



CULTURE OF ENTREPRENEURSHIP

*“Burn your resume
and create a job”*

SCOTT GERBER, SERIAL ENTREPRENEUR

PART 1



Pathways

For each individual there is a moment of discovery - finding a pathway to discover our passion and an understanding of who we are.



REFLECTING

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Authentic
Entrepreneurial

Collaborative
Problem Solving

High Touch/High Tech

High Performance

OWNING YOUR PASSION

Organization Man

- ✦ Company at center of life; balance work and family
- ✦ Mutual loyalty
- ✦ Trade off of individuality for security
- ✦ Belonging; social ethic

Free Agent

- ✦ Independent worker
- ✦ Self-reliant
- ✦ Loyalty among collaborators
- ✦ Micropreneur
- ✦ Blend work and family

ELASTIC SKILLS

SMALL ENTERPRISES ON THE RISE

- ▶ 21 MILLION “NON-EMPLOYER” BUSINESSES: MICRO-ENTREPRENEURS CONSTITUTE THE MAJORITY OF BUSINESSES IN THE U.S. (2009)
- ▶ 30% OF U.S. WORKERS NOW WORK ON THEIR OWN AND BY 2015 THE NUMBER OF NON-TRADITIONAL WORKERS WORLDWIDE WILL REACH 1.3 BILLION
- ▶ PROJECTIONS ARE THAT IN U.S. INDEPENDENT ENTREPRENEURS MAY GROW BY 65 MILLION AND COULD BECOME A MAJORITY OF THE WORKFORCE BY 2020
- ▶ IN 16 ORGANIZATION FOR ECONOMIC CO-OPERATIVE AND DEVELOPMENT COUNTRIES, MORE THAN 90% OF BUSINESSES HAVE FEWER THAN 10 EMPLOYEES



ENTREPRENEURIAL SPIRIT

- > Dissatisfied with existing condition
- > Inspired
- > To take action
- > Creative
- > Courageous
- > Resilient / fortitude



ENTREPRENEUR
INTRAPRENEUR
SOCIAL
ENTREPRENEUR
POLICY ENTREPRENEUR

SOCIAL ENTREPRENEURSHIP

- ▶ CAPITALISM THAT SERVES HUMANITY'S MOST PRESSING NEEDS
- ▶ IDENTIFY AND SOLVE SOCIAL PROBLEMS ON A LARGE SCALE
- ▶ CHANGE AGENTS FOR SOCIETY

What is SOCIAL ENTREPRENEURSHIP?

[HTTP://WWW.PBS.ORG/OPB/
THE NEW HEROES/WHATIS/](http://www.pbs.org/opb/thenewheroes/whatis/)

POLICY ENTREPRENEURSHIP

- ▶ SEEK TO INITIATE PUBLIC POLICY CHANGE
- ▶ INNOVATIVE PUBLIC POLICY

Carolyn Tuohy: Shaping policy - institutional entrepreneurs (5:25)



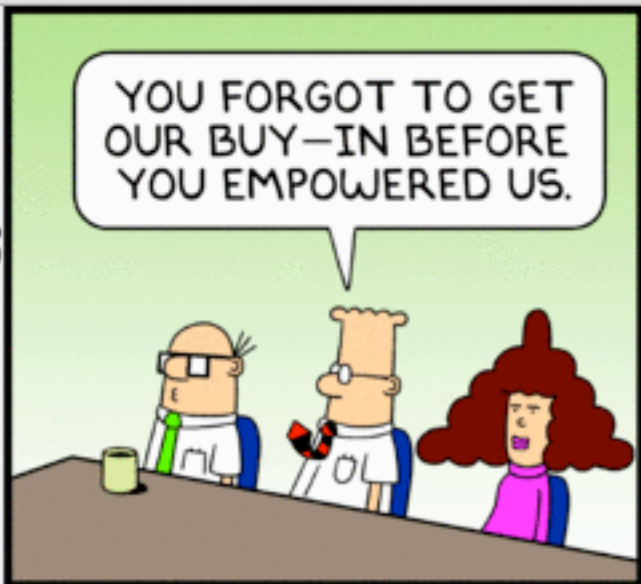
INTRAPRENEUR

- ▶ **EMPLOYEE**
- ▶ **RESPONSIBLE FOR TURNING AN IDEA INTO A FINISHED PRODUCT**
- ▶ **BEHAVE AS THEY WOULD AS AN INDIVIDUAL ENTREPRENEUR OUTSIDE THE CORPORATION**
- ▶ **CORPORATE INITIATIVE OR INDIVIDUAL INITIATIVE**

