

## ***Households seen as enterprises – developing the entrepreneurial mindset of households***

The complexity of modern life is rising and as a consequence households face new requirements and tasks, such as dealing with external dependencies like markets, banks, insurances, health care and educating institutions. As a result, nowadays new and complex competences are necessary for managing a house and a family, competences that are close to business skills such as creativity, organization and planning, communication and networking, problem solving and decision making, teamwork, etc.).

M-HOUSE (Mobile Learning to Unleash Households' Business Potential) is a European project that aims to increase the exploitation of alternative employment pathways by households, fostering their personal fulfilment.

M-HOUSE started from the idea that successful household management even includes business skills, which, if properly understood and valued, can lead to greater creativity and employment opportunities

### **Have you ever thought that the way in which you manage your house is based on your entrepreneurial skills?**

Within the project, we have identified 11 entrepreneurial key learning situations (KLS) that are typical everyday situations faced by a household that highlight the possession of key entrepreneurial (soft) skills, such as: the visit of a guest, organising an event, lack of funds, effective purchases, etc.

From the analysis of these key learning situations, it turned out that the following key entrepreneurial (soft) skills are the most relevant for households:

- Communication (customer - oriented)
- Decision making
- Leadership
- Time management
- Organization and planning
- Problem - solving
- Team communication
- Financial management/planning

## How can you further develop these entrepreneurial (soft) skills?

Within the project we have developed an on-line training called „Business Skills Explorer” that consists of 8 learning modules allowing households to explore and discover their entrepreneurial skills:

- Plan it! Do it! (time planning)
- In search of value... (decision making)
- Move and take off! (planning and organisation)
- Your guest is your customer (analysis of customer’s needs)
- Make your dream come true (SMART-goals)
- Get the budget balanced (financial planning)
- Problem solved! (conflict management)
- Brand yourself! (personal development)

The training is designed for all adults in charge of the management of a house or a family: single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements.

The training helps participants to understand which key entrepreneurial (soft) skills they possess, while managing their house. Participants have to deal with different situations in which they must turn daily household scenarios with entrepreneurial learning potential into learning exercises.

## Next level: setting up own business, further personal development, new employment opportunities

After becoming aware of your business potential and improving your soft entrepreneurial key skills, you can go to the next level and look for alternative employment pathways. You could decide to start your own business or make a change in your career and become self-employed. All the soft entrepreneurial skills needed for the management of the household will help you also in your future career!

Concrete entrepreneurial opportunities and useful information for households is available through the **business support directory** of the project. You will find here all practical information, including tips on how to establish a company, where to get support locally, what kind of business networks you can use and recommendation for further readings.

The portal is available at the link: <http://www.m-house.eu/valorisation-portal>

For more details about the M-HOUSE project and training, please visit: [www.m-house.eu](http://www.m-house.eu)

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