



Entrepreneurial Behavior

Training Title:

Entrepreneurial behavior

Training Provider Details:

- **Company Name:** RISOVENT LTD
- **Company Address:** White Building Studios, 1-4 Cumberland Place, Southampton, UK, SO15 2NP
- **Email:** contact@risovent.com
- [Click here to read more about the trainer.](#)

Detailed Description of the Training:

1. Training Summary

This training workshop examines the key psychological and contextual drivers that influence entrepreneurial behaviour, highlighting how beliefs, values, attitudes, subjective norms, and perceived behavioural control shape individuals' intentions and actions toward entrepreneurship. Through a blend of theory and applied practice, participants gain a deeper understanding of what motivates entrepreneurial thinking and learn how to develop, strengthen, and apply entrepreneurial skills within real-world business and organisational contexts.

2. Training Aim

To equip participants with a comprehensive understanding of the core elements that foster entrepreneurial behavior, emphasizing the transition from entrepreneurial intentions to actionable outcomes within various organizational contexts and circumstances.

3. Learning Outcomes

- **Define** the concept of entrepreneurial behaviour and identify its key psychological and contextual drivers.

- **Explain** how beliefs, attitudes, subjective norms, and perceived behavioural control influence entrepreneurial intentions and actions.
- **Analyse** personal and professional factors that shape their own entrepreneurial mindset and decision-making style.
- **Apply** theoretical frameworks, such as the Theory of Planned Behaviour, to evaluate real or simulated entrepreneurial scenarios.
- **Design** an individual development plan to strengthen entrepreneurial behaviour within their business, startup, or workplace environment.

4. Overview of the Training

- **Introduction to Entrepreneurial Behaviour:**
A focused exploration of the psychological traits, motivations, and contextual factors that drive individuals toward entrepreneurship. Participants examine how entrepreneurial behaviour emerges from both internal dispositions and external environments.
- **Beliefs, Values, and Attitudes in Entrepreneurship:**
In-depth analysis of how personal beliefs, value systems, and attitudes shape entrepreneurial identity, risk perception, and decision-making. Through guided reflection, participants identify how these elements influence their own entrepreneurial outlook.
- **The Role of Subjective Norms and Perceived Behavioural Control:**
Examination of how social expectations, cultural context, and perceived self-efficacy affect entrepreneurial confidence, opportunity recognition, and action-taking. Participants evaluate how these factors interact to support or hinder entrepreneurial behaviour in their specific environments.
- **From Intentions to Actions:**
Practical strategies and reflective discussions that help participants translate entrepreneurial intentions into tangible behaviours and initiatives. This segment integrates goal-setting methods and behavioural techniques to strengthen participants' capacity to act upon their entrepreneurial goals.
- **Developing a Personal Entrepreneurial Framework:**
A 90-minute applied session where participants design their own Personal Entrepreneurial Framework based on the workshop's core concepts — beliefs, attitudes, norms, and behavioural control. Using reflection, mapping, and peer dialogue, they connect internal motivations and external influences to concrete entrepreneurial actions and strategies for implementation within their startups, projects, or workplace settings.

Pre-Contractual Information:

- **Business Name, Contact Details, and Address:** As provided above.
- **Description of Services:** Our training workshop combines lectures, interactive exercises, group discussions, scenarios and problem-solving activities. Participants will engage in self-assessment, collaborative exercise, and practical application to achieve the learning outcomes. More details are available above in points 1 to 4.
- **Price and Taxes:** The total price for this training service is provided on our [Pricing Page](#). All prices shown on the website exclude VAT and any other applicable taxes. Where VAT or other taxes apply, these will be added to the final invoice at the applicable rate at the time of invoicing. Please note that for face-to-face training only, additional expenses such as transportation and accommodation are not included and will be charged separately if applicable.
- **Payment Methods:** Payment must be made via bank transfer to RISOVENT LTD's business bank account. Account details will be provided upon issuing and sending you an invoice.
- **Consumer's Obligation to Pay:** By confirming this service and signing the contract via email, you agree to the payment terms and acknowledge your obligation to pay the total amount due within 10 days of receiving the invoice via email.
- **Immediate Confirmation:** Following your agreement to proceed, you will receive an email confirmation of your intent to engage our services.
- **Contract Delivery Timing and Procedure:** The contract will be delivered via email once the service is confirmed by email. This ensures that the contract includes all terms before any party signs. The service terms and conditions, along with the contract and any other supporting documents, will be provided to the client via email.
- **Contract Format:** Sent in a PDF or Word format that you can easily save and print.

