



## ENTREPRENEURS TOLD US . . .

### CONSORTIUM ENTREPRENEURSHIP STANDARDS MATRIX OVERVIEW

Released November, 2010

In 2004-05 the Consortium for Entrepreneurship Education conducted focus groups with entrepreneurs across the nation to try to capture the knowledge, skills and attitudes that entrepreneurs believed were important to be a successful entrepreneur. The result was 403 performance indicators organized in 15 standards, presented in three major categories. Published in 2005, the National Content Standards for Entrepreneurship Education have served as an umbrella, describing the field as a whole.

However, since their release in 2005 we have worked with a great number of educators that have chosen what is best for their programs. As a result of their input from use in programs at all levels of the lifelong learning model, we are proposing the attached matrix as a way to determine what is appropriate for a given class or program. See description of the five stages <http://www.entre-ed.org/entre/5-stages.htm> and the model <http://www.entre-ed.org/entre/lifelong.htm>

The newly published matrix represents a method of prioritizing which of the 403 performance indicators should be taught at each level of the Consortium's Lifelong Learning Model. [http://www.entre-ed.org/Standards\\_Toolkit/matrix](http://www.entre-ed.org/Standards_Toolkit/matrix)

To simplify use of these 403 performance indicators, we have worked with teams of educators to determine how they fit at each stage, and then have prepared an easier method for you to select what you teach at your specific instructional levels. We have grouped "Basic Skills" and "Competency Awareness" in a searchable file that will help elementary, middle school, and high school basic programs to sort out where to start with their instruction. All of these performances build the base on which others then grow. [http://www.entre-ed.org/Standards\\_Toolkit/](http://www.entre-ed.org/Standards_Toolkit/) (Levels one & two)

The second searchable file is for "Creative Applications" (the third stage) alone which enable educators to find the performance indicators for more advanced entrepreneurship education where students are focusing their entrepreneurial skills or may be actually creating a business. Of course they can always reach back to pick up some of the more basic performance indicators if the students still need them. [http://www.entre-ed.org/Standards\\_Toolkit/](http://www.entre-ed.org/Standards_Toolkit/) (Level three)

The third searchable file is for "Start-up" and "Growth" performance indicators which are used where programs address more advanced performance indicators for those actually starting a business or solving problems in an existing business. [http://www.entre-ed.org/Standards\\_Toolkit/](http://www.entre-ed.org/Standards_Toolkit/) (Levels four & five)

These three files allow entrepreneurial educators to focus the performance indicators to the level of the students they are guiding. These three files organize from basic instruction to really focused preparation, and finally to those individuals who are already establishing businesses or are currently operating their businesses.

Obviously all 403 Performance Indicators could also be picked up for these programs if needed.

As you review the complete matrix and the three searchable files, *remember the following:*

- Each column in the matrix represents a stage in the lifelong learning process.
- There are 15 basic standards that have 50 major sub-sections which are used to organize the 403 performance indicators on the matrix and for each searchable file.
- More than one performance indicator can be developed in any given curriculum activity.
- Instructors will determine the goals of their program and the background their students bring to the program in determining which performance indicators to address.
- Teachers will include items that have been identified as needed at an earlier stage if students have not had opportunities to develop those competencies.
- By the growth stage all 403 performance indicators should have been addressed in the entrepreneur's education.
- The Consortium for Entrepreneurship recommends that throughout their education students should have opportunities to gain more and more advanced learning about any given area, with emphasis on the important areas learned in the early stages.
- The matrix could serve as an evaluation document for all students....that they could progressively show the development of their entrepreneurial competency. See the Entrepreneurial Competency Checklist at <http://www.entre-ed.org/how/ccr/tools.html> for a tool to help students assess their competency acquisition.

**Source: Consortium for Entrepreneurship Education  
(2010) Columbus, OH [www.entre-ed.org](http://www.entre-ed.org)**