



## The Entrepreneurial Imperative

IN TODAY'S HIGHLY DYNAMIC, INTERCONNECTED WORLD, THE NEED FOR ENTREPRENEURIAL THINKERS AT ALL LEVELS OF SOCIETY HAS NEVER BEEN GREATER.

Policy makers from the White House to the World Economic Forum<sup>1</sup> recognize entrepreneurial thinking as an essential life skill for anyone to thrive in the 21st Century.

From preparing students to become workforce-ready graduates or next-generation innovators to elevating the entrepreneurial thinking of the existing workforce, an entrepreneurial mindset exposes opportunities, ignites ambition, and fosters the attitudes and skills that can empower anyone to succeed.

The Ice House Entrepreneurship Program (Academic Edition) is an experiential, problem based program designed to empower learners by exposing them to entrepreneurial thinking while immersing them in entrepreneurial experiences that will enable them to develop creativity and critical thinking, effective problem solving, teamwork, and other entrepreneurial skills - skills that will enable them to succeed regardless of their chosen path.

## Course Description

The Ice House Entrepreneurship Program (Academic Edition) is designed to inspire and engage participants in the fundamental aspects of an entrepreneurial mindset as an essential life skill. The program draws upon eight fundamental concepts of entrepreneurial thought and process derived from the companion text, *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*. Each lesson contains video case studies featuring a variety of real world "unlikely" entrepreneurs who have overcome challenges by embracing the core concepts of an entrepreneurial mindset. The program also provides for experiential learning through the process of identifying problems, finding solutions, and making connections beyond the classroom.

# Course Concepts

## CORE CONCEPTS

### **Lesson 1: Power of Choice**

The ability to choose is fundamental to an entrepreneurial mindset, enabling conscious choices rather than circumstances to determine the course of our lives.

### **Lesson 2: Recognizing Opportunity**

An entrepreneurial mindset sees problems as opportunities, recognizing that solving problems for others is a viable path to individual empowerment.

### **Lesson 3: Ideas into Action**

An entrepreneurial mindset is action oriented, focusing time and energy on things we can change, rather than things we cannot; thereby overcoming self-imposed limitations and putting ideas into action.

### **Lesson 4: Pursuit of Knowledge**

An entrepreneurial mindset fosters a self-directed approach to learning that encourages students to seek knowledge, think critically, and develop problem solving skills.

## ADVANCED CONCEPTS

### **Lesson 5: Creating Wealth**

An entrepreneurial mindset is resourceful, leveraging existing resources to advance ideas and creating value for others while empowering one's self.

### **Lesson 6: Building your Brand**

An entrepreneurial mindset builds a brand of reliability where actions speak louder than words and following through on simple solutions leads to unforeseen opportunities.

### **Lesson 7: Creating Community**

An entrepreneurial mindset understands the power of creating an intentional community of positive influence and critical guidance by surrounding themselves with others who have been where they intend to go.

### **Lesson 8: The Power of Persistence**

Hard work, perseverance, and determination are the hallmarks of an entrepreneurial mindset, enabling ordinary people to persist through challenges, setbacks, and self-doubt.

## PRACTICAL APPLICATION

**The Ice House Opportunity Discovery Process:** Ice House uses an experiential, problem-based methodology that encourages students to apply what they are learning within real-world, ambiguous, resource-constrained circumstances, enabling them to develop entrepreneurial attitudes, behaviors, and skills. Drawing from best practices of design thinking, students engage in the Ice House Opportunity Discovery Process – a process in

which they learn to identify problems, find solutions, and make connections through an iterative experimental process. To engage in the process, students use the Ice House Opportunity Discovery Canvas – a tool that guides them through the process of interaction and observation, experimentation and adaptation, allowing them to test ideas and seek additional knowledge through a variety of sources including experienced entrepreneurs.