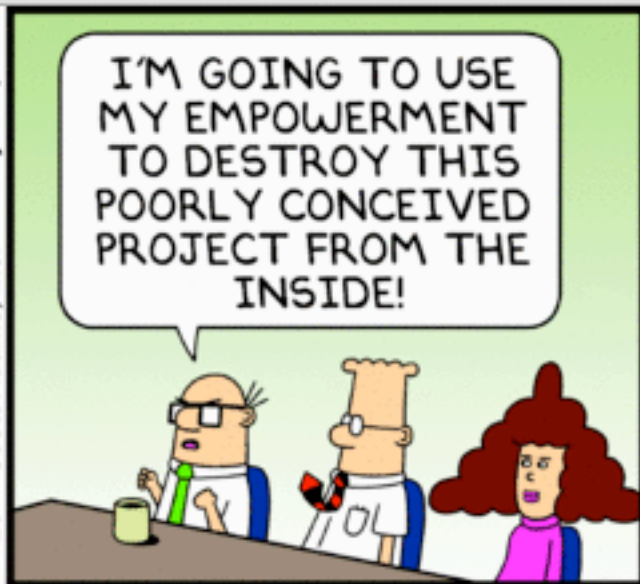




DilbertCartoonist@gmail.com



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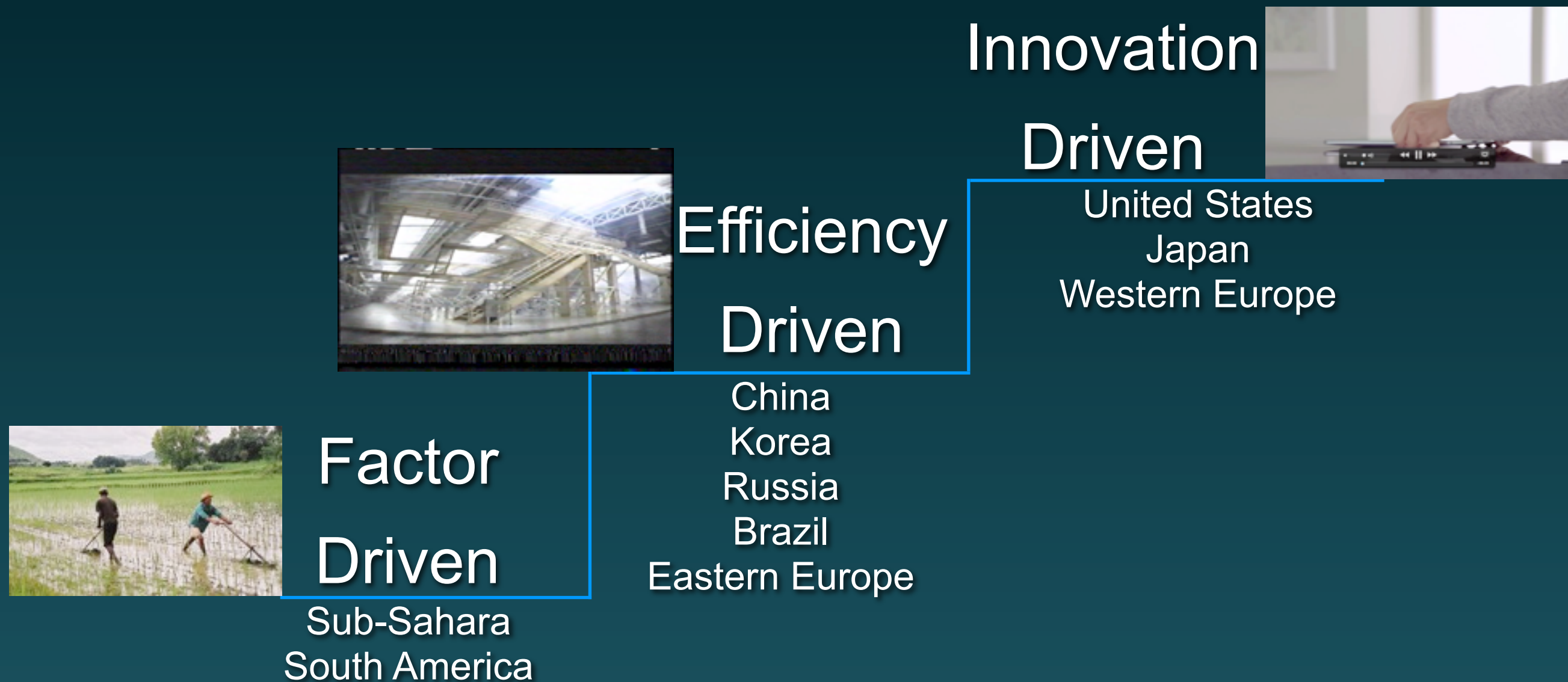