- **Opportunity for Questions and Modifications:** We strongly encourage you to review the contract details and any supporting documents, request modifications, and ask questions before signing. Please confirm acceptance by signing the contract and returning it via email.
- **Acknowledgment of Receipt:** Required from clients to ensure you have received and understood all contractual documents.
- **Cancellation Rights:** You have the right to cancel this contract within 14 days of signing, without providing any reason. To exercise the right to cancel, you must inform us of your decision through a clear statement by filling the contact form on <https://risovent.com/contact> or by sending an email to contact@risovent.com
- **Standard Cancellation Form:** Available via email or contact form upon request.
- **Accessibility of Information:** Alternative formats of training materials and pre-contractual information are available upon request. Please contact us for more information.
- **Technical Requirements for Online Participation:** To participate in the online training via Microsoft Teams, you will need:
 - A computer or tablet with audio and video capabilities.
 - A stable internet connection.
 - The latest version of Microsoft Teams installed.
 - A compatible operating system (Windows 10 or later, macOS 10.13 or later).
 - Recommended: A headset with a microphone for optimal audio quality.
- **Complaint Handling Policy:** We are committed to providing quality services. If you have any complaints, please contact us at contact@risovent.com. We aim to acknowledge all complaints within 2 business days and resolve them as soon as possible. Please refer to our [Complaint Handling Policy](#) for more details.
- **Need to Make a Change:** If you need to make any changes or correct any errors, please contact us at contact@risovent.com

- **Duration and Termination Conditions:** The contract includes the duration of the training workshop and any agreed-upon post-training support. Either party may terminate the contract under the conditions specified in the Service Terms and Conditions. The service terms and conditions, along with the contract and any other supporting documents, will be provided to the client via email.
- **Contents of the Service Agreement**
The formal Service Agreement will outline the full terms of engagement, which may include details such as the training scope, total fees, payment terms, delivery schedule, client responsibilities, confidentiality, intellectual property, cancellation, and termination conditions, as well as any content or materials related to the provided RISOVENT service. The exact terms may vary depending on the service provided. This document will be sent to the client for review and signature before any payment is made or service delivery begins. The Service Agreement will also incorporate RISOVENT LTD's Service Terms and Conditions, which will be shared with the client at the time of contract preparation.

Certificates of Attendance:

- RISOVENT LTD issues certificates of attendance to all participants who successfully complete the training workshop. It is important to note that these certificates are not accredited by any external body. Their sole purpose is to only confirm that participants have attended the workshop, and they do not imply any professional qualification or endorsement. Additionally, issuance of the certificate of attendance is optional and will only be provided to participants upon their request.

Contract Delivery and Client Interaction:

- **Contract Delivery Timing and Procedure:** The contract will be delivered via email after the service is confirmed, ensuring that the contract reflects all the terms before any party signs.
- **Opportunity for Questions and Modifications:** Strongly encouraged before signing the contract. Clients can review the contract details, request modifications, and confirm acceptance via email.
- **Acknowledgment of Receipt:** Required from clients to ensure that you have received and understood all contractual documents.

Target Audience:

This training workshop is designed for individuals who want to gain deeper insight into the social cognitive factors that influence their entrepreneurial decisions and behaviours. It is particularly suited for:

- **Aspiring entrepreneurs and startup founders** who wish to understand how their beliefs, values, and perceptions shape their entrepreneurial intentions and actions.
- **Employees and intrapreneurs** seeking to explore how their motivations, attitudes, and social environments affect their ability to innovate within their organisations.
- **Student entrepreneurs** aiming to reflect on the psychological and social processes that drive their desire to start or develop a venture.
- **Professionals considering a transition into entrepreneurship** who want to evaluate how internal and external factors impact their readiness and decision-making.

Duration and Scheduling

- Four hours training workshop.

Training Format and Location

- Online via Microsoft Teams or face-to-face* at the client's workplace

Participant Capacity

- Maximum of 30 individuals per session.

Financial Information

- **Payment Terms:** Due within 10 days of sending the invoice via email.

Total Price

- [Please read the price page by clicking here.](#)

Cancellation Policy

- You have the right to cancel the service and contract within 14 days of signing, without providing any reason.

Privacy Policy

- To learn more about RISOVENT LTD's Privacy Policy, please [click here](#).

Additional Notes

- Both online and face-to-face* training are available for clients based in the United Kingdom (UK).

- For organisations or companies based outside the UK, online training is available worldwide.
- Face-to-face training for international clients may also be available depending on RISOVENT LTD physical availability and travel capacity.
- If face-to-face delivery is not possible, the training can still be delivered online.
- **** For face-to-face training delivered to clients, please note that the training fee does not cover additional expenses such as transportation and accommodation.***

More Information

- For additional details, please visit the **FAQ** page on the RISOVENT website by [clicking here](#). If you have further questions, feel free to contact us at contact@risovent.com

Outline schedule – *The following plan can be updated or modified at anytime*

Duration	Session Segment	Format
10 minutes	Welcome & Introduction	Workshop overview and participant introductions
20 minutes	Introduction to Entrepreneurial Behaviour	Mini-lecture and discussion
30 minutes	Beliefs, Values, and Attitudes in Entrepreneurship	Interactive discussion and reflection
10 minutes	Break 1	Coffee/Tea
30 minutes	The Role of Subjective Norms and Perceived Behavioural Control	Mini-lecture and group reflection
25 minutes	From Intentions to Actions	Group activity and discussion
10 minutes	Break 2	Coffee/Tea
85 minutes	Developing a Personal Entrepreneurial Framework (Main Exercise)	Individual and small-group activity
10 minutes	Wrap-Up & Q&A	Summary and final reflection