**Creating a Personal Job Description Exercise TEACHER GUIDE**

(Updated: April 16, 2017)

For an actual entrepreneurial concept you have, or for a small business you've been assigned, please develop a personal job description for when you'll be the new leader of that enterprise.

Remember: job descriptions don't have to be full of long paragraphs, or even very long. A few key bullet points can make a job description both motivating *and* concise. *Good luck!*

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| **Job Description for: student name here** |
| Company Name | Can be a real or fictional company - just make sure student has a clear concept of what the enterprise intends to do.  | Type of Company | Can be a for-profit, non-profit or social enterprise |
| Your Job Title | Should be some type of "CEO" title | Location |  | Date: |  |
| Job Objectives (Contribution to Company Vision) | Should relate to strategic goals, what the organization intends to achieve.For a small business can be very profit-driven. For an entrepreneurial venture should be mission-driven and growth-driven.For a social enterprise should be mission-driven. |
| Responsibilities (in priority order) | Your students should be able to list at least three groupings of responsibilities. At least one of the groups should have to do with revenues (or in the case of a social revenue, how the enterprise will achieve some level of size / relevance). |
| Indications of Top Performance | Help your students create specific measures of success, including how top performance would be demonstratedExamples: meeting profit goals, indicated on quarterly income statements; delivering a new app within a 3 month development timetable; securing 10,000 donors to their social enterprise |
| Reporting Relationships | It would be nice - but not required - if students indicated "360 Degree" reporting relationships, meaning: a) superiors or investors above them; b) peers (if any) in the enterprise; c) team members reporting to them; and d) where appropriate customers or external stakeholders |
| Required Behaviors | Help students focus on three or more behaviors they believe will be essential to their successful. Fewer than three critical behaviors would indicate a lack of mastery of this important topic ("Key Characteristics of Successful Entrepreneurs and Small Business Leaders") |
| Qualifications | Please help your students list both: a) experiential requirements; and b) educational requirements. Educational requirements can be: a) post-secondary degrees or certificates; b) industry-based credentials; or c) both |