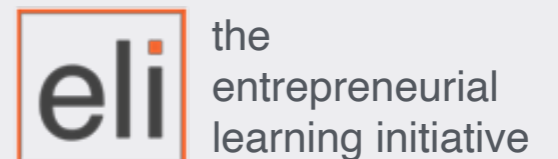




Cultivating Entrepreneurial Mindsets

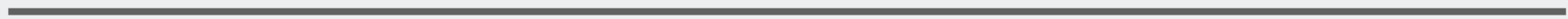
in Classrooms,
Organizations,
and Communities

Rob Herndon
President





the
entrepreneurial
learning initiative



In this ever-changing world

everyone needs to
be able to *think* like an
entrepreneur



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The **mindset** that enabled
us to succeed in a more
stable world

needs some updating

The big questions:

- What is an entrepreneurial mindset?
- Where does it come from?
- How can we develop it in ourselves and others?



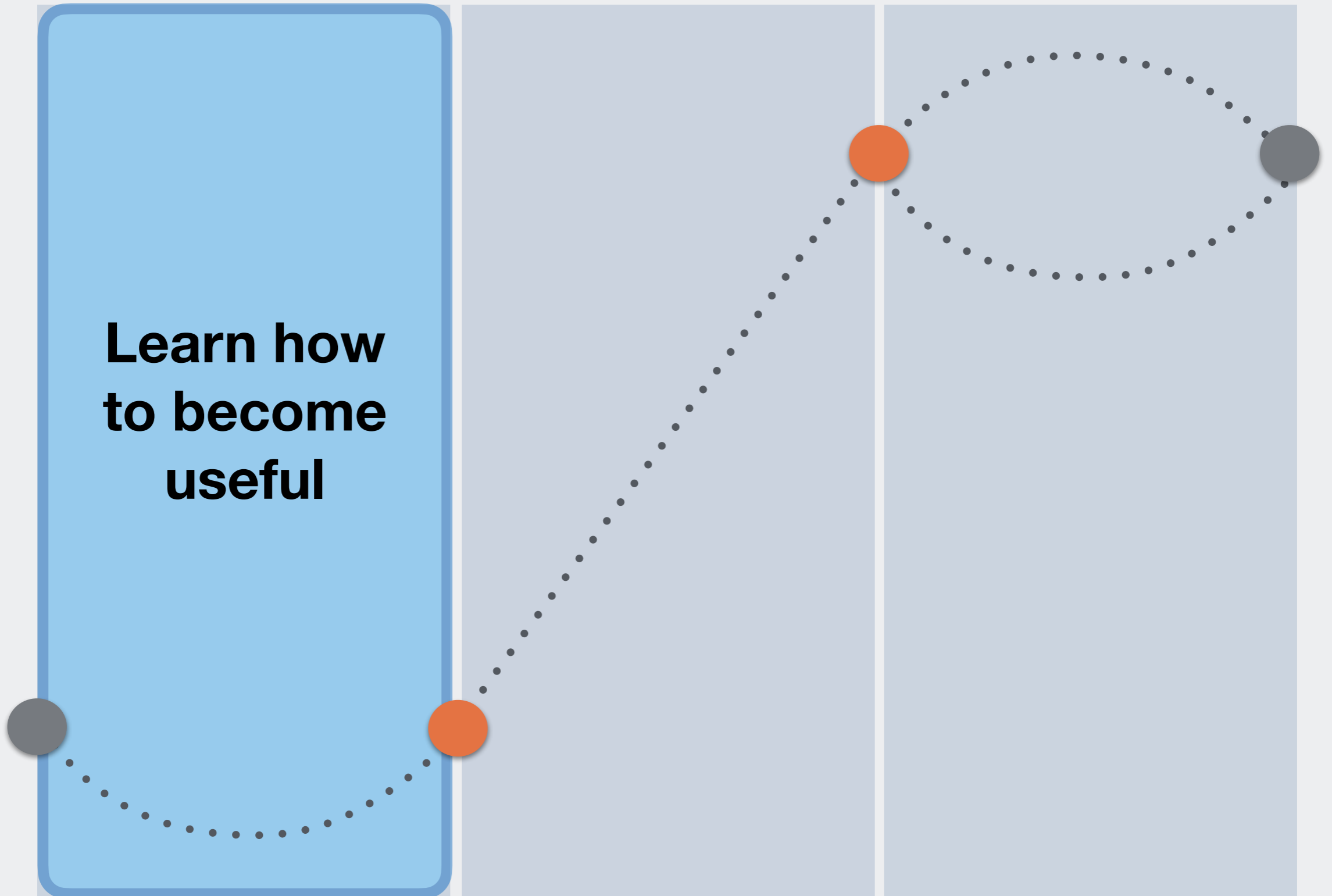
**Our ability
to embrace an
entrepreneurial
mindset is limited
by the ways in which
we define it.**

