

## Creating a Personal Job Description as a Small Business Leader - Entrepreneur

(Updated: June 16, 2017)

If you're a young entrepreneur or small business owner, you'll probably need all the support you can get.

You'll create a network of contacts to help you lead, manage and grow your enterprise. You'll try to find mentors who will help you address challenging issues, find affordable funding sources and seek new customers.

And you'll want to create a job description for yourself you can check on from time-to-time to make sure your energies are being applied to the activities most likely to help your company succeed.

There are three good reasons for a small business leader or entrepreneur to create a personal job description:

- 1) focus - creating a personal job description is one way to make sure you understand the most important ways you can dedicate your energy and time to the success of your company;
- 2) internal clarity - once you have this job description you can share it with your team members. That way they'll know what areas you intend to focus on as their leader, *and which areas they can focus on to complement your efforts*; and
- 3) external support - your investors, mentors and advisors will all be able to support you better (and are likely to be more willing to support you) if they understand and endorse your key job objectives.

### Elements of Effective Job Descriptions

- 1) Job objectives / contribution to company vision
- 2) Responsibilities (in priority order)
- 3) Indications of top performance
- 4) Reporting relationships
- 5) Required behaviors
- 6) Qualifications

You've already learned the six elements of an effective job description. You've reviewed one good format for a job description - but you, your classmates and your teacher are free to make changes if you think there's a better format for a leader's personal job description. *You may create any job description format that you believe would help small business leaders and entrepreneurs focus on those activities that would lead to the success of their companies.*

Once you've decided on a job description format, all class members will be asked to create a personal job description for an enterprise where they serve as the small business leader or entrepreneur. (See Resource 24-11.)

This job description can be for the leader of a real company, or for the leader of an imagined enterprise based on a business concept developed by a student or team of students.

Students can also write a personal job description if they want to be the leader of a "social enterprise," meaning a non-profit, cause-related enterprise. An example of social enterprise would be: "Students for Flood Relief."

Completing a personal job description - either for an actual entrepreneurial concept you have, or for a small business / social enterprise you've been assigned - is a required element to earn the Statewide Micro-Enterprise Credential.

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!*