www.dilbert.com
12-19-10



ENTREPRENEURSHIP

Necessity vs Opportunity



Global Entrepreneurship Monitor

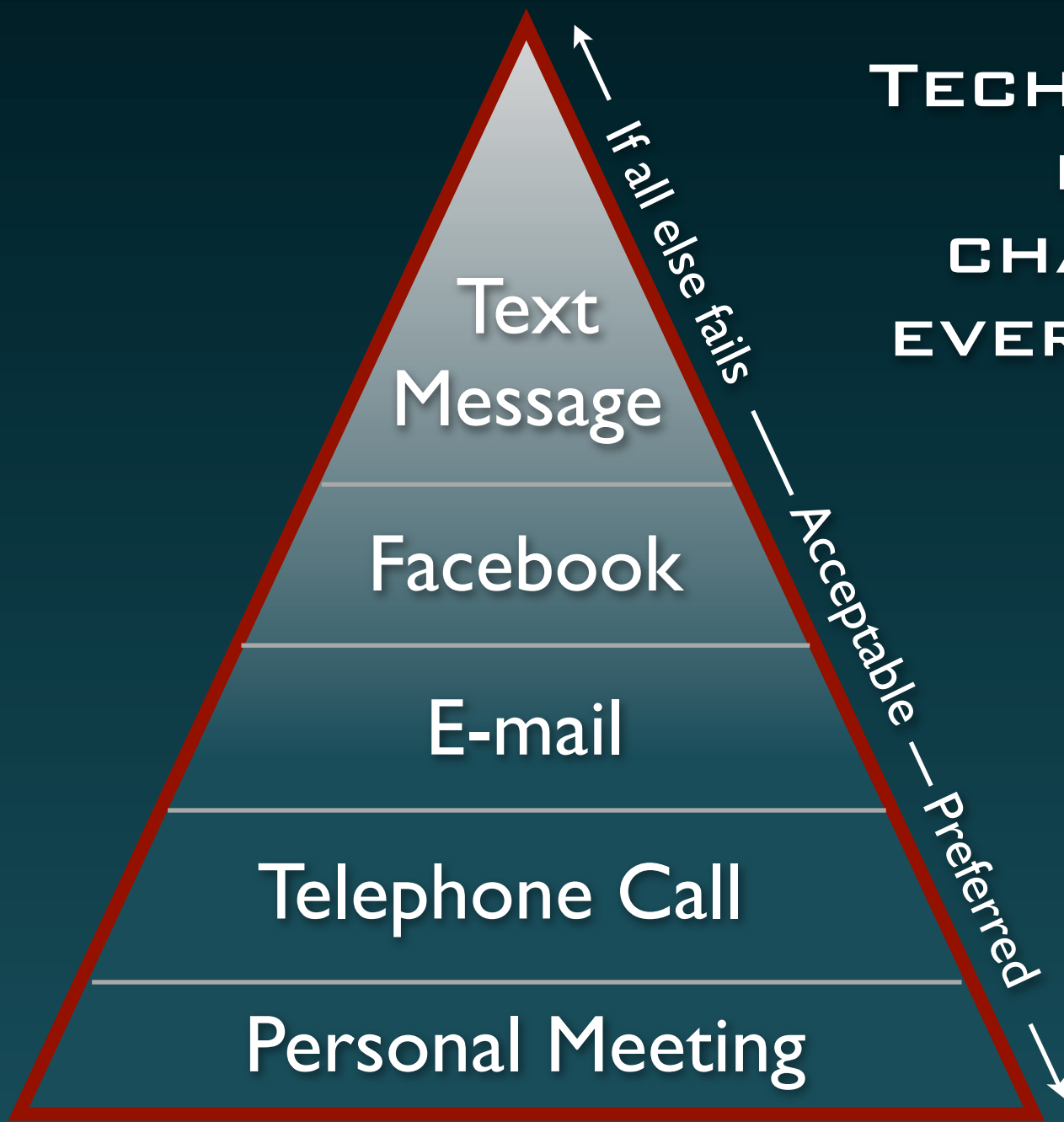