Discovery

Growth

Obs/Reinvent

**Learn how
to become
useful**

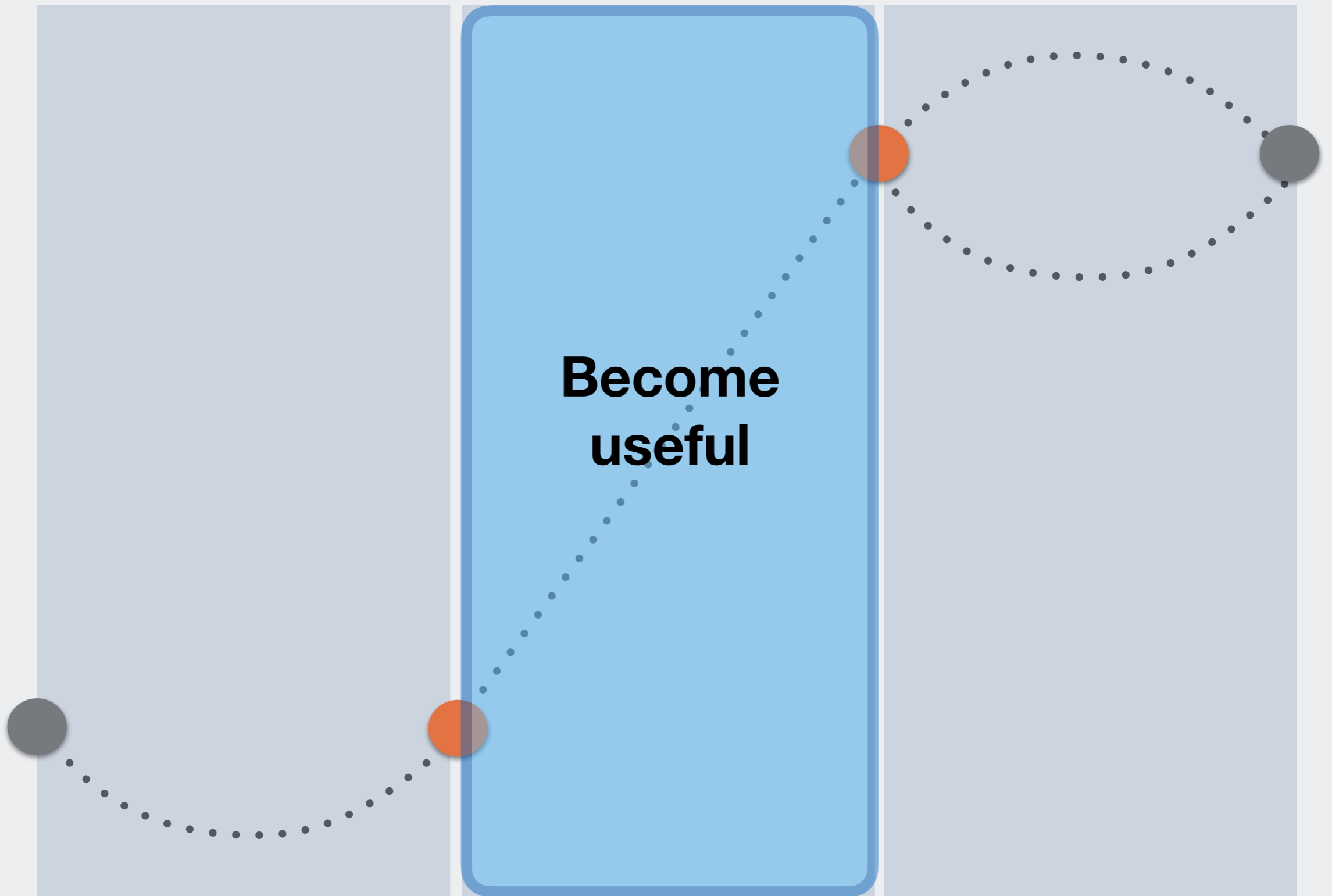


Discovery

Growth

Obs/Reinvent

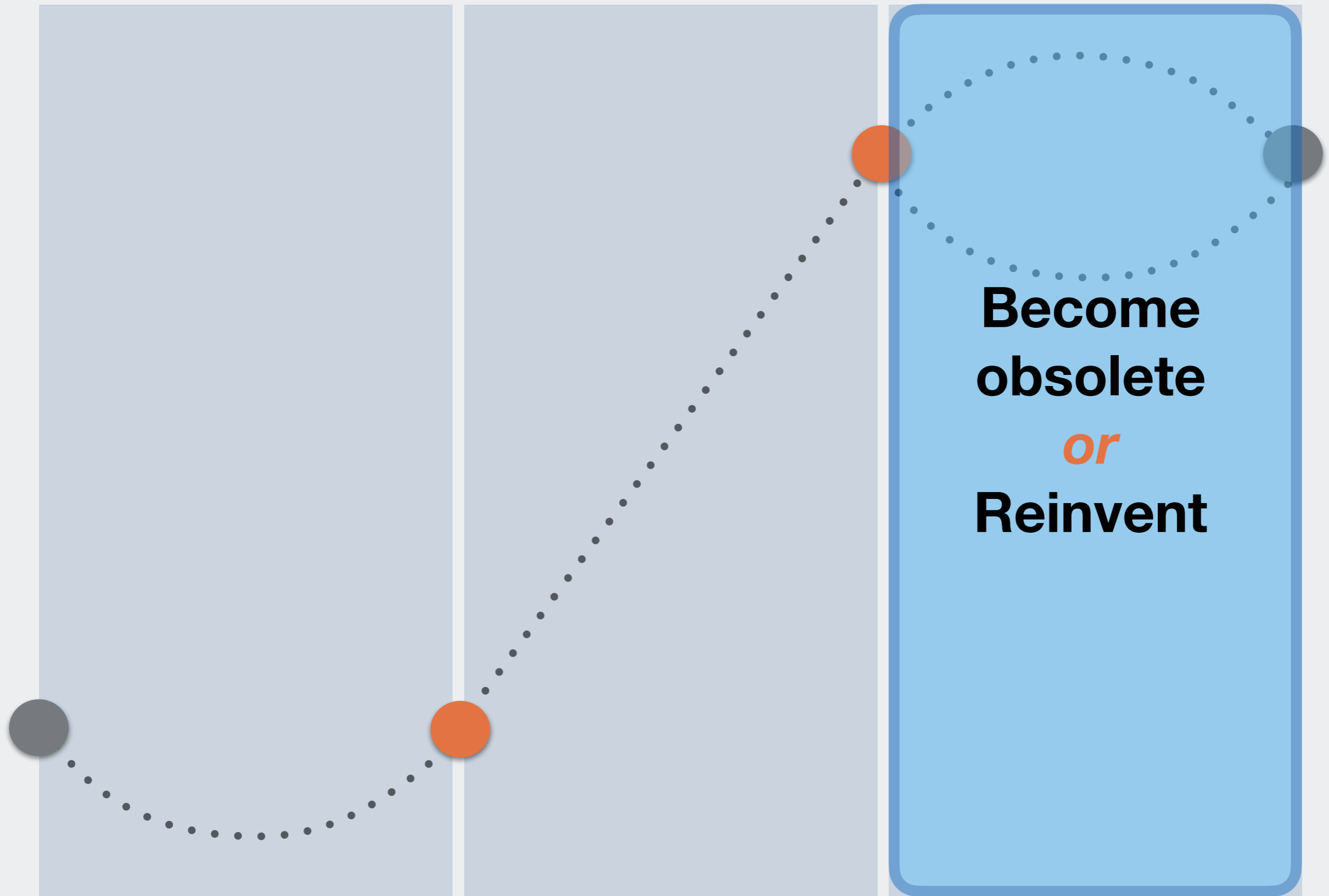
Become
useful



Discovery

Growth

Obs/Reinvent



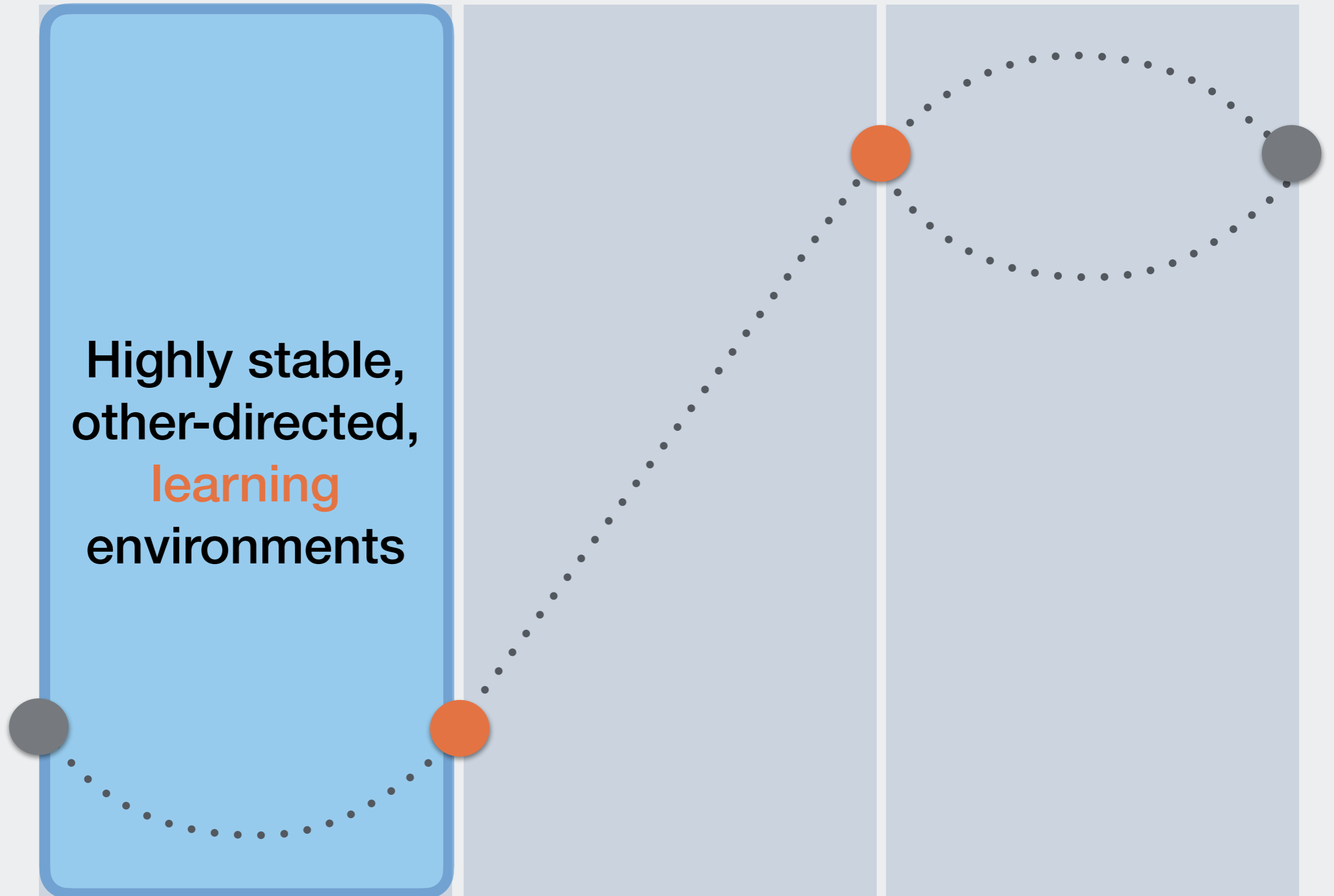
**Become
obsolete
or
Reinvent**

Discovery

Growth

Obs/Reinvent

Highly stable,
other-directed,
learning
environments

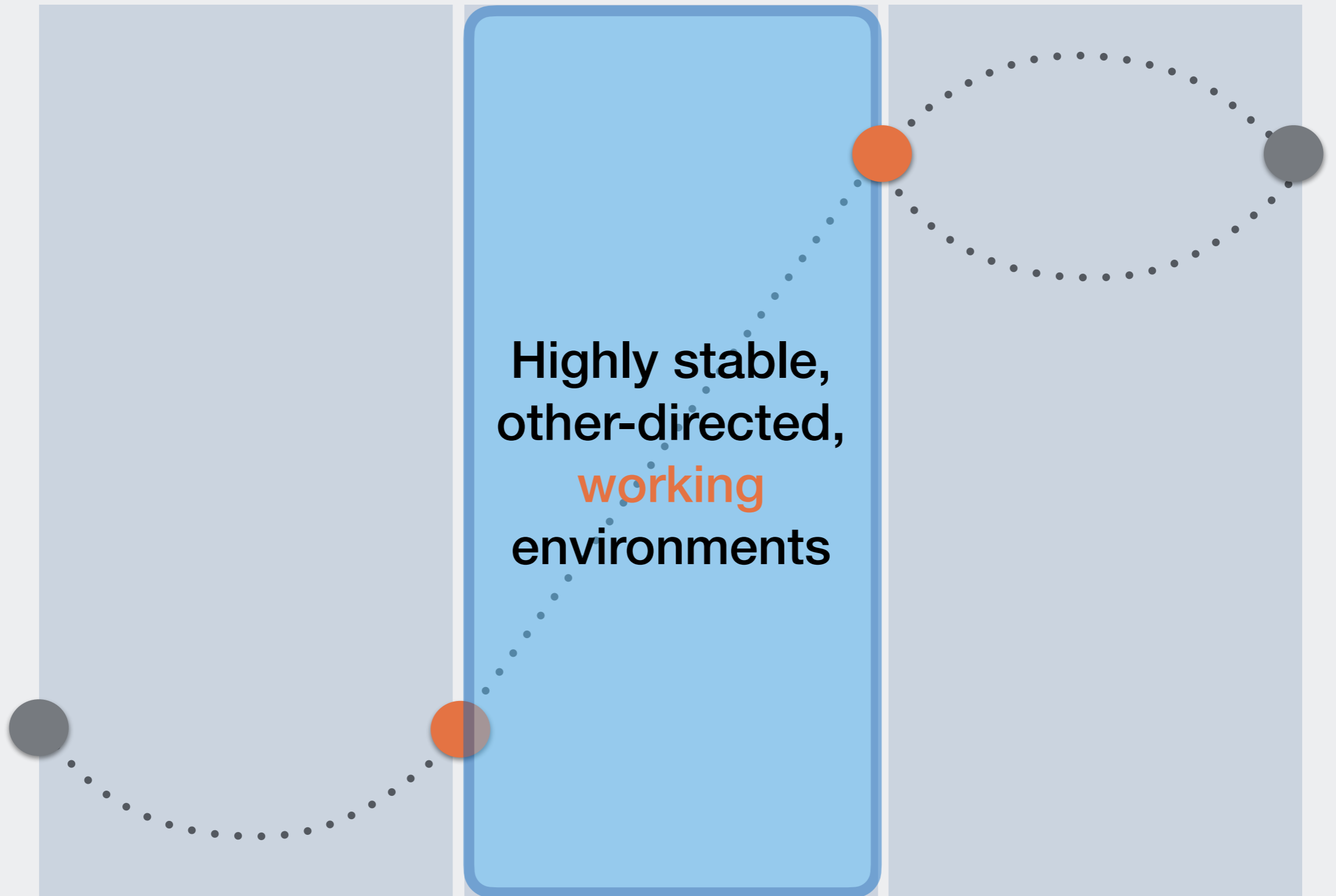


Discovery

Growth

Obs/Reinvent

Highly stable,
