**Best practice**

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| **Title of Good practice** | Good Practices on Home- Based Businesses |
| **Keywords (meta tag)** | Audacity, Kindness, Mindset, Self- Awareness, Opportunity |
| **Provided by** | ADDE |
| **Language** | ENGLISH |
| **Best practice** |
| ***Audacity***  **Motivation and perseverance****Stay focused and don't give up*** **Be determined to turn your ideas into action and satisfy your need for achievement**
* **Be patient and keep trying, in the long run, to achieve your goals**
* **Resist pressure, adversity and temporary failure**

***Just-do-it*** **Be determined to turn ideas into action and meet the needs you want to achieve*** **Be prepared to be patient and try to achieve your individual or group goals in the long term**
* **Be resistant to pressure, adversity, and temporary failure**

***Mindset – self-awareness and self-efficacy*** **Believe in yourself and continue to grow*** **Reflect on your needs, aspirations and desires in the short, medium and long term**
* **Identify and evaluate individual and group strengths, as well as weaknesses**
* **Believe in your ability to influence the course of events, despite uncertainty, delays, and the timescales of failures**

***Navigate - detecting opportunities*** **Use your imagination and skills to identify value-creating opportunities*** **Identify and capture value-creating opportunities by exploring the social, cultural and economic environment**
* **Identify the needs and challenges that need to be known**
* **Establish new connections and put together disparate elements of the business environment to create value-creating opportunities**

***Pull learning*** **Work with uncertainty, ambiguity, and risk by negotiating with them!*** **Make decisions when the outcome of the decision is uncertain, when the available information is partial or ambiguous, or when there is a risk of unintended results**
* **In the process of creating value, try to include structured ways of testing ideas and prototypes from the earliest stages ,to diminish the risks of failure**

***Recruit*** **Mobilize others inspired, excited and draw them on board*** **Inspire and motivate relevant shareholders**
* **Get the necessary support to achieve valuable results**
* **Demonstrate effective communication, persuasion, negotiation and leadership**

***Value – creating value*** **Learning through experience****Learning by doing*** **Use any initiative to create value as a learning opportunity**
* **Learn with others, including peers and mentors**
* **Reflect and learn from both success and failure (yours or other people’s)**

**Learning and value creation are considered two main aspects of entrepreneurship*****Well-being*** **Ethical and sustainable thinking*** **Evaluate the consequences and impact of ideas, opportunities and action**
* **Evaluate the consequences of ideas that bring value and the effect of entrepreneurial action on the target Community, the market, society and the environment**
* **Reflect on social goals, Sustainable cultural and economic long-term goals and on the course of action chosen**
* **Act responsibly**
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| **Reference Link (if any)** |  |
| **Type of material** | BEST PRACTICE |