

A large, light blue stylized house icon with a rounded square orange roof, serving as a background for the title text.

# ICE HOUSE

## INFORMATIONAL WEBINAR



Rob Herndon

 @Rob\_Herndon



# ELI Philosophy



# Challenges to Education

✓ Engagement/Completion

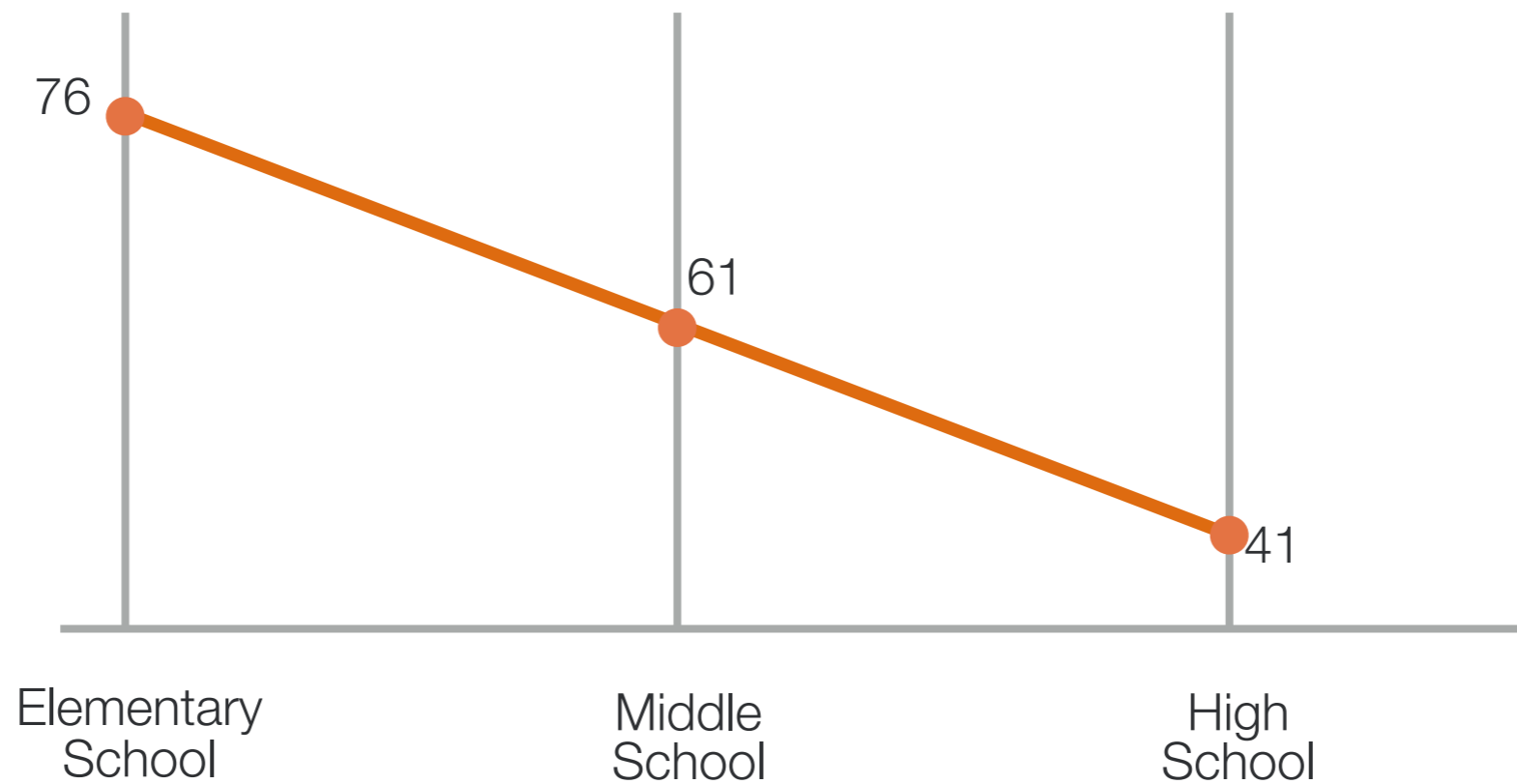
✓ Employability

✓ Adaptation to Complexity

Students are **not** engaged

# Student Engagement

■ % Engaged



Source: Gallup

Workers are **not** engaged

87%

Source: Gallup

---

24% Actively Disengaged

63% Not Engaged

13% Actively Engaged



# ENTREPRENEUR-IALS



# 21st-Century Skills

## Foundational Literacies

How students apply core skills to everyday tasks



1. Literacy



2. Numeracy



3. Scientific literacy



4. ICT literacy



5. Financial literacy



6. Cultural and civic literacy

## Competencies

How students approach complex challenges



7. Critical thinking/  
problem-solving



8. Creativity



9. Communication



10. Collaboration

## Character Qualities

How students approach their changing environment



11. Curiosity



12. Initiative



13. Persistence/  
grit



14. Adaptability



15. Leadership



16. Social and cultural awareness

## Lifelong Learning

It is not enough to add  
entrepreneurship on the perimeter...  
it needs to be at the core of the way  
education operates.



