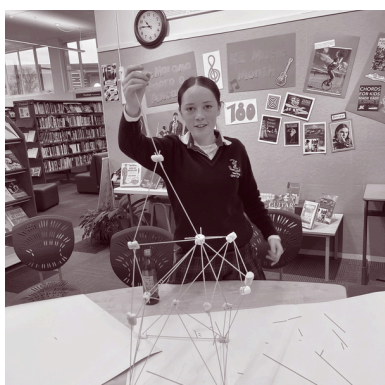


ENTREPRENEURIAL COMPETENCIES

What young entrepreneurs say about the
benefits of their entrepreneurial activities

20
24



STAND
TALL



In 2024, **Stand Tall** delivered programmes, workshops and events designed to activate young people entrepreneurial capabilities, skills and mindset. Some created and ran a business (YES), others designed and built products that they sold (ThriveX, Onramps). Also young entrepreneurs in the wider community came to us for support and mentoring.

In January 2025, we asked the following two questions via social media:

We loved seeing what you achieved with your business idea last year! 💡 Now, we'd love to hear from YOU.

- 👉 What's stood out for you since starting your business?
- 👉 What skills or interests have you developed that you'll keep using?

Here is what a sample of **young people** Stand Tall worked with in 2024 told us. A summary of their **entrepreneurial activity** and key **skills developed** follows on p.3

Heya !!
The thing that's stood out for me the most, is probably the organisation and management that goes into it. Starting a small business is quite tricky and there is a LOT of organisation and time management skills you have to learn.

The skills/ interests I've developed is probably using the tools I use for jewellery making, I find it quite handy to know how to use tools doing crafts etc. Also people skills is a big thing, learning how to attract an audience and certain customer types etc. Figuring out a target audience and how to work around that. Thank you !!

Gabby
[gabbys.gems](https://gabbys.gems.com)
Youthfest 2024

Stella
[@atfusion_](https://www.instagram.com/atfusion_)
YES24 Whākatane High School

We loved coming together as a team and using our different opinions and skills together to help our business succeed. What stood out for us was how much of a difference engaging with the public increased our sales. We as a group have all learnt many different skills but our main ones being budgeting and making sure that the risks we took financially we going to pay off. We really enjoyed being apart of the YES scheme last year 😊

Happy New Year! Thanks for reaching out—it's been a pretty epic year for us working on the business!

Here's what we've all been thinking:

Spencer:
Since starting, the biggest thing that's stood out is how much I've had to adapt on the fly. There's always something new popping up, and figuring out solutions has been pretty rewarding. I've also gotten way better at leading the team and managing the money side of things, which I didn't expect to enjoy too much haha

Taine:
I've learned how important it is to have the right people around, especially when things get tricky. I've also really worked on my time management, balancing the business with school and everything else going on.

Baz:

The biggest thing I've done is how much I've made my communication skills better. Being able to pitch ideas and talk to people better has been key. I've also learned a lot about marketing and how to use social media to get our name out there, which has been super useful!

Jude:

For me, it's all about being creative. There's always something new to try or a way to improve what we're doing, and it's been cool to see our ideas come to life. I've also picked up a lot of behind-the-scenes skills like planning and organizing, which I know will come in handy later on.

Cheers,
Spencer, Taine, Baz, and Jude

Spencer, Jude, Taine & Baz
[@reform3116](https://www.instagram.com/reform3116)
YES24 Tauranga Boys College

Hey, what stood out to me was the need to get things done as soon as possible and not procrastinate, rather just dive into the task straight away.

I would say my communication skills are what have developed the most due to majority of it just having to deal with people.

Thanks!

We have definitely learnt the importance of trial and error. That having a back up plan is always something to have and that times change. At the start we were selling a few boards and then near the end we got many people buying and some even coming back.



Lorelei

@wanderingkiwinz

YES24 Otūmoetai College

Something that has stood out for me since starting my own little business would have to be making sure that I am pricing my cakes and cupcakes correctly! That was the hardest part of my business because the prices would get so high but I had to charge enough to pay myself for the time and effort I put into each and every cake or cupcake.

Some skills or interests I have developed since starting my business is to be patient and resilient. Starting out I would often make mistakes and get frustrated and stressed but I chose to be resilient and my customers got an amazing cake in the end. Another skill I will use in the future is calculating and financing in the future, budgeting as well! Especially when I move out of home and start paying bills this will really come in handy!

Thank you so much for giving me this opportunity to [redacted] and also a big thank you to Pascale for your constant support and hugs when you come to Te Puke High School 😊. I know I'll see you again soon...