other-directed,
working
environments

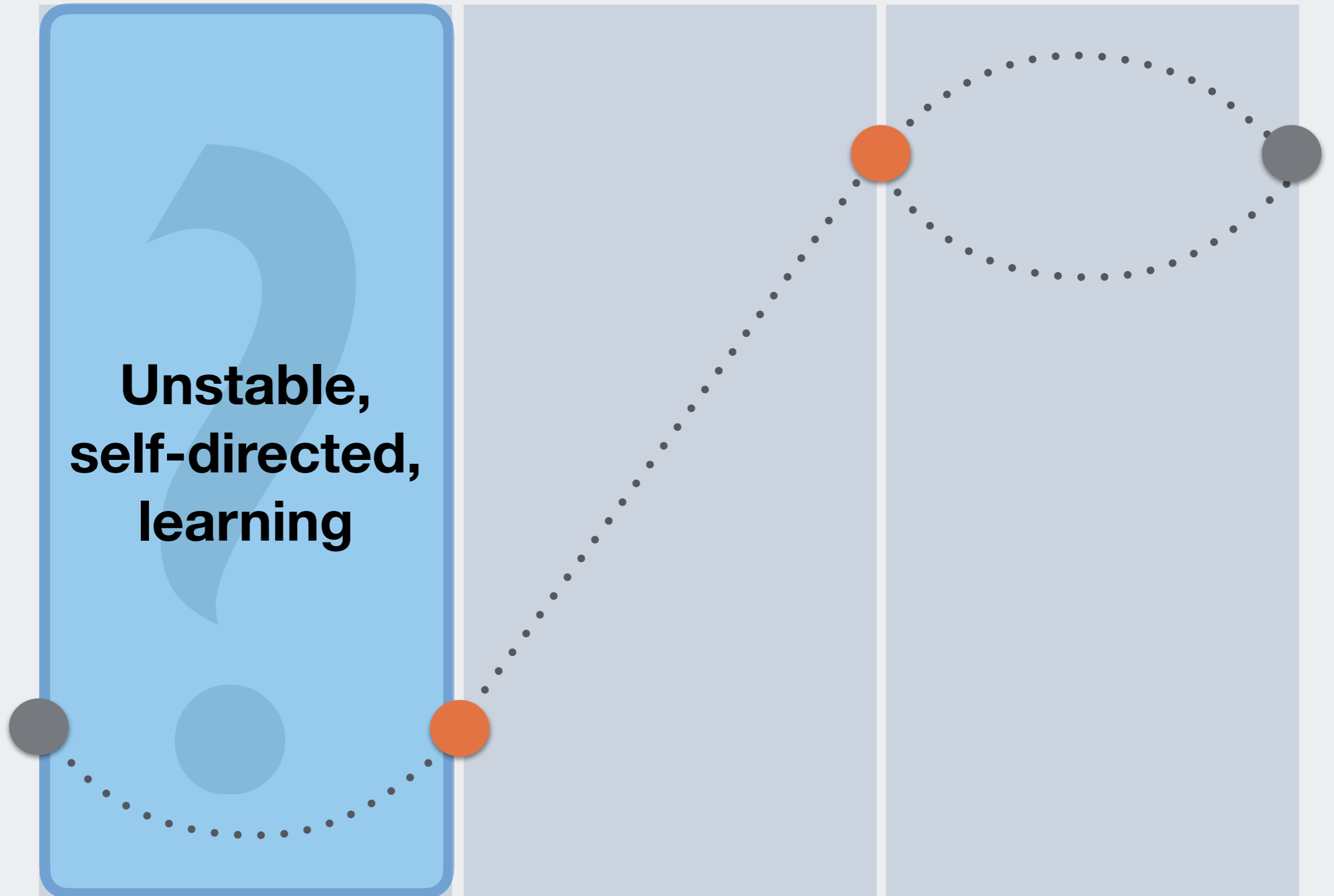


Discovery

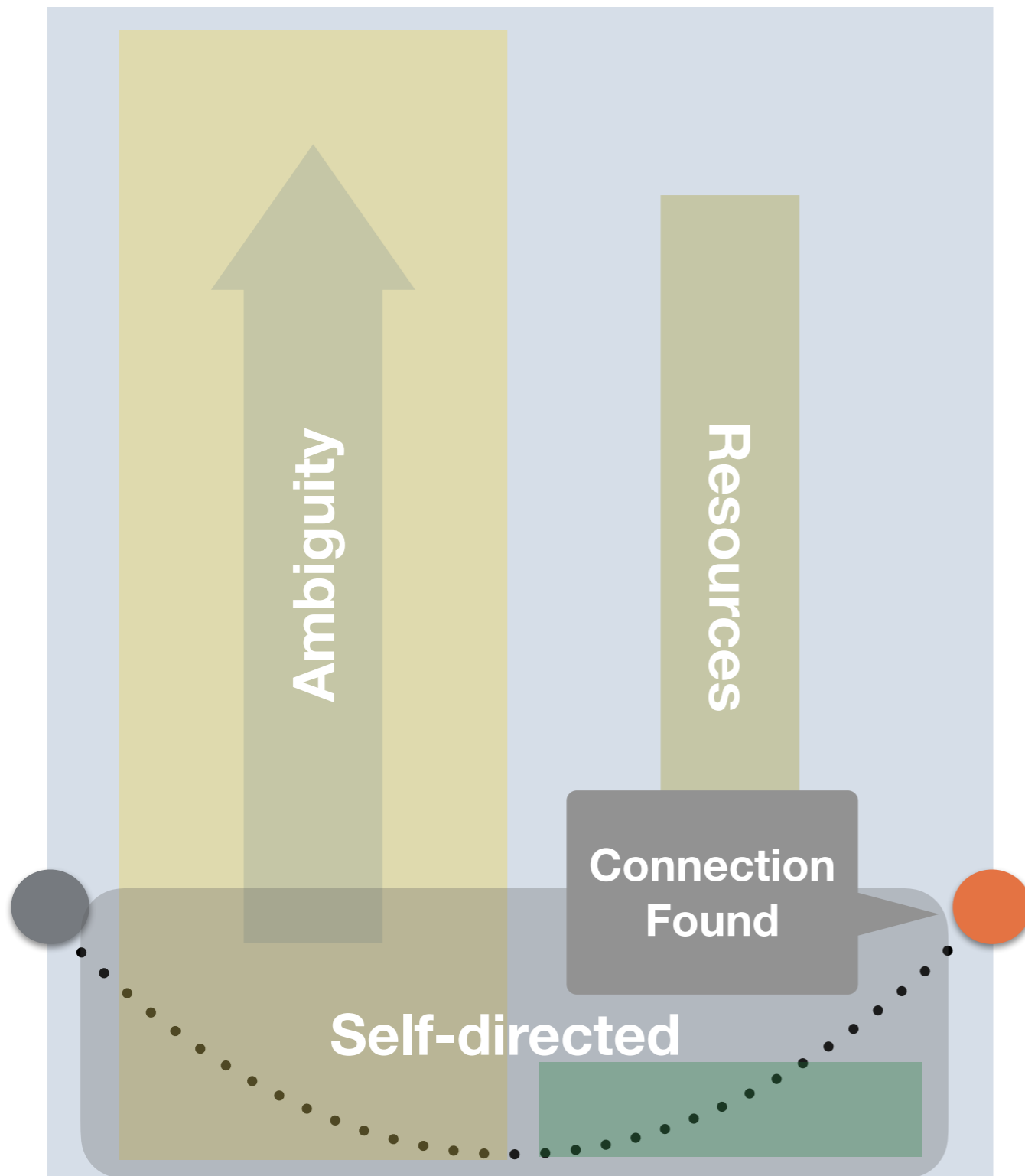
Growth

Obs/Reinvent

**Unstable,
self-directed,
learning**



Discovery



Learning Outcomes

Problem finding Skills

- Empathy
- Curiosity
- Observation and inquiry

Problem solving skills

- Creativity and innovation
- Critical thinking
- Experimentation and adaptation
- Collaboration and teamwork
- Networking
- Effective communication
