

# BUSINESS



READ

## WHEN ENTREPRENEURS READ THEY:

- Ask 'why' more than 'what'.
- Seek to consider the impact of scenarios on all stakeholders.
- Interpret data.
- Consider how differing businesses are likely to be impacted by scenarios.



WRITE

## WHEN ENTREPRENEURS WRITE THEY:

- Link real world scenarios to business theories.
- Fully explain how and why things happen and what the impact is.
- Provide a balanced argument with clear links to specific contexts.
- Use numerical data to justify their theories.
- Show a clear understanding of how scenarios impact specific businesses in different ways.



THINK

## WHEN ENTREPRENEURS THINK THEY:

- Aim to solve problems.
- Assess the balance between risk and reward.
- Consider the impact of scenarios on all stakeholders.
- Consider the validity of sources.