## Search

Observation  
Inquiry  
Curiosity  
Experimentation  
Adaptation  
Creativity  
Problem solving  
Critical thinking  
Networking  
Collaboration  
Communication  
Teamwork  
Commitment  
Resilience

DISCOVERY  
SKILLS

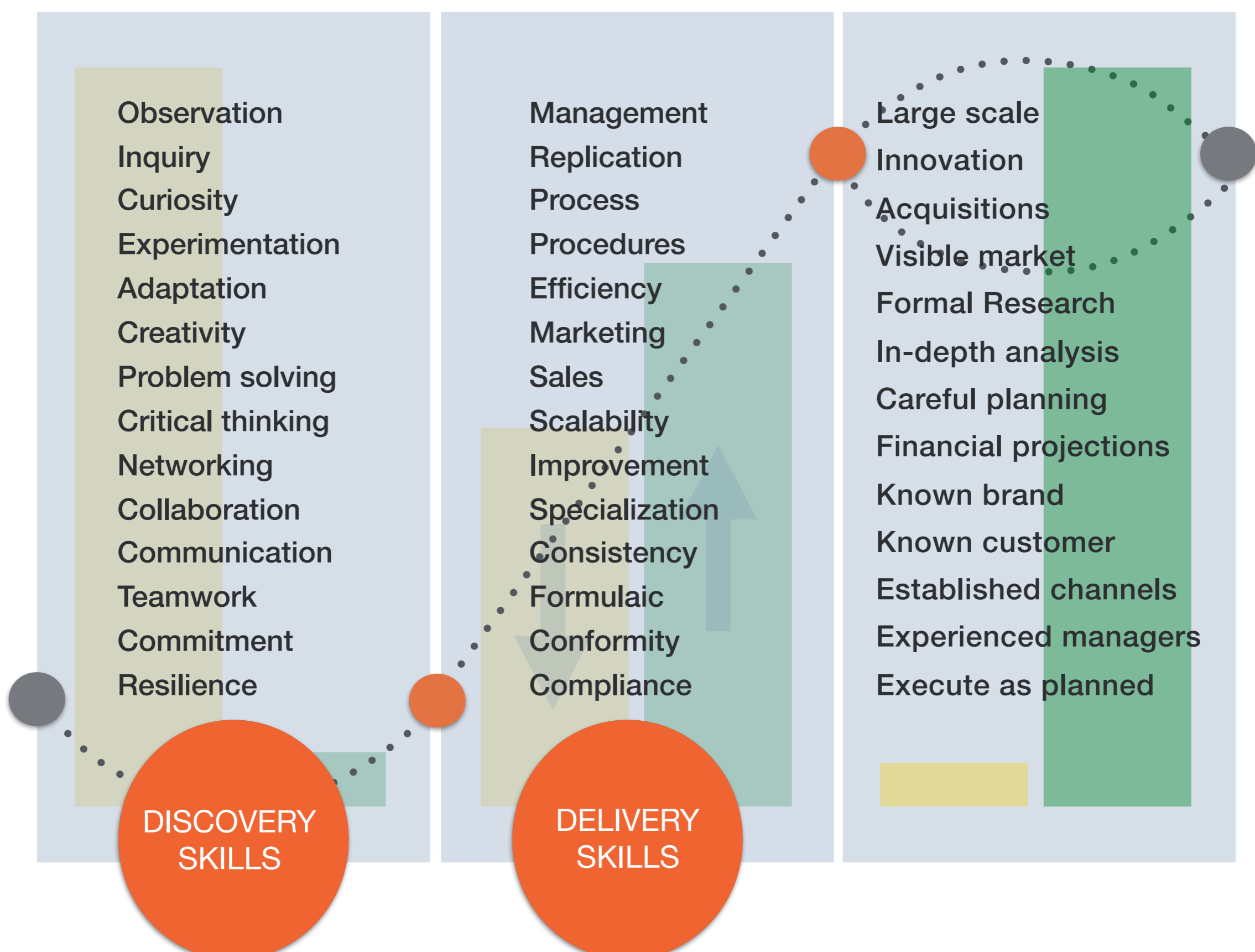
## Growth

Management  
Replication  
Process  
Procedures  
Efficiency  
Marketing  
Sales  
Scalability  
Improvement  
Specialization  
Consistency  
Formulaic  
Conformity  
Compliance

DELIVERY  
SKILLS

## Obsolescence

Large scale  
Innovation  
Acquisitions  
Visible market  
Formal Research  
In-depth analysis  
Careful planning  
Financial projections  
Known brand  
Known customer  
Established channels  
Experienced managers  
Execute as planned