- Resourcefulness

Self-direction and self-regulation

- Internal locus of control
- Ambiguity tolerance
- Self-directed learning
- Self-awareness
- Resilience

Entrepreneurial Skills are 21st Century Skills

Problem finding Skills

- ✓ Empathy
- ✓ Curiosity
- ✓ Observation and inquiry

Problem solving skills

- ✓ Creativity and innovation
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Self-direction and self-regulation

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- ✓ Self-directed learning
- ✓ Self-awareness
- ✓ Resilience

Entrepreneurship

is the self-directed pursuit of opportunities to create value for others. By creating value for others, we empower ourselves.



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We all have a mindset, yet few of us are aware of it, much less the ways in which it influences our behavior without our awareness

Mindset: 'mīn(d)set *noun*

A pattern of values, beliefs and assumptions, learned by an individual that has worked well enough to be considered valid, **and therefore assumed to be the correct way to perceive, think, and feel.**

Five Dimensions of a Mindset



- **Perceived locus of control**
 - ▶ Intrinsic/extrinsic motivation
- **Optimistic/pessimistic**
- **Perceived self-efficacy**
 - ▶ Fixed/growth orientation

Entrepreneurial Assumption



“It is my responsibility to figure out how to make myself **useful to others**, and by doing so, I can empower myself.”