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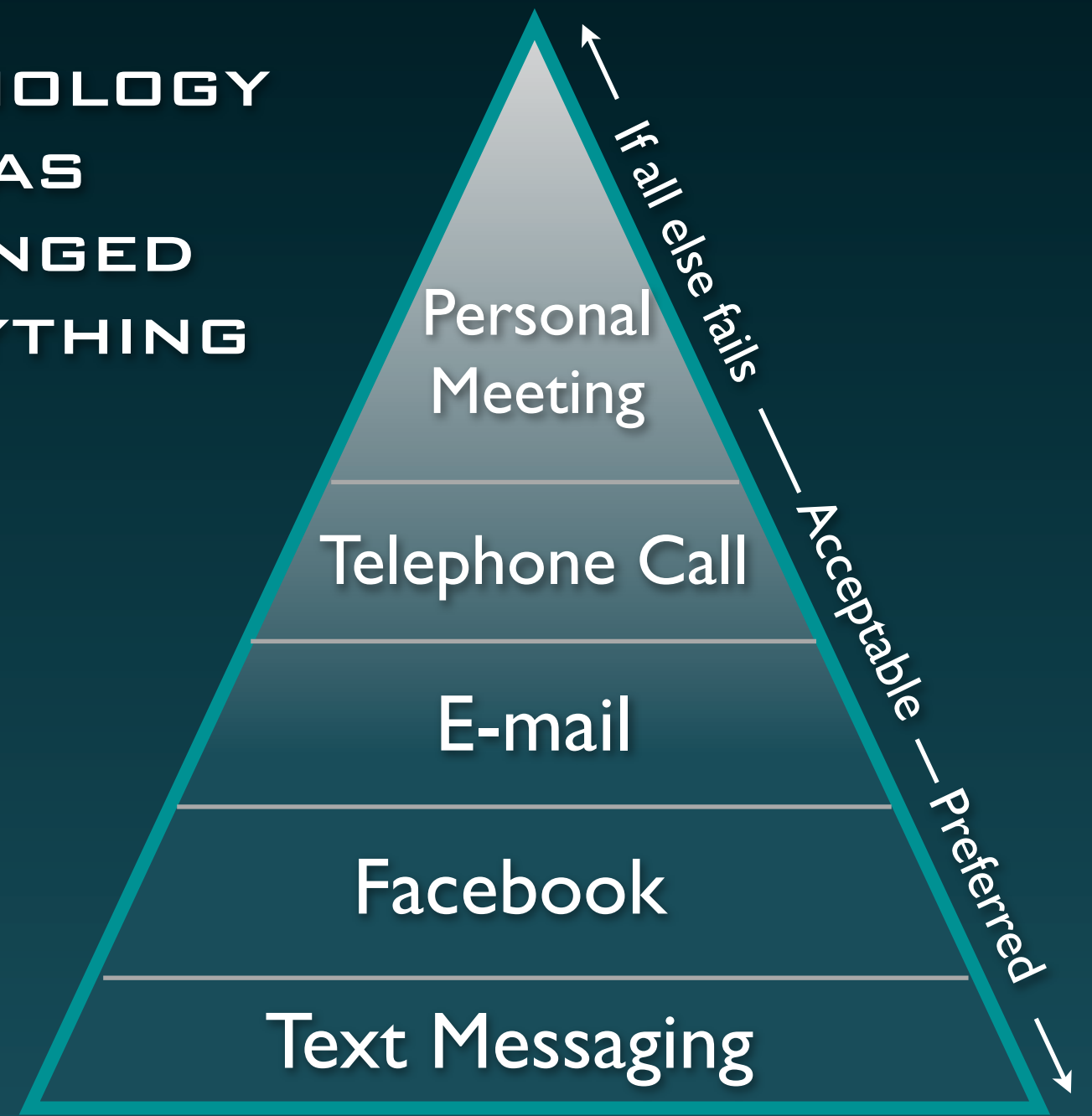
DISCONNECTED