## Search

Observation

Inquiry

Experimentation

Adaptation

Problem solving

Collaboration

Teamwork

Resourcefulness

Networking

Communication

Commitment

Resilience

## Growth

Management

Organization

Replication

Procedures

Efficiency

Improvement

Scalability

Marketing

Sales

Formulaic

Conformity

Compliance

## Obsolescence

Large scale

Innovation

Diversification

Acquisitions

Careful planning

In-depth research

Experienced managers

Access to resources

Visible market

Established channels

Known customer

Known brand



Entrepreneurship is  
**DISCOVERY**



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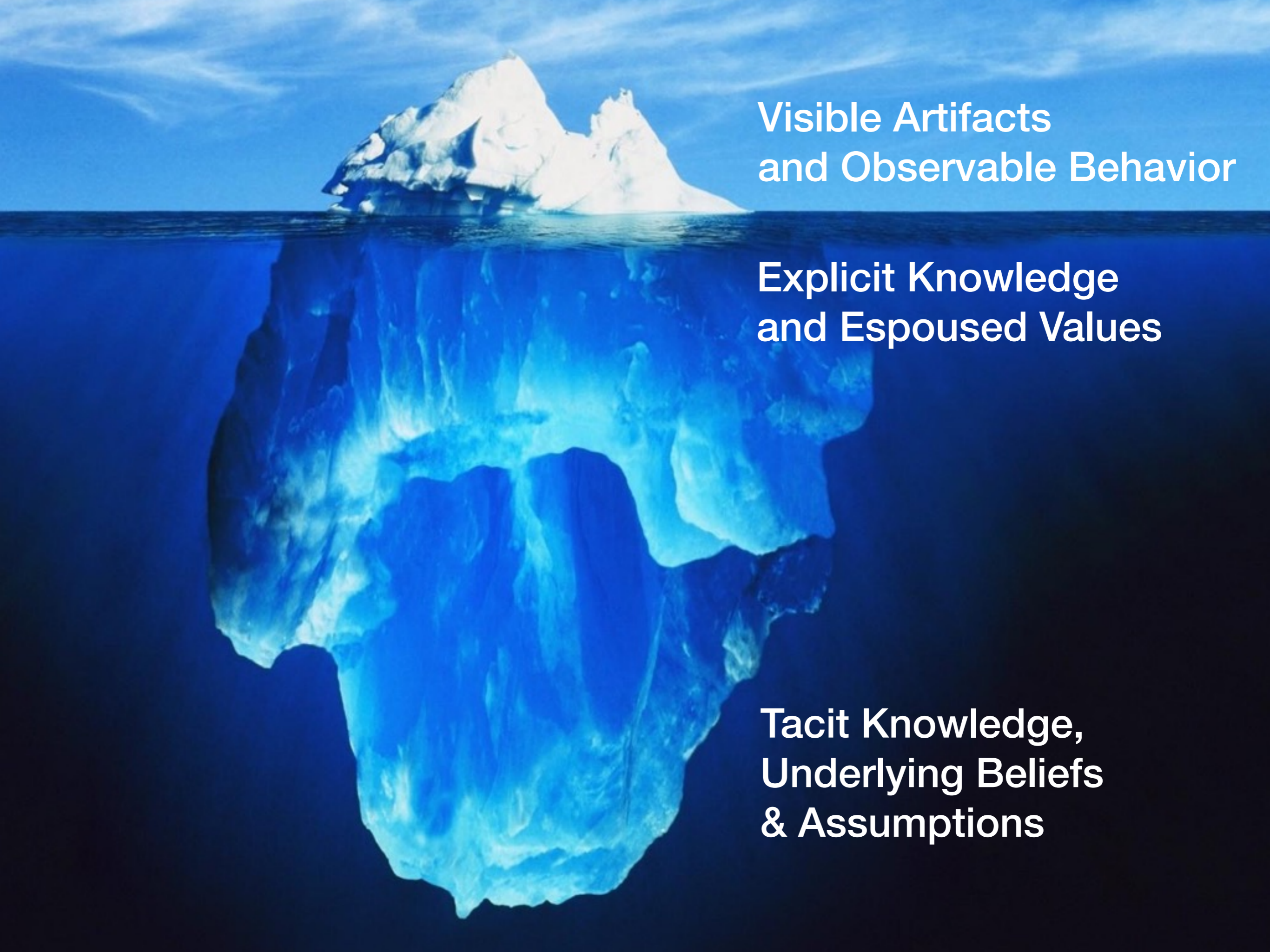
# Discovery Requires:

- ✓ Observation and inquiry
- ✓ Creativity and critical thinking
- ✓ Experimentation and adaptation
- ✓ Communication and teamwork
- ✓ Perseverance and determination
- ✓ Self-direction, self-assessment

# Does Not Require:

- ✓ Technology/engineering/business degree
- ✓ Big ideas with obvious potential
- ✓ Access to venture capital
- ✓ Unique behavioral traits
- ✓ Quit job or drop out of school
- ✓ An inclination towards business





