

“You may have a licence to shoot yourself in the foot, but at least you now know that you’ve got a gun in your hand”

Should someone possessed of a burst of entrepreneurial enthusiasm, have it dulled by a demand that they should jump some bureaucratic bar before they express it?

Is it better that you should have some knowledge of the rules of a game before taking your place to play it?

This “game” often involves other people’s money (not just that of friends, family, bank, but that from suppliers and other creditors) and other peoples’ lives.

The analogy with a gun may seem extreme, but the potential in a start up business for both good and bad, can be weighty.

All those failed businesses we hear about what is the real cost?
Sadder and wiser would probably be the cheapest cost in many cases.
Desperation, depression, impoverishment of self and others, permanent scarring to self-esteem and damaged relationships, are more serious – and more likely.

Could licensing through a basic business course (could be internet-based, with final examination delivered through existing business help sources, such as Business Enterprise Centres, Chambers of Commerce, etc.) ameliorate all this wasted energy and effort?

Absolutely, positively – yes, it could.

Would it, of course, is big question. Would benefits outweigh cost?

Through the internet, an excellent level of multi media, multi-lingual learning programs could be delivered to all who need it very efficiently and at a relatively low cost.

Multi-media would be important, because of peoples differing learning styles.

The course could be designed to be delivered almost without the need for human intervention.

There would be opportunity for self testing, before application for final examination.

The administration of the course and subsequent examination could be designed to ensure that “the monkey stays firmly on the applicant’s back”. Focus and persistence, the first valuable test of the entrepreneurial spirit!!

Keywords: nationwide, standard, flexible, updatable, administrable, cost-effective, standards-raising, humane, self-determining, challenging, enlightening, socially responsible, just.