HIERARCHY OF COMMUNICATION

TECHNOLOGY
HAS
CHANGED
EVERYTHING

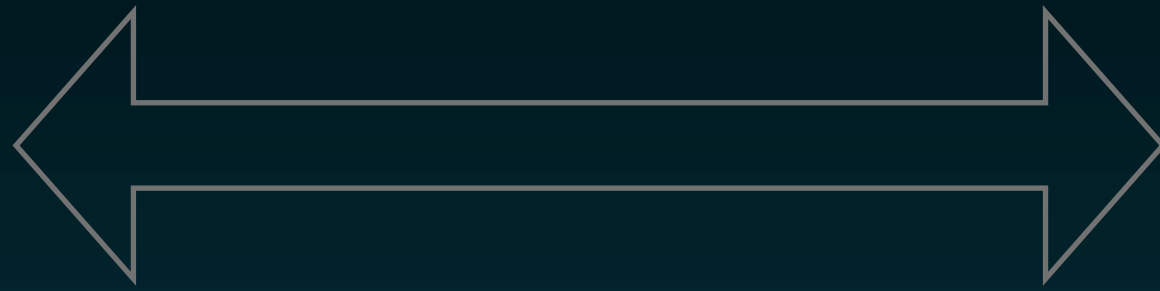
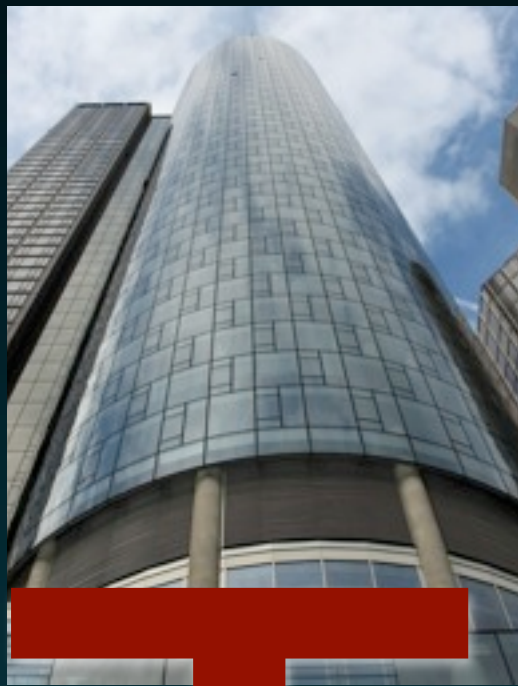


Born before 1980



Born after 1980

ERIC CHESTER (2012)



