

Entrepreneurship for Canadians (CFEE, 1989)

Entrepreneurship for Canadians represented one of the largest co-operative education projects ever undertaken in Canada involving the federal government, provincial/territorial governments, and the private sector. It was also one of the first resources produced for entrepreneurship education in the world. The project materials, developed in both official languages, were originally distributed to all Canadian high schools. The longevity of this resource is noteworthy. Cited as the most-used resource by teachers in the early 1990s, the series remains in use by many educators to this day. The series was also broadcast across Canada on several educational TV networks and it ran for nearly ten years on Ontario's TVO Network.

This series consists of six half-hour video programs and an accompanying User's Guide.

Programs

The programs are as follows. [Select a program and click on Part 1, Part 2, or Part 3 to view or download them.] Note: The videos are in an older Windows Media format. Some browsers will download automatically, while others will play it as it streams.

- **Program #1, *Catching the Spirit***, introduces the concept of entrepreneurship and the characteristics of entrepreneurs. This program demonstrates how entrepreneurs create and thrive in change and how, through their efforts, technological, economic, and social progress evolve. [Part 1](#), [Part 2](#), [Part 3](#)
- **Program #2, *Developing the Skills***, focuses upon the "skills" required for effective entrepreneurship and the fact that many of these skills can be learned/developed. It stresses the key skill of team building and the fact that entrepreneurs usually require a supportive, talented team to achieve success. [Part 1](#), [Part 2](#), [Part 3](#)
- **Program #3, *Recognizing the Opportunities***, clearly demonstrates the difference between an entrepreneurial opportunity and an entrepreneurial idea. Most entrepreneurs begin with the identification of an opportunity, clearly define the opportunity, and then try to generate a specific idea in response to it. [Part 1](#), [Part 2](#), [Part 3](#)
- **Program #4, *Ideas and Innovations***, focuses upon ideas and the importance of linking them to an opportunity. By looking at two specific opportunities, (a) the increased general concern for the environment and (b) the fact that things get dirty and need to be cleaned, this program illustrates the importance of developing good ideas, assessing ideas, and ensuring the ideas are linked to an opportunity. [Part 1](#), [Part 2](#), [Part 3](#)
- **Program #5, *Planning for Success***, looks at potential problems that can arise for entrepreneurs and strategies for avoiding or dealing with such problems. This program

includes a detailed outline of how all dimensions of a venture will function. Planning for Success emphasizes the importance of keeping a venture under control at all times.

[Part 1](#), [Part 2](#), [Part 3](#)

- **Program #6, It's Up To You**, summarizes the characteristics and skills of entrepreneurship and emphasizes that entrepreneurship really comes down to the individual. A quick review of the series should lead viewers to reflect on what has been said and whether or not entrepreneurship is for them. [Part 1](#), [Part 2](#), [Part 3](#)

User's Guide

The 188-page User's Guide includes student materials, background information, teaching strategies, activity sheets, a bibliography, and a guide to community networking.

You can download and print individual sections from the User's Guide in Adobe PDF format by clicking on the links below. File size is shown beside each link. (Note: Adobe Acrobat Reader is required to view these PDF files. Click [here](#) to download.)

- [The Spirit of Adventure user's guide pages 1-27](#) (1,577 kb)
- [The Spirit of Adventure user's guide pages 28-55](#) (1,611 kb)
- [The Spirit of Adventure user's guide pages 56-76](#) (1,173 kb)
- [The Spirit of Adventure user's guide pages 77-100](#) (1,399 kb)
- [The Spirit of Adventure user's guide pages 101-115](#) (696 kb)
- [The Spirit of Adventure user's guide pages 116-135](#) (1,187 kb)
- [The Spirit of Adventure user's guide pages 136-146](#) (584 kb)
- [The Spirit of Adventure user's guide pages 147-190](#) (2,109 kb)

Partners

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