Five Dimensions of an Entrepreneurial Mindset



- **Internal locus of control**
 - ▶ Intrinsically motivated
- **Increased optimism**
- **Increased self-efficacy**
- **Growth orientation**



The entrepreneurial mindset is an effect rather than the cause of entrepreneurial behavior.

The big questions:

- What is an entrepreneurial mindset?
- Where does it come from?
- How can we develop it in ourselves and others?



What
questions
do you
have?

The big questions:

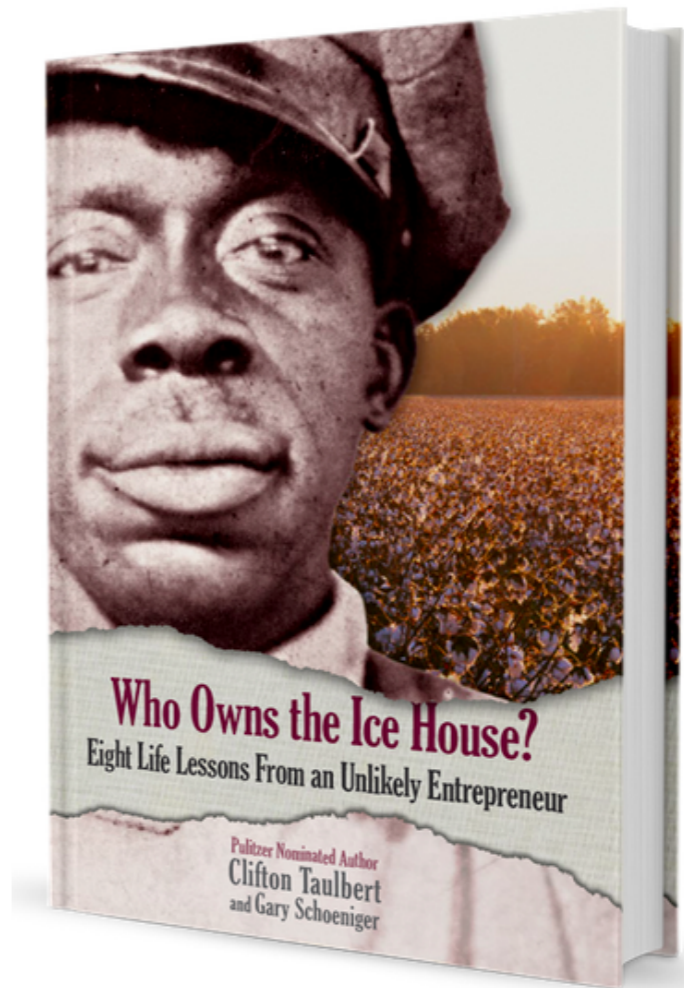
- What is an entrepreneurial mindset?
- Where does it come from?
- How can we develop it in ourselves and others?



“Required Reading for Humanity”



Keith Marmer,
Chief Business Officer,
University of Pennsylvania





The Ice House Entrepreneurship Program



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FOUNDATION



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Core Components

- Expose to eight core concepts
- Immerse in real-world experience
- Reinforce with relatable examples
- Encourage personal reflection

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Eight Core Concepts

5
Creating
Wealth

6
Building
Your Brand

7
Creating
Community

8
Power of
Persistence

2
Recognizing
Opportunities

3
Ideas
Into Action

4
Pursuit of
Knowledge

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The Power to Choose

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Exploration:
Inquiry &
Observation

| | | |
|---|--|---|
| <p>Describe the problem you want to solve.</p> <p>PROBLEM</p> <p>1</p> | <p>Describe the type of people who have this problem.</p> <p>2</p> | <p>How are they currently solving the problem?</p> <p>3</p> |
|---|--|---|

Experimentation &
Adaptation

| | | |
|---|--|--|
| <p>Describe your proposed solution.</p> <p>SOLUTION</p> <p>4</p> | <p>How will your solution be different?</p> <p>5</p> | <p>Will people buy-in to your solution?</p> <p>6</p> |
|---|--|--|

Execution:
Advocacy &
Implementation

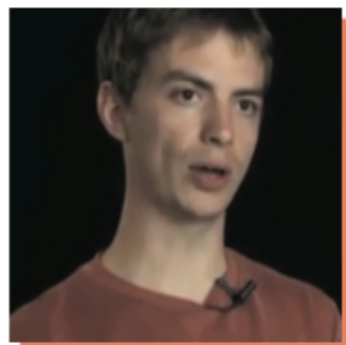
| | | |
|--|--|---|
| <p>How will potential stakeholders know about your solution?</p> <p>CONNECTION</p> <p>7</p> | <p>How will potential stakeholders implement your solution?</p> <p>8</p> | <p>What final actions need to take place to implement your solution?</p> <p>9</p> |
|--|--|---|