**Visible Artifacts  
and Observable Behavior**

**Explicit Knowledge  
and Espoused Values**

**Tacit Knowledge,  
Underlying Beliefs  
& Assumptions**

# Mindset Concepts



- Self-Efficacy
- Locus of Control
- Fixed-Growth Mindset
- Intrinsic-Extrinsic Motivation
- Optimistic-Pessimistic



In the past we  
created  
innovators and  
entrepreneurs  
by accident  
rather than by  
design.

Dr. Tony Wagner



“

Let's stop asking students what they want to be or do when they grow up. Ask them **what problems they want to solve** and what they need to learn in order to solve those problems.

~ Jaime Casap,  
Google Education



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learning initiative

The Entrepreneurial Learning Initiative is a global thought leader **dedicated to expanding human potential** through entrepreneurial mindset education.

ELI partners with education, government, profit and nonprofit organizations around the world to empower their constituents with an entrepreneurial mindset.

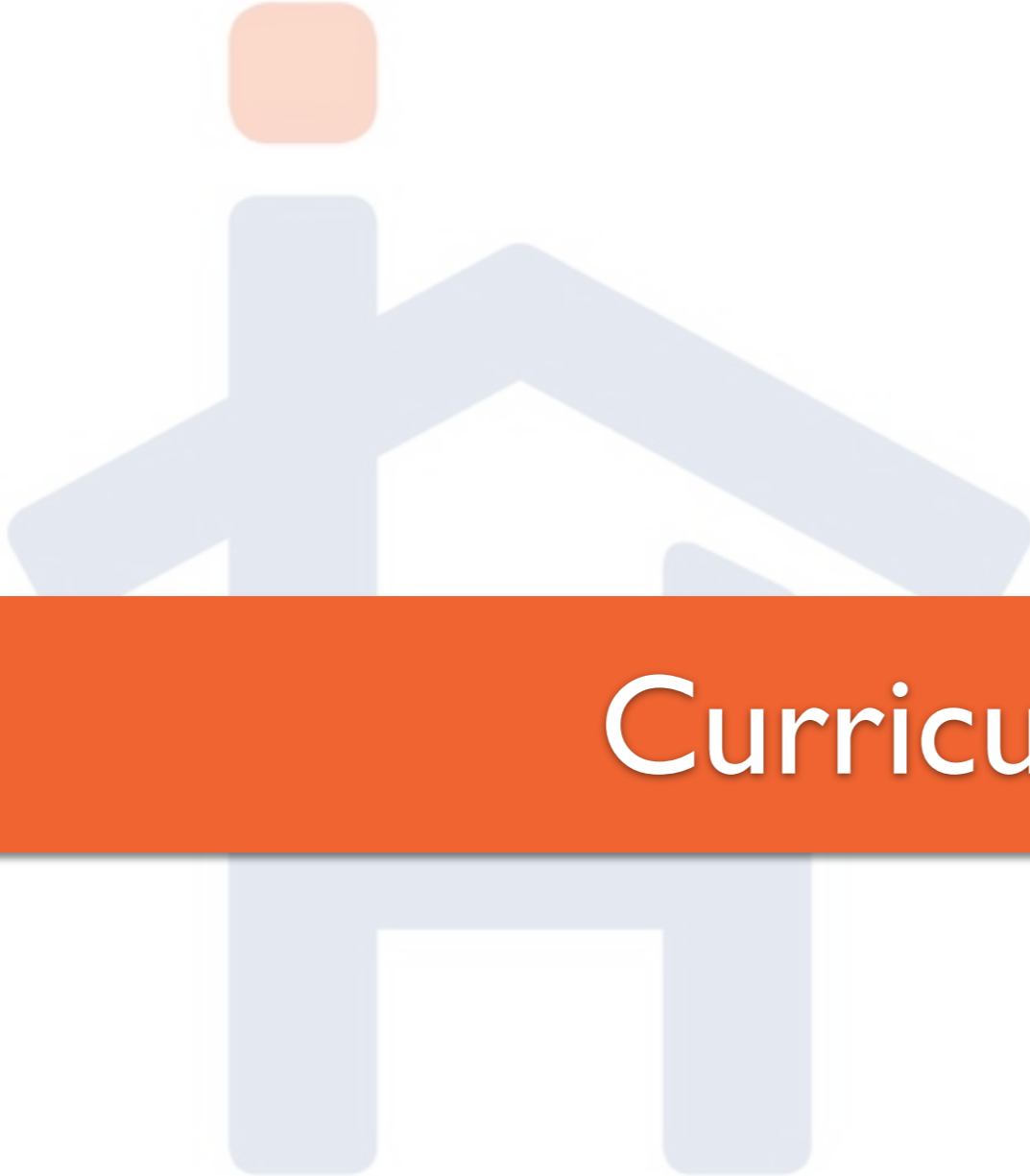
- Keynote & Professional Development
  - Facilitator Training
  - Curriculum
  - Grant/Funding Support
  - Thought Leadership
-