# An Entrepreneurial Mindset For Success

## Program Outcomes

Upon completion of the Ice House Entrepreneurship Program, students will be able to:

- Establish and develop entrepreneurial attitudes, behaviors, and skills
- Understand and experience the entrepreneurial process
- Identify social and situational factors that encourage or inhibit entrepreneurial behavior
- Identify, evaluate, and validate opportunities in ambiguous, real-world circumstances
- Identify and interact with local entrepreneurs who provide critical guidance and ongoing support

## General Education Outcomes

Ice House students achieve general education outcomes and the 21<sup>st</sup> Century Workforce Skills needed to approach complex problems including:

- Critical & Creative Thinking
- Effective Problem Solving
- Communication
- Collaboration
- Lifelong Learning

In addition, students will develop entrepreneurial skills that will help them approach changing environments:

- Curiosity
- Initiative
- Persistence/Grit
- Adaptability
- Leadership

Source: World Economic Forum

# How Students Learn

The Ice House Entrepreneurship Program uses problem-based, experiential learning through the Opportunity Discovery Process. Working in peer groups, students identify a problem to be solved, determine what they already know, what they need to know, and how and where to access new information that may lead to the resolution of the problem. Students apply their ideas in the real world by working through their solutions to problems with mentors and advisers to help their ideas evolve. Students then share experiences, conduct presentations, and hear guest lectures. As a result, students take ownership of their learning and become self-directed.

- Problem-Based Learning
- Peer-to-Peer Learning
- Experiential Learning
- Self-Directed Learning

## Course Elements

### **Content**

Narrated video lessons, companion text, student workbook and video case studies featuring real world entrepreneurs

### **Discuss**

Discussion topics and in-class activities designed to foster peer-to-peer interaction and analysis

### **Share**

Shared experiences, presentations, and guest lectures to foster communication and collaboration

### **Review**

Multiple choice lesson reviews and True/False video checkpoints assess basic knowledge comprehension of the eight life lessons

### **Apply**

Application assignments to apply lesson content and to immerse students in real world, problem-based entrepreneurial experiences

### **Reflect**

Individual reflections that engage students to reflect on what they are learning and how it can be applied to academic and life goals

## Course Delivery

- Digital or Print Delivery
- Classroom or Online Delivery
- Spanish or English Delivery
- Full Learning Management System Integration
- Higher Education, High School, Youth Programs, or Workforce Development Audience
- Intro to Entrepreneurship, General Education Course, or Non-Credit Course Offerings

# Facilitator Training & Support

## Facilitator Role

With an experiential problem-based learning method, facilitators do not need to be subject matter experts in the field of entrepreneurship. The role of the instructor is to facilitate learning by supporting, guiding, and monitoring the learning process. Rather than providing specific directives, the instructor encourages students to solve identified problems, find and apply new knowledge, take action and cope with uncertainty and challenges that they confront. After all, entrepreneurship is a search process of discovery that requires students to take ownership of their ideas as well as their ability to learn.

## Facilitator Materials

Facilitators are equipped to be successful with the following materials:

- Facilitator Manual
- Facilitator-Prep Guidelines
- Syllabus & Course Schedule Template
- Lesson Guides
- Lesson Quizzes
- Lesson Discussion, Application & Reflection Assignments
- Video Case Studies
- In-Class Activities
- Lesson Assessment Rubrics
- Supplemental Resources

## Facilitator Training & Support

The Ice House Facilitator Training is designed to equip facilitators with the necessary tools and techniques to effectively implement the program. To learn about becoming a

certified facilitator, please visit <http://elimindset.com/services> for the facilitator training schedule.