TRIBE



HUMAN NETWORK



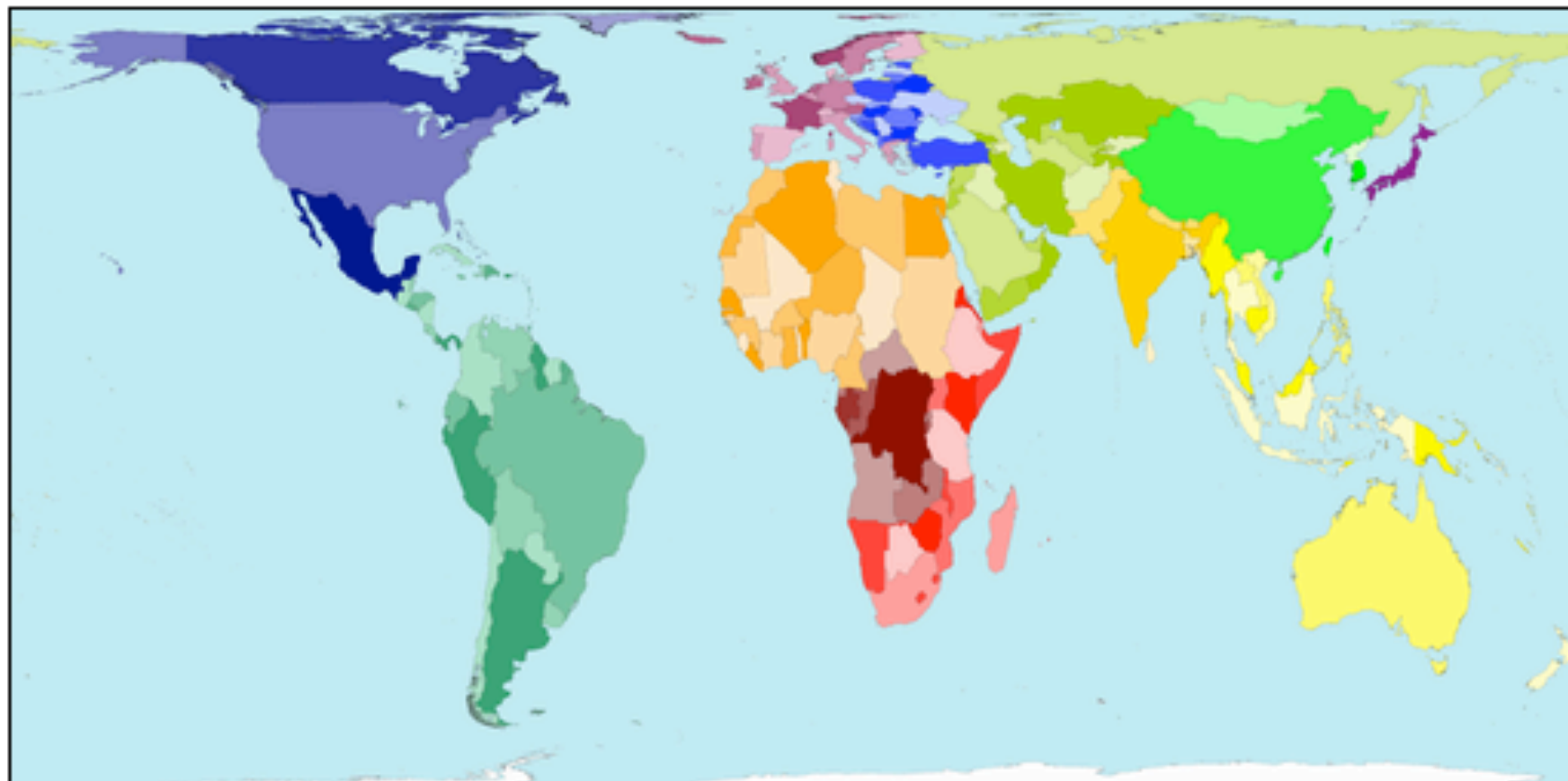
**WHY IS
INNOVATION
AND
CREATIVITY
SO IMPORTANT?**

