

Competency Cluster	Entrepreneurial Elements	Defined as	Global Requisites	Evidence (Specific Skills, Tools, Dispositions)	What clusters are still missing?
Opportunity Awareness	O	Ability to detect and make new connections between concepts and people that adds value.	Language proficiency, listening ability, reasoning ability, recognition and receptivity to novel combinations, ability to create novel combinations (creativity), ability to see things from multiple perspectives	Openness to the world, perspicacity, tolerance, attention to detail,	If a skill, tool, or disposition fits inside a cluster, it could be considered a requisite or a type of evidence.
Relationships, Networking, Teamwork, Collaboration	R	Ability to introduce oneself, identify and meet significant contacts, develop relationships based on symbiotic goals and/or needs. Networking. Brainstorming. Coaching. Ability to work productively as a team.	Language proficiency, listening ability, reasoning ability. Understand team roles and relationships (BOSI), collaboration, listening, strategic problem solving, ability to give and take direction	"Working a Room", LinkedIn and social media, Partnerships, email and other channels. BOSI Model, Negotiation Skills, Team Meetings, Goal setting	
Strategic Problem Solving	Im	Solving "impossible" problems. Finding problems worth solving. Understand why this is still a problem. Believe there is always a solution. Practice disruptive innovation. Minimize negative consequences.	Ability to envision and apply multiple solutions, see problems from multiple perspectives, reasoning ability	Simulations (Production Ball), troubleshooting failures,	
Value Optimization, Information Research: Market	Vo	Ability to create value propositions that satisfy customer needs. Researching context, competition, ability to locate, verify and report on information about customer segments and competitors, develop empathy, develop information fluency, Practice design thinking.	Opportunity Awareness, Strategic Problem Solving, Market research, information fluency. Language and mathematical proficiency, analytical and writing ability.	Creating Value Propositions (Hypotheses), Negotiation Skills. Customer segment statistics, Market presentation with statistics,	
Branding	Br	Leveraging your uniqueness. Instant brand recognition, visual brand recognition, create distance between rivals,	Depends on Value Optimization		
Workflow (Strategic) Management, Product Research, Business Modeling	Sm	Ability to move a product through building, testing and learning. Know your North Star. Ability to define and integrate essential components of a business model.	Teamwork, agile framework, Kanban management (prioritize, delegate), Product research. Never forget Value Optimization. Promote Brand Integrity. Information Research to locate necessary components of the BMC. Mechanical, technical, artistic, etc. proficiency, as needed	Lean Development Cycle, Kanban charts, be accountable, collaborate. Business Model Canvas and related segments. MVP, product iterations, Build-Test-Learn cycle (lean startup)	
Effective Communication and Presentation	C	Ability to communicate an idea, a product or an argument in a compelling, memorable manner. Know and deliver your 'ask'	Ability to move an audience to action by speaking and/or other channels (e.g., media). Think about your audience. Rely on tools, stories, (visuals, stories, numbers).	Elevator Pitch, Investor Pitch, Pitch Deck, Business Card, Negotiation Skills, Marketing Campaign	
Failure is your friend	Fa	Learn from mistakes, keep mistakes manageable, employ a method for learning, Use Build-Measure-Learn cycle	Take a risk. Some degree of self-confidence.	Failure followed by revision.	
Never stop moving	Mv	Rely on each other. Communicate often.	Rely on tools and methods--Kanban, BMC, Lean Methods.	Always be doing, closing	