# Keynotes and Professional Development

- ✓ Redefining Entrepreneurship
- ✓ Leading with an Entrepreneurial Mindset
- ✓ An Entrepreneurial Mindset for Student Success
- ✓ Inside the Entrepreneurial Mindset
- ✓ Entrepreneurial Mindset in the Classroom

# Facilitator Training

- ✓ Required to facilitate Ice House programs
- ✓ Three-day, in-person training program
- ✓ Three public trainings per year
- ✓ Private on-site training for minimum of 25
- ✓ 50 required outside USA and Canada

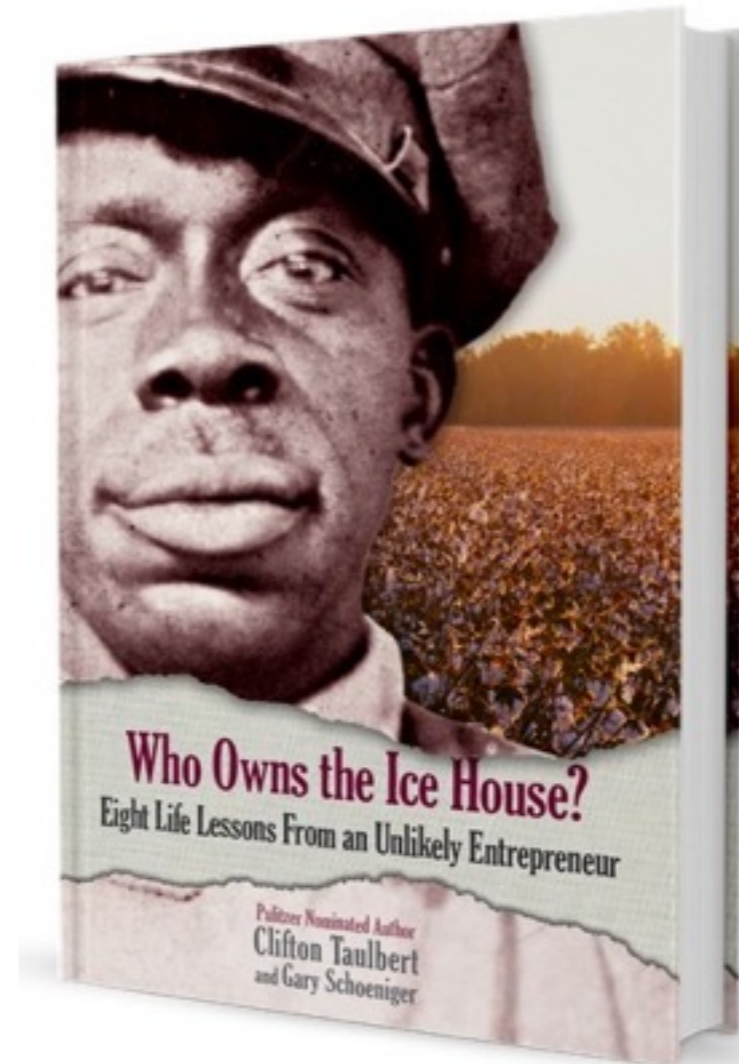


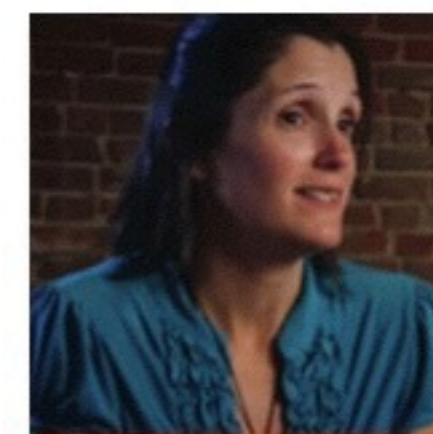
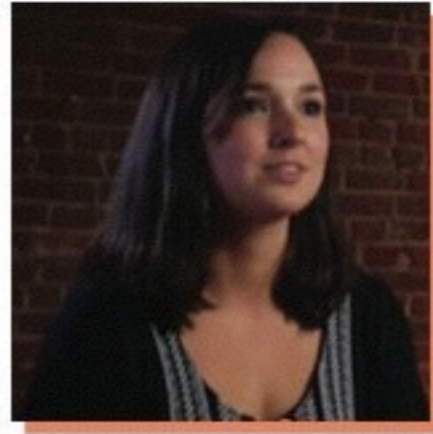
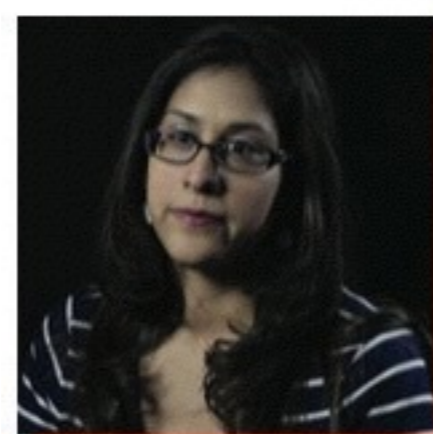
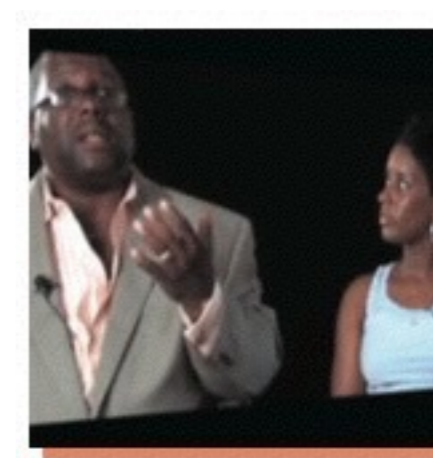
# Curriculum



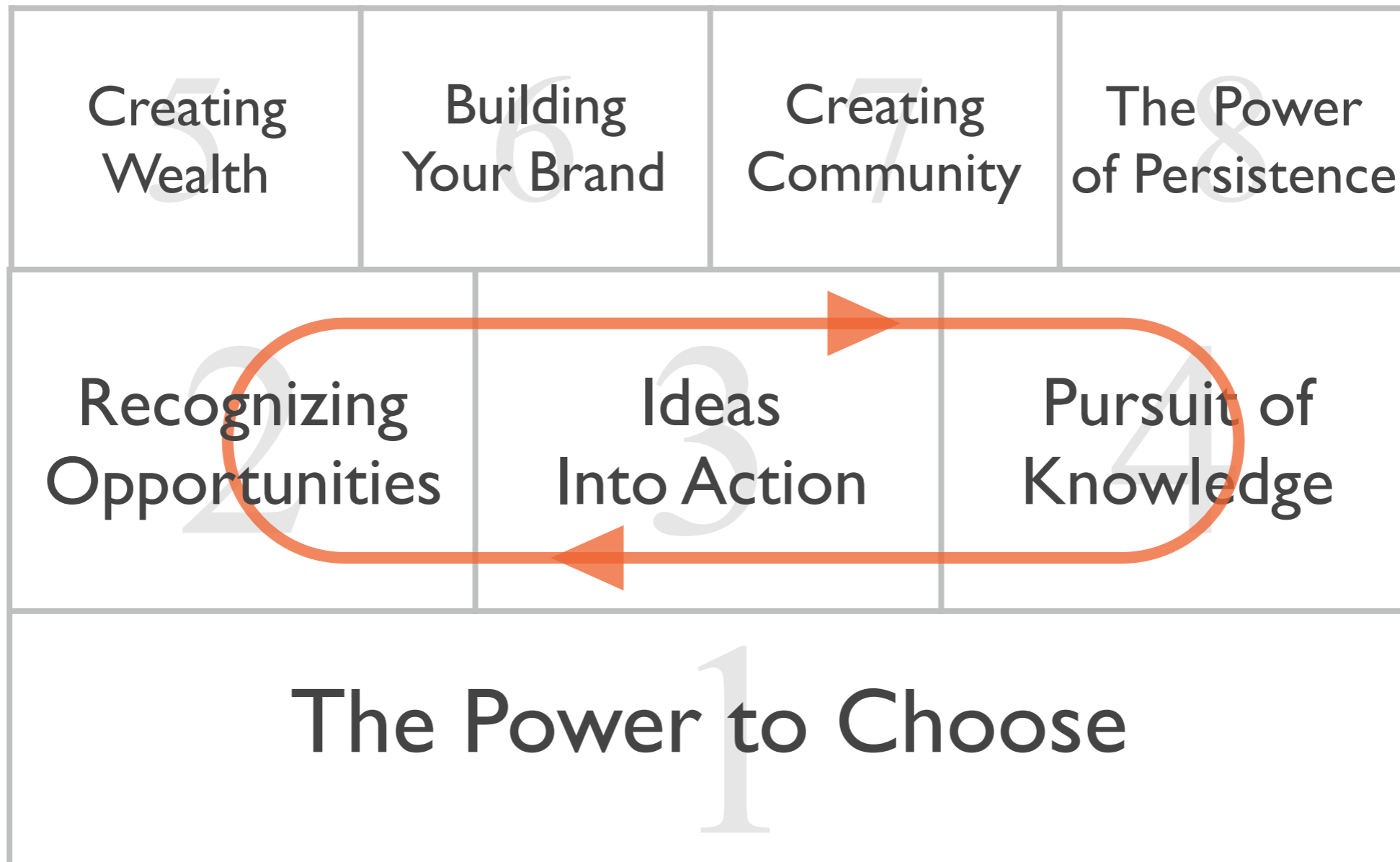


An entrepreneurial mindset can empower ordinary people to accomplish extraordinary things.