WORLDMAPPER *The world as you've never seen it before*

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Land Area

Map No. 1

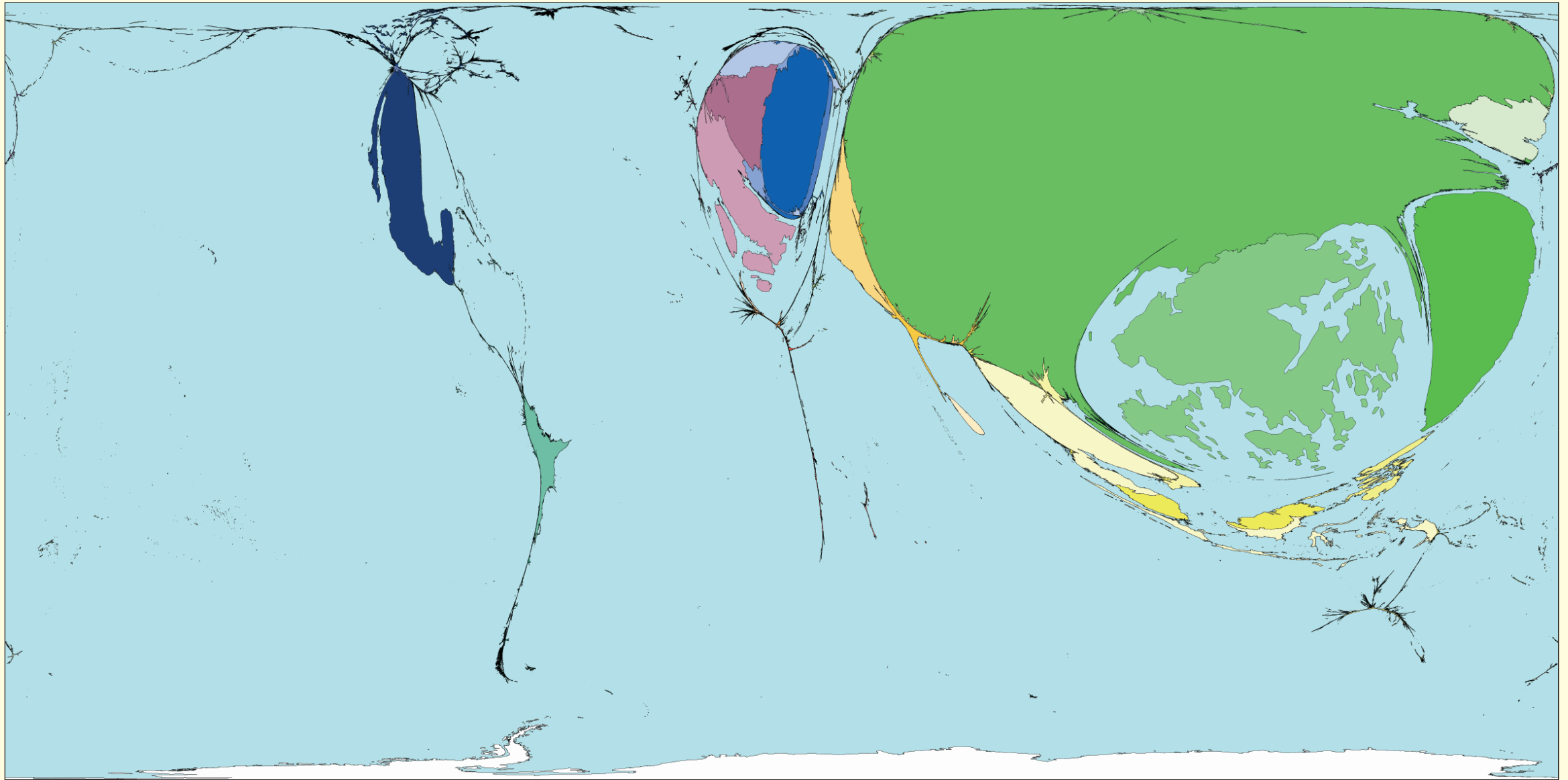
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The land area of the world is 13,056 million hectares.

