



## The Entrepreneurial Imperative

**AN ENTREPRENEURIAL MINDSET IS ESSENTIAL TO STARTING AND GROWING A SUCCESSFUL SMALL BUSINESS.**

Small businesses have become the engines that are now driving our economy with new businesses accounting for nearly all net new job creation.<sup>1</sup> Yet the concept of entrepreneurship is not well understood and many lack the necessary mindset and the skills that will enable them to succeed.

The Ice House Entrepreneurship Program (Small Business Edition) is designed to inspire and engage participants in the fundamental aspects of entrepreneurial thinking while immersing them in the process that will enable them to develop entrepreneurial skills.

## Course Description

The Ice House Entrepreneurship Program (Small Business Edition) is an experiential, problem-based learning program designed to expose participants to the fundamental aspects of an entrepreneurial mindset and the limitless opportunities it can provide.

Inspired by the life-story of Pulitzer nominee Clifton Taulbert in the companion text, *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*, the program combines more than ten years of research with the firsthand experience drawn from a wide variety of successful “unlikely” entrepreneurs. Drawing on eight fundamental concepts, the course exposes participants to the underlying thought and process that enables entrepreneurs with limited resources to identify, evaluate, and transform new ideas into successful endeavors.

Each lesson contains video case studies featuring a variety of “unlikely” entrepreneurs who share their knowledge and experience, thus reinforcing the practical application of the core concepts. Participants are then immersed in real-world entrepreneurial experiences that enable them to develop and hone entrepreneurial attitudes and skills.

<sup>1</sup> “The Importance of Young Firms for Economic Growth,” Kauffman Foundation

# Course Concepts

## CORE CONCEPTS

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

The ability to choose is fundamental to an entrepreneurial mindset, empowering participants to create the life they imagine.

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

An entrepreneurial mindset sees problems as potential opportunities, recognizing that solving problems for others is the key to small business success.

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

An entrepreneurial mindset is action oriented, testing ideas in the real-world before making large scale investments of time, effort, and money.

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

An entrepreneurial mindset ignites curiosity and encourages the self-directed pursuit of knowledge through formal and informal methods.

## ADVANCED CONCEPTS

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

An entrepreneurial mindset is resourceful, leveraging limited resources to achieve goals.

### **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 network of experienced entrepreneurs who can provide critical guidance and support.

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

Perseverance and determination are vital to an entrepreneurial mindset, enabling ordinary people to face challenges and overcome setbacks on the road to success.

## PRACTICAL APPLICATION

**The Ice House Opportunity Discovery Process:** The Ice House Opportunity Discovery Process enables aspiring entrepreneurs to “bootstrap” their way into a successful business rather than undertaking significant financial risk. Drawing from best practices of design thinking, participants learn to identify problems, find solutions, and make customer connections through an iterative experimental process. To engage in the process, participants use the Ice House Opportunity Discovery Canvas – a simple tool that guides them through the process of interaction and observation, experimentation and adaptation.

# An Entrepreneurial Mindset For Success

## Program Outcomes

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

- Understand and experience the process that enables entrepreneurs with limited resources to identify, evaluate, and transform a simple idea into a sustainable success
- Develop and hone entrepreneurial attitudes, behaviors, and skills
- Identify and overcome the self-limiting beliefs that may keep them tethered to ineffective ways of thinking and acting
- Identify and interact with local entrepreneurs who can provide critical guidance and ongoing support

## Entrepreneurial Skills

An entrepreneurial mindset is essential for anyone to succeed in today's rapidly changing and highly complex world, regardless of their chosen path. Participants who complete this program will develop entrepreneurial skills including:

- Critical & Creative Thinking
- Effective Problem Solving
- Written & Oral Communication
- Goal Setting
- Collaboration & Teamwork
- Curiosity & Lifelong Learning
- Initiative & Action Orientation
- Persistence, Resilience & Grit
- Agility & Adaptability
- Self-Regulation & Leadership

Source: World Economic Forum

# The Entrepreneurial Learning Process

Ice House uses problem-based, experiential learning through the Opportunity Discovery Process, which accurately reflects the learning process entrepreneurs intuitively undertake. Working in peer groups, participants 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. Participants apply their ideas in the real world by working through their solutions to problems with local entrepreneurs, who can provide guidance and support as well as help their ideas evolve. Participants then share experiences, conduct presentations, and hear guest lectures. Through the process, they become self-directed in seeking solutions.

- 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**

Pitch presentations, and guest lectures foster communication, collaboration, and networking skills

### **Review**

True/False video checkpoints assess basic knowledge comprehension of the eight life lessons

### **Apply**

Application assignments enable participants to develop and apply new knowledge within real world entrepreneurial experiences

### **Reflect**

Individual reflections that engage participants to reflect on their experience and how it can be applied to their goals

## Course Delivery

- Combination Digital and Print Delivery
- Classroom or Online Delivery
- Bootcamp or Multi-Week Delivery
- Aspiring Entrepreneurs and Small Business Owners
- Small Business Development Centers, Economic Development Organizations, Veteran Small Business Initiatives

# Facilitator Training & Support

## Facilitator Role

Ice House 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 participants to identify and solve problems, apply new knowledge, take action, and cope with challenges and ambiguity. After all, entrepreneurship is a search process of discovery that requires participants to take ownership of their ideas as well as their ability to think, learn, and grow.

## Facilitator Materials

Facilitators are equipped to be successful with the following materials:

- Facilitator Manual
- Facilitator-Prep Guidelines
- Syllabus & Course Schedule Template
- Lesson Guides
- Lesson Discussion, Application & Reflection Assignments
- Video Case Studies
- 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 [elimindset.com/services](http://elimindset.com/services) for the facilitator training schedule.

# Testimonials

**“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

**“The Ice House Entrepreneurship Program ‘method’ is wicked awesome. It turns the age old misconceptions about entrepreneurship upside down and destroys the paradigm.”**

- Gina L. Kinchlow, MBA, Certified Ice House Facilitator

**“As an MBA, I have learned more in three weeks of this course about entrepreneurship than I did in 6.5 years of school.”**

- Sheena Thompson, Student, Clemson University

**“The Ice House program is all about understanding the mindset of successful small business owners and entrepreneurs. It doesn’t matter whether you are an established business or a prospective business, or even someone looking at ways to be a better employee, mindset makes a huge difference. And this is not something that is typically explored as part of a business planning course.”**

- Mike O’Donnell, Executive Director, Colorado Lending Source

**“Having live, real people share their journey is amazing. The entrepreneurs gave of themselves from such a real place, it couldn’t help but impact my thought process and how I was thinking. They all had a different perspective, they all came from different industries, and they all had different upbringings, surroundings, and life experiences.”**

- Darleen Daniels, Ice House Participant, Small Business Development Center



## 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 (Small Business Edition) to your organization.**

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