**Unit 7 Enterprise Skills Evaluation**

**800 – 1000 words**

Your evaluation must comprehensively show how your application of enterprise skills affected the planning and production of your media product or service.

Evaluate how you have applied different enterprise skills throughout the planning and production process to achieve your intended purpose. You should use feedback from observers, such as a teacher or a focus group, to inform your review.

Your evaluation should discuss the extent to which your product/service fulfils its original purpose.

1. To what extent does your product fulfil its original purpose? (The Brief?)
2. **Give an example of a problem that occurred during the planning and pre-production stage. What did you do to overcome this problem?**
3. When out filming, **W**hat **W**ent **W**ell? Was there a particular part of your planning that worked really well? If so, what was it and how did it make things run smoothly?
4. **When out filming, what could have been Even Better If? Did something happen that prevented your filming going as smoothly as planned? (train delay, actor not turning up, weather not being good, camera battery low, etc) How might you prevent these from happening in the future?**
5. Give an example of when **YOU** solved a problem. (Demonstrate how you can work independently)
6. **Give an example of when SOMEONE ELSE helped you in your production. This can be either creatively (giving you an idea) or practically (helping you set up the equipment)**
7. How effective were the practical and technical skills used to create the product?

You should also include specific, detailed examples of your application of enterprise skills throughout the entire production and how these helped to meet your intentions including:

* time management,
* commercial awareness,
* creative and innovative thinking,
* prioritisation,
* problem solving,
* communication,
* negotiation,
* persuasiveness.