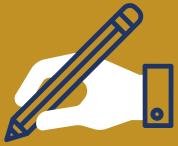


BUSINESS



READ



WRITE



THINK

WHEN ENTREPRENEURS **READ** THEY:

- Ask 'why' more than 'what'.
- Seek to consider the impact of scenarios on all stakeholders.
- Interpret data.
- Consider how differing businesses are likely to be impacted by scenarios.

WHEN ENTREPRENEURS **WRITE** THEY:

- Link real world scenarios to business theories.
- Fully explain how and why things happen and what the impact is.
- Provide a balanced argument with clear links to specific contexts.
- Use numerical data to justify their theories.
- Show a clear understanding of how scenarios impact specific businesses in different ways.

WHEN ENTREPRENEURS **THINK** THEY:

- Aim to solve problems.
- Assess the balance between risk and reward.
- Consider the impact of scenarios on all stakeholders.
- Consider the validity of sources.