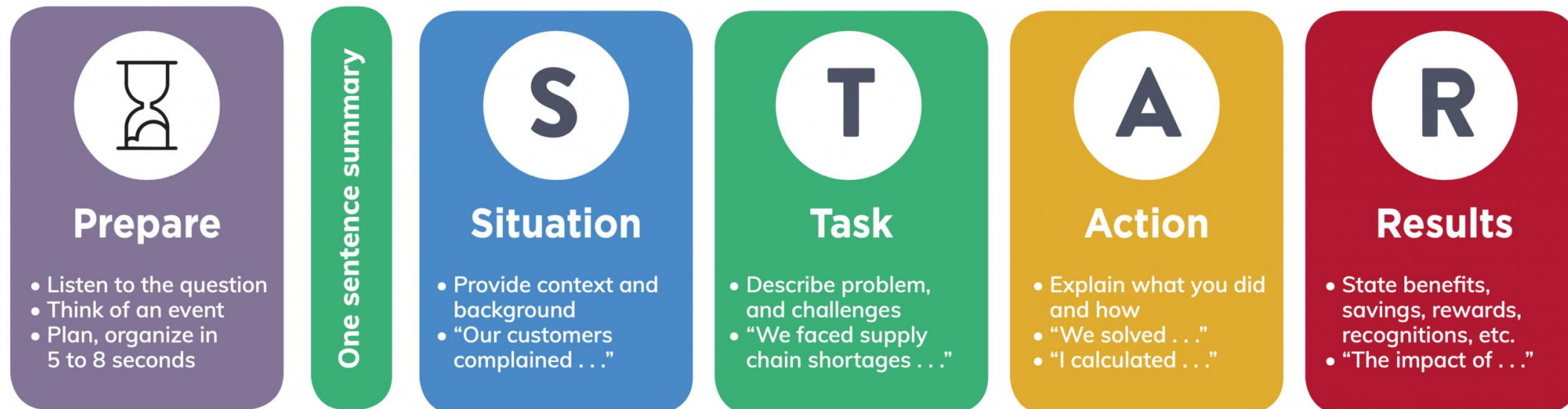
- This has been formalised as the STAR technique
- This is a four stage for promoting yourself in an interview or review process
- Situation – set the context for your example (e.g. what was happening, who was involved etc.)
- N.B. this is similar to the ‘Description’ phase of Gibbs’ model that we discussed earlier

(Based on Higgins, 2014)

The STAR technique

- Task – what was required of you?, what were the expected outcomes for the situation?, what needed to happen?
- Activity – explain what you actually did, describe the steps that you had to take to solve the situation
- Result – what actually happened?, did you meet the outcomes?, what other benefits were there?

(Based on Higgins, 2014)



The STAR technique some things to consider

- “It’s important to speak in specific rather than general terms and quantify your success”.
- “From a listener’s perspective, this makes the story more interesting and they are more able to gauge your success”.
- “Nameless figures and undefined successes can make the answer feel less convincing”.

(Higgins, 2014)

The STAR technique some things to consider

- “Secondly, as there are likely to be many questions and interviewers have short attention spans, it’s important to keep your answers concise”.
- “Convey the maximum achievement in the minimum time”.
- “Finally, it’s important to finish on a positive note so the overall impression is strong”.

(Higgins, 2014)

The STAR Technique

- We will be discussing the STAR technique in more depth within our next session.
 - Including how it relates to your assignment question.

Keeping track of your Personal Development

- It is all very well taking part in Personal Development activities, but you also need a way of keeping track of what you have done.
- The Chartered Institute of Personnel & Development recommends that professionals keep a record of their CPD activities

Keeping track of your Personal Development

- The Dearing Report on Higher Education (1997) also made this point and the QAA has recommended that students should keep;
- “personal records of learning and achievements, progress reviews and plans that are used to clarify personal goals and can provide a resource from which material is selected to produce personal statements and CVs for employers, admissions tutors and others”.

(QAA, 2009, p.3)

Suggested reading

Deunydd darllen a argymellir

- As well as the reference list below you might also want to look at the following articles which can all be found via the Library search.
- Yn ogystal â'r rhestr gyfeirio isod, gallwch hefyd edrych ar yr erthyglau a ganlyn sydd ar gael drwy gynnal chwiliad Llyfrgell.

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