# Testimonials

**“I see this as a bold, new solution.”**

- Dr. Lance Bolton, President, Pikes Peak Community College

**“Ice House is reinventing the way we make ourselves successful, you have to think outside of the box, go that extra step, think about new ways to innovate, and I think that is going to be the marker of the next few generations.”**

- Crystal Haynes, Student, Pikes Peak Community College

**“Once the entrepreneurial light bulb goes on, the mystery is out of it. It’s not hard for someone to have an entrepreneurial mindset; I believe we are all wired for it. The Ice House Entrepreneurial Mindset training helps us realize just that.”**

- Mayor Richard J. Berry, City of Albuquerque

**“If students learn that...they have choices to better their life, they are more apt to own their educational process and become active directors of it, rather than a bystander simply meeting course requirements.”**

- Theresa Allyn, Ice House Faculty, Edmonds Community College

**“I stumbled on the Ice House Curriculum and thought I found the holy grail. It’s culturally relevant, accessible on many levels, and draws on the principles of effectuation which are being used in the top college entrepreneurial programs.”**

- Robert Schwarz, Executive Director, Level Playing Field Institute

**“I want them to have skills, I want them to have a mindset, I want them to have the abilities to be able to hang in there and make it successful for them and that’s what I see this course providing for students ... really sending them the message that it doesn’t matter your situation or circumstances, you can still be successful.”**

- Dr. Andre Spencer, Superintendent of Harrison School District Two, Colorado Springs

**“It’s really helped me go beyond expectations instead of going for the regular classes where they spoon feed you the information, ... it really helps me go out there and get the information myself.”**

- Elisia F., High School Student

## The Need for Entrepreneurial Mindset Education



### World Economic Forum

Entrepreneurship is an essential life skill that every student will need to survive in the 21st Century.<sup>2</sup>



### Harvard Business Review

Current research indicates the need to invest in and scale entrepreneurship education as business creation is not the only beneficial outcome of entrepreneurship education. Entrepreneurship is a key 21st century workforce skill and is also linked to higher academic achievement.<sup>3</sup>



### New York University Pathways to Progress Study

90% of students linked learning entrepreneurial skills to academic success in other subject areas. 95% of the students indicated that the entrepreneurial skills would help them in their life.<sup>4</sup>



### The Chronicle of Higher Education

Colleges are turning to entrepreneurship education to produce work-ready graduates and next-generation innovators through experiential learning with the entrepreneurial process, preparing students to apply knowledge, skills, and judgment in uncertain environments.<sup>5</sup>

## Call to Action

The World Economic Forum's call to action is to move entrepreneurship education from the perimeter to the core of the way education operates.<sup>6</sup> Entrepreneurship is more than an academic discipline and reaches far beyond the concept of traditional enterprise creation and small business management. Entrepreneurship education empowers students to remain adaptable when facing obstacles, persist through failure, communicate better, and become problem solvers and opportunity finders. Learning about entrepreneurship ignites an entrepreneurial mindset and students begin to think and act like entrepreneurs in all aspects of their lives. And in today's world, entrepreneurship embodies the 21st Century skills every student needs.

### Sources:

<sup>1</sup> "Educating the Next Wave of Entrepreneurs," World Economic Forum

<sup>2</sup> "Educating the Next Wave of Entrepreneurs," World Economic Forum

<sup>3</sup> "Young People Need to Know Entrepreneurship is Hard," Harvard Business Review (April 2015)

<sup>4</sup> "NYU Study: 90% of Students Connect Entrepreneurial Mindset to Academic Success," VPO Press Release (Feb. 2015)

<sup>5</sup> "Now Everyone's an Entrepreneur," The Chronicle of Higher Education (April 2015)

<sup>6</sup> "Educating the Next Wave of Entrepreneurs," World Economic Forum



## About the Entrepreneurial Learning Initiative

The Entrepreneurial Learning Initiative (ELI) is a social enterprise dedicated to expanding human potential through entrepreneurial mindset education. An entrepreneurial mindset is about looking at the world in terms of creating value for others, an empowering and necessary approach in today's dynamic global economy. ELI partners with education institutions, governments and non-government organizations around the world to empower their constituents with an entrepreneurial mindset.

**Please contact your ELI representative today to bring Ice House Entrepreneurship Program (Academic Edition) to your organization.**

Phone: 440-255-8861  
Address: 7968 Tyler Blvd., Mentor, OH 44060  
Email: [info@elimindset.com](mailto:info@elimindset.com)  
Website: [www.elimindset.com](http://www.elimindset.com)