# Eight Core Concepts





# Ice House Opportunity Discovery Canvas

1. Describe the problem you want to solve.

2. Describe the type of people who have this problem.

3. How are they currently solving the problem?

PROBLEM

4. Describe your proposed solution.

5. How will your solution be different?

6. Will people pay for your solution?

SOLUTION

7. How will potential customers know about your solution?

8. How will potential customers purchase your solution?

9. Why will potential customers purchase your solution?

CONNECTION



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# Entrepreneurial Learning

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

# Course Offerings

- Student Success
- Academic Edition
- Small Business Edition

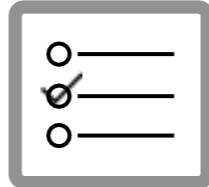
# Course Objectives

- Inspire & Engage a Broad Range of Participants
- Focus on the Mindset - Broad Applicability
- Experiential, Problem-Based Approach
- Connect Classroom & Community
- Scalable Solution

# Course Elements



Course Content &  
Video Case Studies



Multiple Choice  
Reviews



Content Discussions



Application Assignments



Peer Workshops  
& Guest Lectures



Individual Reflection



# Delivery Options

- **Blended Delivery (Flipped Classroom)** combines online learning with face-to-face classroom learning.
- **Online Delivery** enables asynchronous delivery allowing students to participate and interact entirely online.
- **Traditional Classroom Delivery** allows students to view online materials in the classroom via facilitator's license.



# ICE HOUSE STUDENT SUCCESS PROGRAM

**AN ENTREPRENEURIAL MINDSET FOR SUCCESS IN COLLEGE ... AND IN LIFE**



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## CORE CONCEPTS

1

### Choice

An entrepreneurial mindset empowers students to be mindful of their choices, choosing the life they want rather than accepting life as it is.

2

### Opportunity

An entrepreneurial mindset challenges students to see problems as opportunities, helping them learn to solve problems for others as a viable path toward individual empowerment.

3

### Action

An entrepreneurial mindset is action oriented, encouraging students to solve problems through active experimentation and collaboration.

4

### 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

5

### Resourcefulness

An entrepreneurial mindset is resourceful, encouraging students to leverage existing resources to find solutions, overcome challenges, and advance their goals.

6

### Reliability

An entrepreneurial mindset is self-directed and solution-oriented, and reliability is the key that can expose students to unforeseen opportunities and their own untapped potential.

7

### Community

An entrepreneurial mindset understands the importance of creating an intentional community of positive influence, critical guidance, and support.

8

### Persistence

Perseverance and determination are the hallmarks of an entrepreneurial mindset that encourages students to persist in the face of challenges, setbacks, and self-doubt.



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# ICE HOUSE STUDENT SUCCESS PROGRAM

 News forum

## Lesson 1

### Introduction

-  Who Owns the Ice House? - Book Introduction
-  IHSS Course Introduction
-  Ice House Entrepreneurs & Students.pdf
-  Introduction Discussion Question 1
-  Introduction Discussion Question 2
-  Introduction Discussion Question 3
-  Introduction Discussion Question 4
-  Entrepreneurial Mindset Self-Assessment.pdf

-  Who Owns the Ice House - Chapter 1
-  IHSS Lesson 1
-  Lesson 1 Multiple Choice Review
-  Lesson 1 Discussion Question 1
-  Lesson 1 Discussion Question 2
-  Lesson 1 Discussion Question 3
-  Lesson 1 Discussion Question 4
-  Lesson 1 Discussion Question 5
-  Lesson 1 Discussion Question 6
-  Lesson 1 Discussion Question 7
-  Lesson 1 Application Assignment 1
-  Lesson 1 Application Assignment 2
-  Lesson 1 Application Assignment 3
-  Lesson 1 Application Assignment 4
-  Student Schedule Template.pdf
-  Lesson 1 Application Assignment 5
-  Lesson 1 Application Assignment 6
-  Exploring Careers Template.pdf
-  Lesson 1 Reflection Assignment 1
-  Lesson 1 Reflection Assignment 2
-  Lesson 1 Reflection Assignment 3

# IHSS Lesson 1

Page: 9 of 39 70%

## The Pyramid of a Vision

We can think about the process of creating and executing a vision as a pyramid. Vision is at the top of the pyramid because it directs our actions; it gives us purpose and meaning. The vision is the "why." Underneath the vision, we have the "how." How will we make this vision a reality? What is the most effective way to reach our goals? Finally, at the foundation of the pyramid are the daily actions, sometimes mundane, that we must take to achieve our vision.



Vision is a powerful tool that helps us harness our abilities and stay focused on our goals. This is a leadership function. We are thinking about the things that matter most, creating a vision for a future that stirs our imagination, ignites our passion, and inspires us to take action.

This is why vision is at the top of the pyramid.

eli READ WATCH

# IHSS Lesson 1

## 1. Influence



Rodney Walker  
entrepreneur



the  
entrepreneurial  
learning initiative

The Ice House Entrepreneurship Program

### IHSS Lesson 1

8 videos



Lesson 1 - Video 1 - Clifton Taulbert

1:06



Lesson 1 - Video 2 - Brian Scudamore

4:04



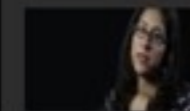
Lesson 1 - Video 3 - Rodney Walker

1:22



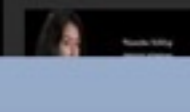
Lesson 1 - Video 4 - Rodney Walker

4:01



Lesson 1 - Video 5 - PPCC Student Ja...

2:19



Lesson 1 - Video 6 - Palwasha Siddiqi

2:29

0:08 / 4:01



1x



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READ

WATCH








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ICE HOUSE  
**ENTREPRENEURSHIP**  
PROGRAM  
Academic Edition



Welcome to the Ice House Entrepreneurship Program. Please download the welcome pdf for specific instructions about the course requirements, elements, and contacts for assistance. Enjoy the course!