Nakita

@kita.kreates

Onramps workshops

Heyyy happy new year!!!

One thing that stood out to us is how much we could actually do by creating and taking off with a business and how far it's come by just believing in it.

We have all realised we are good at and passionate about selling our product and we now know how to create and stabilise our own businesses.

I'll try get the boys to get something written as well haha



Piripi

@yahwehclthng

YES2024 Raukura



Summary of Entrepreneurial Activity

Young entrepreneurs engaged in various activities related to running their businesses, including:

Product Development and Sales:

- They learned how to create and sell products, like cakes, board games, and jewelry.
- They experienced fluctuations in sales, adapted pricing strategies, and found ways to attract repeat customers.

Business Management:

- They developed a deeper understanding of financial aspects, such as pricing, budgeting, and managing business income.
- Some learned how to balance their businesses with school and other responsibilities.

Customer Engagement:

- Interactions with the public played a key role in increasing sales.
- They learned the importance of identifying and engaging with the right target audience.

Team Collaboration:

- Many highlighted working together as a team, utilizing different skills and opinions to achieve success.

Adaptability and Problem-Solving:

- They encountered unexpected challenges and found solutions, emphasizing the importance of being adaptable and resilient.





Summary of Skills Developed

Through their entrepreneurial activities, the young people tell us in their own words they have developed a diverse set of skills, including:

Communication Skills (2 mentions):

- Improved ability to pitch ideas, interact with customers, and market their products effectively.

Time Management (2 mentions):

- Balancing business responsibilities with school and other life commitments.

Budgeting (2 mentions):

- Learning how to price products appropriately and manage finances effectively.

Marketing (1 mention):

- Understanding how to promote their business and reach their target audience through various channels.

Planning (1 mention):

- Organizing business operations and setting goals for growth.

Resilience (1 mention):

- Overcoming challenges, dealing with mistakes, and maintaining persistence in business operations.



The Broader Impact of Entrepreneurial Competencies

The entrepreneurial journey these young people have embarked on has not only equipped them with practical business knowledge but has also fostered a versatile skill set that can be transferred to various aspects of their lives and future careers. The competencies they have developed—such as communication, time management, budgeting, marketing, resilience, and problem-solving—extend well beyond their immediate business ventures and can serve them in multiple contexts, including:

Education and Academic Success

The ability to manage time effectively, stay organized, and work within deadlines—skills honed through running a business—are critical for academic achievement. Whether pursuing higher education or vocational training, these young entrepreneurs will be better equipped to balance coursework, extracurricular commitments, and personal growth.

Employment and Career Readiness

Employers across industries value candidates with entrepreneurial experience because it demonstrates initiative, creativity, and problem-solving abilities. Skills such as budgeting, communication, and resilience are crucial in the workplace, where individuals must navigate challenges, work within teams, and contribute to organizational goals. Their experience with customer engagement, product development, and financial management makes them highly adaptable employees in fields such as sales, marketing, finance, and project management.

Personal Development and Life Skills

The confidence gained from starting and running a business helps young people develop a growth mindset, encouraging them to take initiative in their personal lives. Skills like budgeting and planning will aid them in managing personal finances, setting and achieving goals, and making informed decisions in adulthood.

The various entrepreneurial experiences facilitated through Stand Tall have provided these young people with a solid foundation for future success.

Whether they choose to pursue further education, enter the workforce, or continue on their entrepreneurial journey, the skills they have acquired will empower them to thrive in a variety of settings, fostering a sense of agency, adaptability, and lifelong learning.

Community and Social Impact

Many of these young entrepreneurs have learned the importance of engaging with their communities, whether by understanding their customers' needs or working collaboratively within a team. This sense of social responsibility and leadership can be applied to community initiatives, volunteering opportunities, and future entrepreneurial ventures that focus on making a positive impact.

Future Entrepreneurial Endeavours

For those who wish to continue their entrepreneurial journey, the foundational skills they have developed—such as identifying market needs, financial literacy, and resilience—will support them in launching and sustaining new ventures. Their experience provides them with the confidence to explore larger-scale business opportunities, innovate in various industries, and contribute to the entrepreneurial ecosystem.

Adaptability in an Ever-Changing World

The dynamic nature of entrepreneurship has taught these young people to be adaptable and open to change. Whether facing new technologies, evolving market demands, or unexpected personal challenges, they have learned to navigate uncertainty with confidence and strategic thinking—an invaluable skill in today's fast-paced world.

