

Critical and Creative thinking skills

- **Creativity** is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.
- What role does creativity play in entrepreneurship?
- **creativity** leads to success .The whole process of **entrepreneurship** is rooted in creation and exploration of new ideas. When an **entrepreneur** is able to generate a new idea that is feasible as well as efficient, it gives him an edge over the competition

What are examples of creativity?

- **Examples of creative** thinking skills include: problem solving, writing, visual art, communication skills, and open-mindedness.

Why is creativity important for innovation?

- **Creativity is important** because it is a key ingredient of **innovative** process, and without it **innovation** is nearly impossible. **Creativity** is needed to go “out of the box” and find new ideas that later can be turned to **innovative** solutions

- **Strong critical thinkers demonstrate the following characteristics:**
- inquisitiveness with regard to a wide range of issues.
- concern to become and remain well-informed.
- attentive to opportunities to use **critical thinking**.
- self-confidence in one's own abilities to reason.
- open-mindedness regarding divergent world views.

Problem solving and critical thinking

- **Problem solving and critical thinking** refers to the ability to use knowledge, facts, and data to effectively **solve problems**. This doesn't mean you need to have an immediate answer, it means you have to be able to **think** on your feet, assess **problems** and find solutions.
- **Creative problem solving (CPS)** is a way of using your **creativity** to develop new ideas and solutions to **problems**.

Recognizing opportunities

- Entrepreneurs recognize an opportunity and turn it into a successful business. An opportunity is a favourable set of circumstances that creates a need for a new product, service, or business.
- **An opportunity has three essential qualities: It is 1) attractive, 2) durable, 3) timely**

Practical skills

- **Essential Skills Required to Succeed as An Entrepreneur**
- Ambition. It is easy to give up when the going gets tough, but the most successful entrepreneurs persist because of their ambitious nature. ...
- Willingness to Learn. ...
- Ability to Listen. ...
- Creativity. ...
- Assertiveness and Confidence. ...
- Perseverance. ...
- Courage and Risk Taking.

Women Entrepreneurs -Women of Substance

- **Sudha Kulkarni Murthy- The first female engineer**
- **Kajal Gaba: Interior designer**
- **Poonam Soni , jewellery designer**
- **Anu Aga**
- **Naina Javeri- queen of traditional sarees**

Assignment

- Define Entrepreneurship
- Find out the details of 5 women Entrepreneurs as given. Mention their important traits/ Characteristics as an entrepreneur