-  WelcomePDF.pdf
-  Ice House LinkedIn Group for Students, Alumni, and Facilitators
-  8 week syllabus
-  15 week syllabus
-  News forum

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## Introduction

-  Who Owns the Ice House? - Book Introduction
-  IHEP Introduction Video
-  Introduction - Multiple Choice Assessment
-  Introduction - Student-Generated Discussion
-  Introduction - Reflection Assignment
-  IceHouseOpportunityDiscoveryCanvas.pdf



# Lesson 1 - The Power to Choose - Video

☰ 3. Locus of Control

Things we can't control

Things we can

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The Ice House Entrepreneurship Program

▶ ⏪ ⏩ 🔊 28:07 / 4 Notes CC 1x ↗ eli

# Lesson 1 - The Power to Choose - Video

The video player interface shows a video titled "1. Influence" with a play button in the center. The video content features a woman, Palwasha Siddiqi, identified as an "immigrant entrepreneur". The video is part of "The Ice House Entrepreneurship Program" and is produced by "the entrepreneurial learning initiative". The player controls at the bottom include a progress bar at 7:36 / 47:21, a volume icon, a CC icon, a 1x speed icon, and a share icon. The "eli" logo is visible in the bottom right corner of the player.

1. Influence

Palwasha Siddiqi  
immigrant entrepreneur

the entrepreneurial learning initiative

The Ice House Entrepreneurship Program

7:36 / 47:21

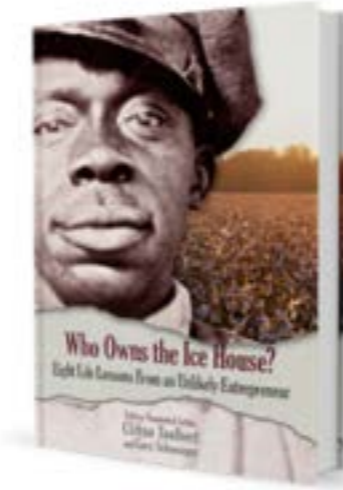
eli



ICE HOUSE  
**ENTREPRENEURSHIP**  
PROGRAM  
Small Business Edition

# Start a Book Group

Today, the need for entrepreneurial thinking at school, at work, and in life has never been greater. *Who Owns the Ice House? Eight Life Lessons From an Unlikely Entrepreneur*, by Pulitzer nominee Clifton Taulbert and Gary Schoeniger, has the power to inspire and engage readers of all backgrounds and interests, challenging them to think differently about their circumstances and themselves, and enabling them to transform their lives from the inside out.



From students to professionals, from parents to retirees, everyone who reads *WOIH* will benefit from the stories, insights, and lessons contained within.

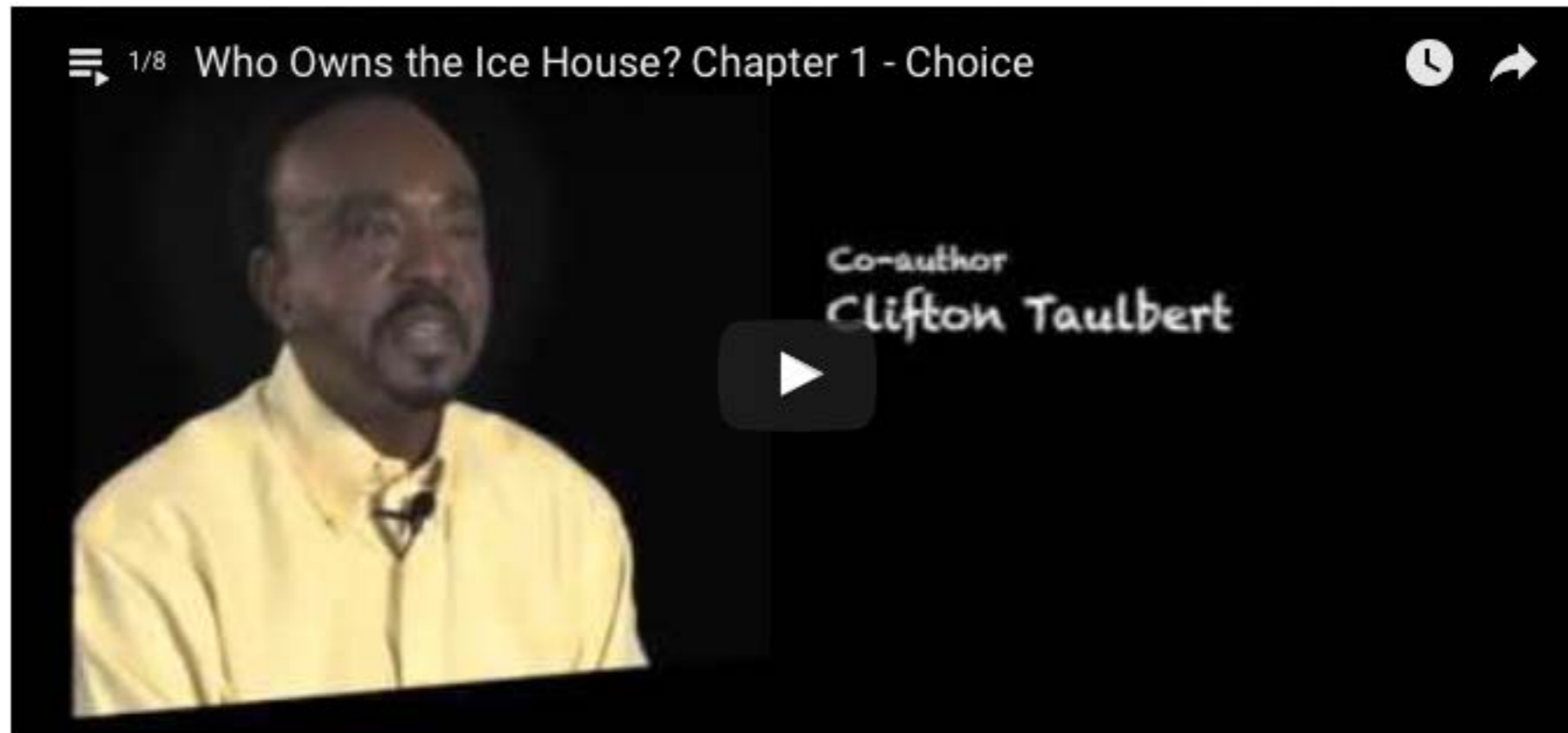
Starting a book group around *WOIH* is the perfect way to explore the book's ideas in depth, while simultaneously building relationships and strengthening your community.

