



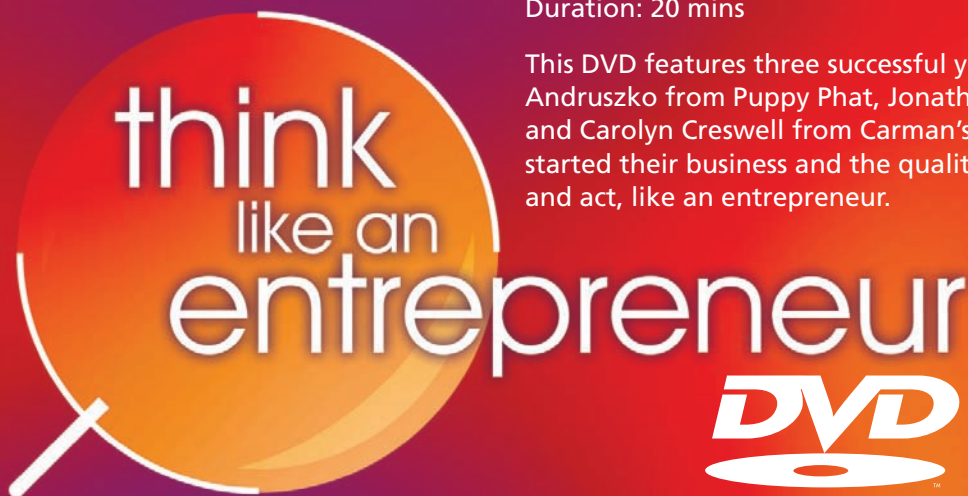
Ideas That Work

Australian Business, Training and Education DVDs

Think like an entrepreneur DVD

Duration: 20 mins

This DVD features three successful young Australian entrepreneurs, Kristy Andruszko from Puppy Phat, Jonathan Barouch from Fastflowers.com.au and Carolyn Creswell from Carman's Fine Foods. Each talks about how they started their business and the qualities needed to think, and act, like an entrepreneur.



The three young entrepreneurs talk about:

- how to "think outside the box"
- how to come up with ideas
- putting those ideas into action
- keeping an open mind
- finding and recognizing opportunities
- the skills they needed to develop
- being flexible
- being prepared to take a measured risk
- the importance of persistence and a positive approach.

The DVD shows that developing entrepreneurial skills not only helps create business opportunities but can also help people to think more entrepreneurially about their career and career choices.

The DVD will appeal to a number of audiences:

- small business, entrepreneurship, or general business students at high school to undergraduate level
- people thinking of starting their own business
- people who want to think more entrepreneurially about their career and career choices
- employees and managers of business firms of all sizes and across all industries – to foster an entrepreneurial business culture
- young people looking for career development, guidance or transition support.

With practice, anyone can **think like an entrepreneur**.

DVD ORDER FORM & TAX INVOICE

Title	No. of Copies	Price (inc GST)	Total	Postage & Handling (inc GST)	1 Item \$12	4 Items \$25
Think like an entrepreneur		\$125.00			2 Items \$15	5-10 Items \$30
Plus P & H (see table on right)		\$			3 Items \$25	10+ Items phone (03) 9525 1407 for P&H price
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Think like an entrepreneur was produced in association with Business Educators Australasia Inc (BEA) under the Enterprise Learning for the 21st Century Initiative.

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