Evidence of
usefulness

Core Components

- Expose to eight core concepts
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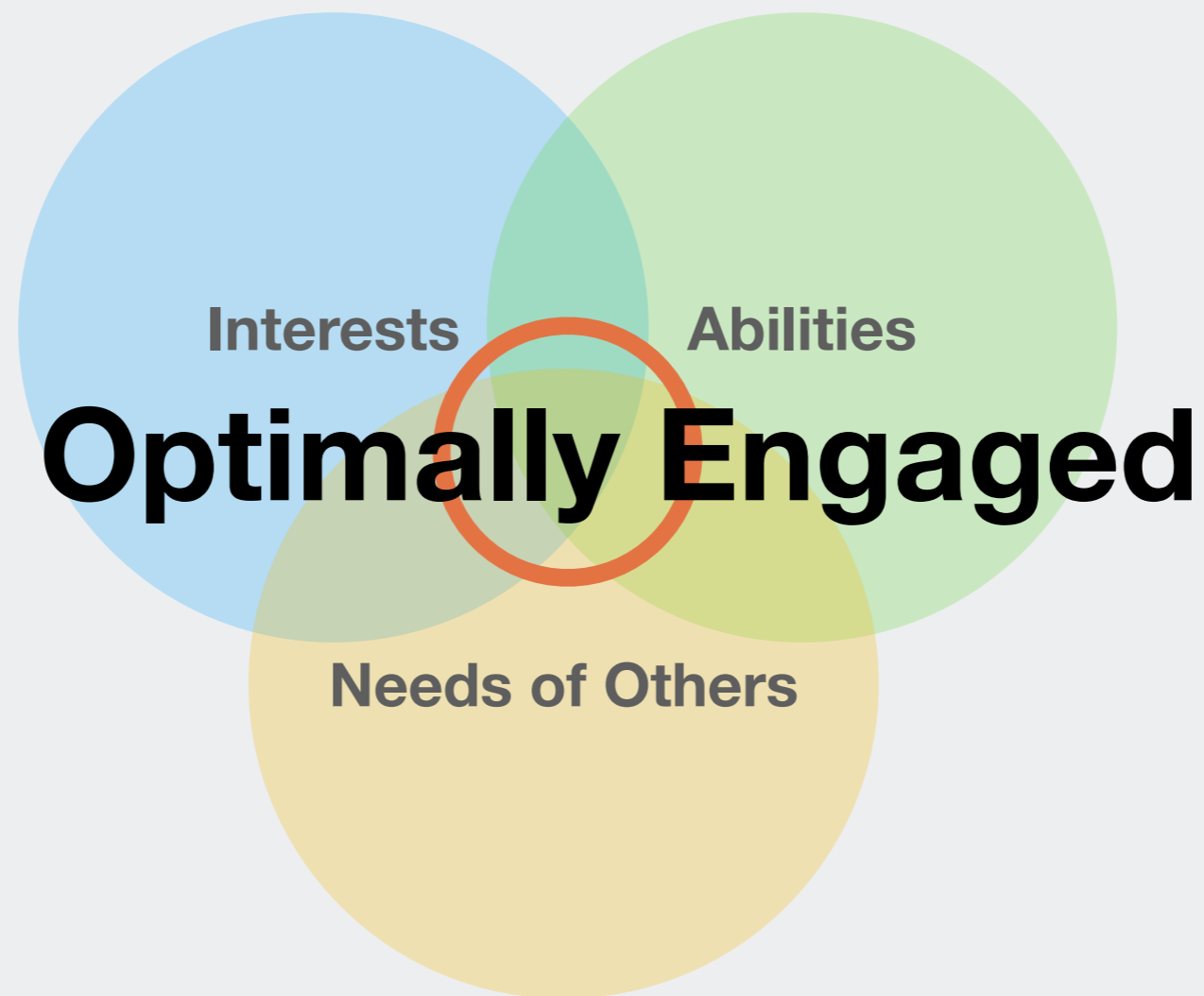
Case Studies



Core Components


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Entrepreneurial Discovery





What
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“The Ice House program is redefining entrepreneurship in classrooms and communities worldwide.”



EWING MARION
KAUFFMAN
FOUNDATION

Thom Ruhe, (former) VP Entrepreneurship



Ice House Programs

- Original Edition
- Student Success
- Small Business
- Middle School Edition

Over 3,000 facilitators trained



Community College

28% Impact on
Student Persistence



“I see this as
a bold new
solution”

~ Dr. Lance Bolton,
President, PPCC



PrepaTec

Through the Ice House Program, high percentages of Prepa Tec students agreed that they have **DEVELOPED AND APPLIED** the following 21st Century skills:

AGREE **COMMUNICATION 87%**
PROBLEM SOLVING 90%
COLLABORATION 89%
CRITICAL THINKING 89%



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Middle School



Madisyn Porter

7th Grade Student

“If we all think about how we can change problems into opportunities, we can make Erie a better place.”

Organizational Culture





Creating Entrepreneurial Communities



Professional Development, Keynotes, Workshops, and Training



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Online Facilitator Training

July 6 - 27





What
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