Get the book and download the guides below to get started reading and discussing.

[Get the Book](#)

[Set-up Guide.pdf](#)

[Discussion Guide.pdf](#)



# Use Cases

- ✓ High Schools
- ✓ Community Colleges
- ✓ Four-Year Universities
- ✓ Economic Development Organizations
- ✓ Veteran Service Organizations
- ✓ Small Business Development Centers
- ✓ Libraries
- ✓ Correctional Institutes
- ✓ City Governments
- ✓ Profit/Nonprofit Organizations



# High School



9,000  
High School  
Students



We educate leaders who have an entrepreneurial spirit, a humanistic outlook and are internationally competitive.



# College



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# Academic Applications

- First Year Experience/Student Success
- All Freshmen Common Read
- General Education Requirement
- Intro to Entrepreneurship
- PhD Seminars

# Specific Student Populations

Interdisciplinary Students

Developmental Education

Career & Technical

Athletes

Scholars

Adult Basic Education

High School/Dual Credit

TRIO Students

Academic Probation



**100%** Course Completion

**90%** Student Retention

**13%** Higher Student GPAs (3.0 - 4.0)

Source: EDCC

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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



**28%** impact on student persistence (re-enrollment)

**14%** impact on college-level success rates

**7%** impact on student drop rates in beginning weeks

Source: PPCC

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This curriculum needs to be instilled in the way [students'] think...I promise they can go from a **0.9 GPA** to a **3.8 GPA** as I did.

**Ted Phillippi**

Ice House Student  
West Virginia University



# Community

# EMPOWERING ORDINARY PEOPLE TO ACCOMPLISH THE EXTRAORDINARY.

[I WANT TO LEARN](#)

[I WANT TO PARTNER](#)





Pikes Peak Community College  
Pikes Peak Library District  
Colorado Lending Source (SBDC)  
Launch High School  
Thrive Colorado Springs  
Peak Education  
Harrison School District  
Vanguard Classical School

Community Prep School  
Metro State University  
Professional Association of  
Colorado Educators  
Correctional Institution  
Community Leadership Fund  
Anschutz Foundation  
St. Vrain School District



## Ice House Erie

A mindset is a deeply ingrained set of beliefs  
and assumptions that influence our decisions and our behavior.



# *Erie, Pennsylvania*

Innovation Collaborative  
Blasco Library Idea Lab  
Erie County Government  
Workforce Investment Board  
Preferred Systems  
Climate Changers  
Young Entrepreneurs' Society  
Mercyhurst University  
Edinboro University  
Sassy Peacock  
Erie Regional Chamber & Growth  
Partnership  
Candy Maxwell

Multi-Cultural Resource Institute  
IU4  
IU5  
The Upper Room  
[IZZIT.org](http://IZZIT.org)  
Northwest Commission  
Erie Together  
Unified Erie  
United Way  
Stay Focused for the Future  
Sisters of St. Joseph  
Non Profit Partnership  
Booker T. Washington Center

# Programs Overview

Program	Student Success	Academic Edition	Small Business Edition
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>Higher Education</li> <li>High School - Dual Credit</li> </ul>	<ul style="list-style-type: none"> <li>Higher Education</li> <li>Workforce Development</li> <li>High School</li> <li>Youth Programs</li> </ul>	<ul style="list-style-type: none"> <li>Small Business Assistance</li> <li>Economic Development Organizations</li> </ul>
<b>Intended Use</b>	<ul style="list-style-type: none"> <li>Student Success Course</li> <li>First Year Experience</li> </ul>	<ul style="list-style-type: none"> <li>Intro to Entrepreneurship</li> <li>General Education Course</li> <li>Non-credit offering</li> </ul>	<ul style="list-style-type: none"> <li>Aspiring Entrepreneurs</li> <li>Early Stage Small Business Owners</li> </ul>
<b>Course Delivery</b>	<ul style="list-style-type: none"> <li>Blended Classroom</li> <li>Online Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Blended Classroom</li> <li>Traditional Classroom</li> <li>Online Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Online Classroom</li> <li>Blended Classroom</li> </ul>
<b>Course Materials</b>	<ul style="list-style-type: none"> <li>All Digital LMS Integration               <ul style="list-style-type: none"> <li>Companion Text</li> <li>PDF Lesson Content</li> <li>Video Case Studies</li> <li>Digital Lesson Assignments</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Print - Digital Combinations               <ul style="list-style-type: none"> <li>Companion Text</li> <li>Narrated Video Lesson Content</li> <li>Video Case Studies</li> <li>Student Workbook <i>or</i> Digital Lesson Assignments</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Print - Digital Combination               <ul style="list-style-type: none"> <li>Companion Text</li> <li>Narrated Video Lesson Content</li> <li>Video Case Studies</li> <li>Student Workbook</li> </ul> </li> </ul>
<b>Language</b>	English	English, Spanish	English
<b>Cost per Student</b>	\$79 - \$99	\$99 - \$149	\$99 - \$129

# Ice House Facilitator Training

Become certified to facilitate  
Ice House Entrepreneurship  
Programs!

## June 6–8, 2017

Hosted by:  
**Metro State University  
of Denver**



For More Information, Please Visit:  
[www.elimindset.com/services](http://www.elimindset.com/services)



# For More Information

Website: [elimindset.com](http://elimindset.com)

E-Mail: [rob@elimindset.com](mailto:rob@elimindset.com)