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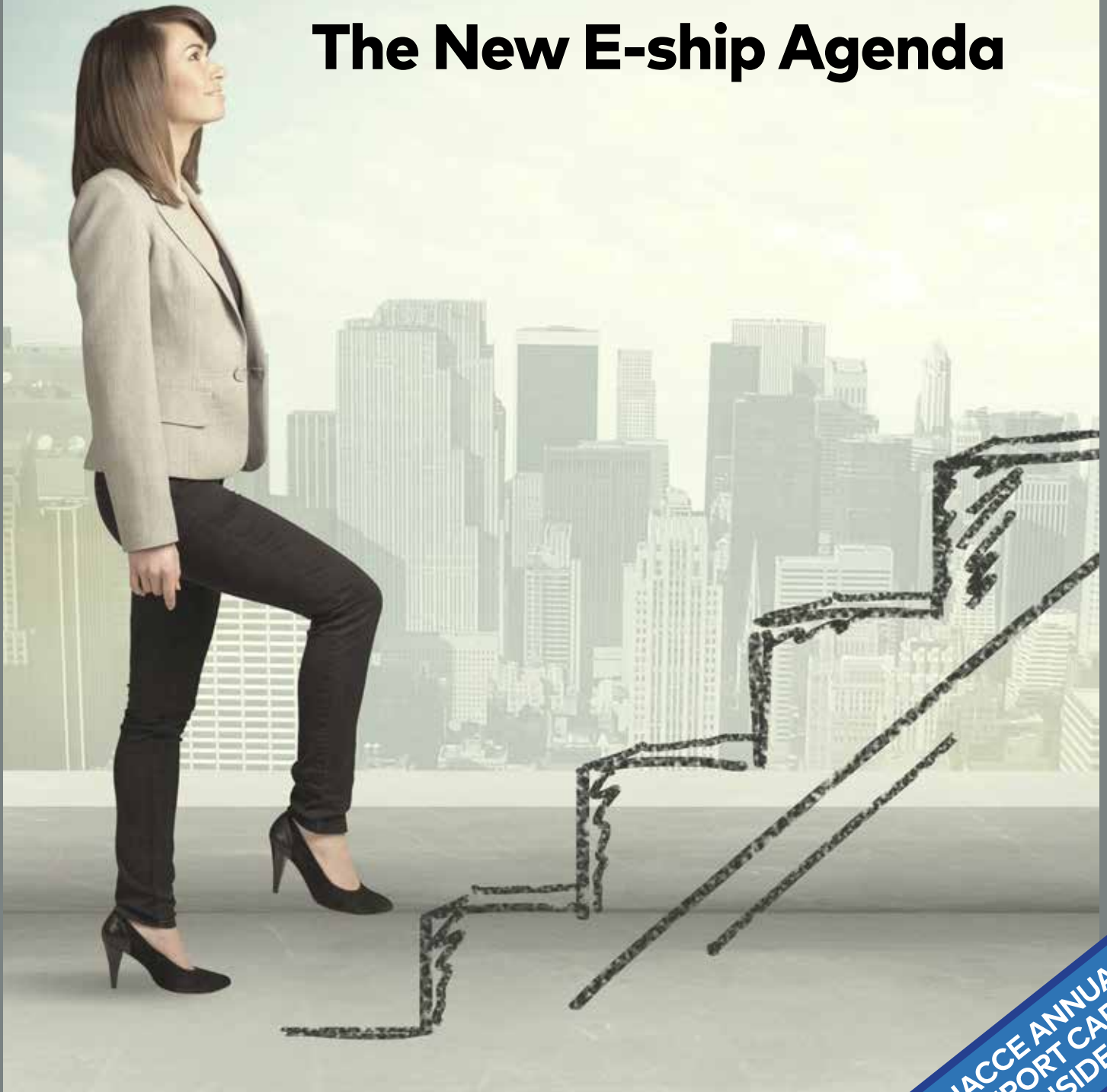
ENTREPRENEURSHIP

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THE NEXT LEAP FORWARD:

The New E-ship Agenda



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An Entrepreneurial Mindset for the New World of Work

By Gary Schoeniger, founder & CEO, The Entrepreneurial Learning Initiative, Mentor, Ohio

The world is changing rapidly. From artificial intelligence, robotics, and self-driving cars to the new “gig” economy, the evidence of dramatic change is abundantly clear. Suddenly, the rules for survival have changed and the mindset that once enabled us to succeed is rapidly becoming obsolete. We are at the dawn of a new workforce revolution; one that requires everyone to think like an entrepreneur.

Entrepreneurial activity is the lifeblood of our economy, and entrepreneurs are vital to the overall health and wellness of our society. They are at the forefront of discovery, challenging the status quo, and driving progress. And, they possess the skills that enable them to adapt and thrive in a rapidly changing and highly complex world. Entrepreneurs are highly resilient and resourceful, creative critical thinkers who can identify and solve problems, mobilize resources, and make things happen when the rules are not clear and the path is not well defined. They possess the attitudes and skills that enable them to adapt and thrive and make greater contributions to their businesses, organizations, and communities. Indeed, entrepreneurs are best equipped to solve some of the broader challenges of our time.

So why not teach workers to think like entrepreneurs?

Entrepreneurship education has exploded within colleges, universities, and small business development centers in recent years. Yet many initiatives fail to recognize the entrepreneurial mindset as a cognitive framework that has much broader implications beyond the startup world. After all, an entrepreneurial mindset is vital to creating a robust workforce that can adapt and thrive in the new world of work. For example, a new flexible workforce that requires workers to think like entrepreneurs is rapidly replacing traditional employment. According to the U.S. Government Accountability Office, 40 percent of workers now have non-standard work arrangements such as temporary or contingent jobs. And, it looks like this trend is here to stay. Another study published by Intuit, found that more than 80 percent of large corporations plan to substantially increase the use of a flexible workforce.



“The future belongs to those who can think like an entrepreneur.”

At the same time, millions of jobs are at risk of being displaced by robotics, artificial intelligence and other technologies, a trend that many predict will lead to massive unemployment as well as increased political and economic instability. And while productivity continues to rise, wages have stagnated leaving millions trapped in low-paying jobs or unsatisfying careers.

Meanwhile, employers increasingly demand workers who can think critically and creatively to identify and solve problems, communicate and collaborate across networks, and work in small teams. In other words, they are demanding workers who can think like entrepreneurs.

Learning to think like an entrepreneur can shift our perspective in ways that can have a profound impact on our lives. Learning to think like an entrepreneur is essential for one’s ability to adapt and thrive in today’s rapidly changing world and to equip ourselves and others with the attitudes and skills

necessary to identify and solve problems in our places of work, schools, and communities. The entrepreneurial mindset can empower ordinary people to solve some of the broader social, economic, environmental, and political challenges of our time.

The future belongs to those who can think like an entrepreneur.

Clearly the rules for survival have changed and the mindset that once enabled us to thrive may now be obsolete. While the future of work may seem daunting, these massive changes also present unprecedented opportunities for those who have embraced an entrepreneurial mindset. As educators, if we are to adapt and thrive, we must recognize the broader implications of entrepreneurial thinking beyond small businesses and the venture-backed start-up world. ●



Contact: gary@elimindset.com

Editor’s Note: This article is taken from the author’s forthcoming book: *Inside the Entrepreneurial Mindset*, which will be available in 2019.

Entrepreneurial Mindset

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