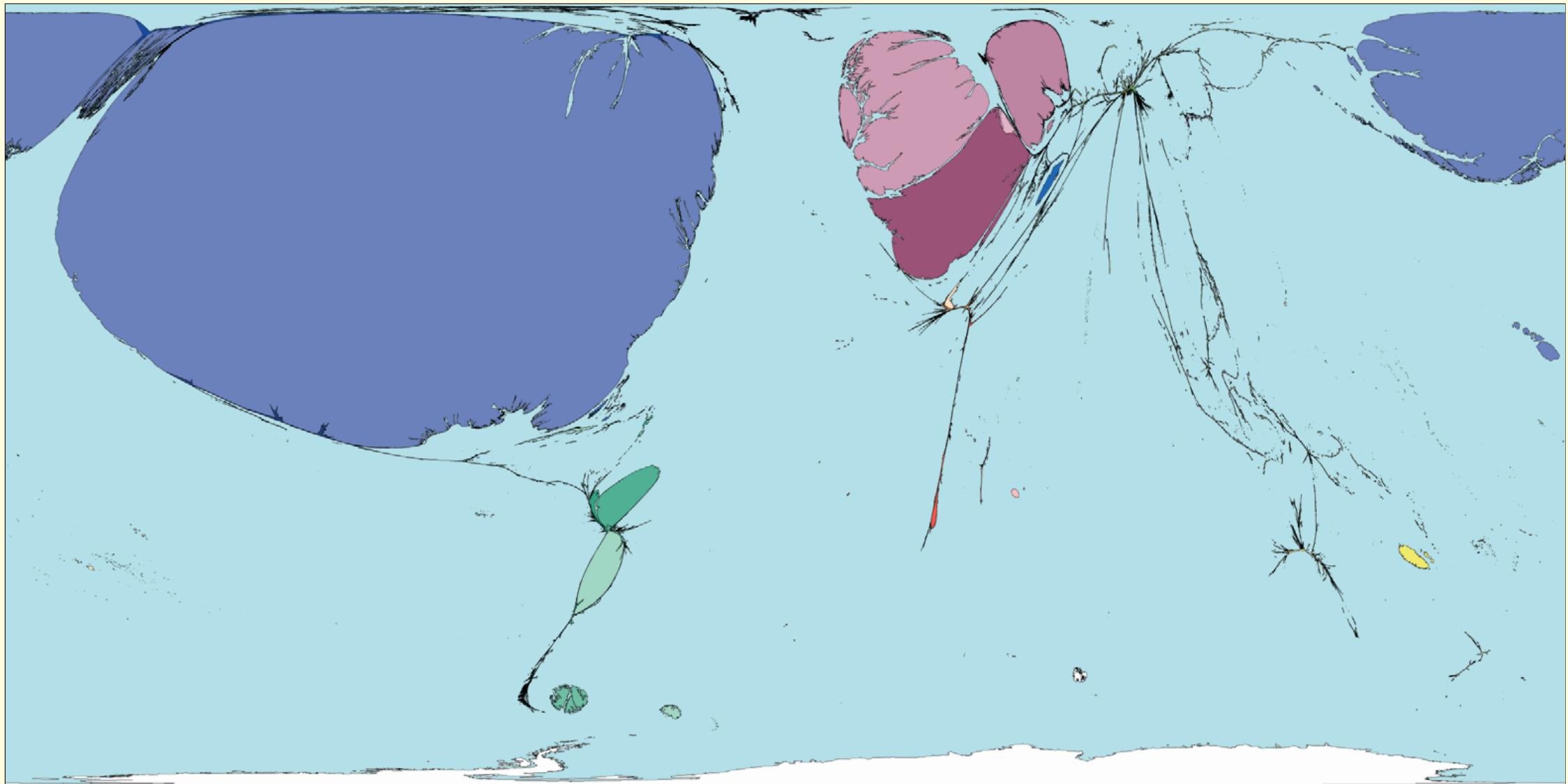
The total land area of the world is 13,056 million hectares. This would be 2.1 hectares per person if the world population is 6 billion. One hectare is 100 ares.

However, population density is not the same everywhere. Australia's land area is 7.7 million hectares, which is 100 times bigger than Japan's, but Japan's population is 125 million, which is 100 times bigger than Australia's.

Toy Exports



Royalties and License Fee Exports



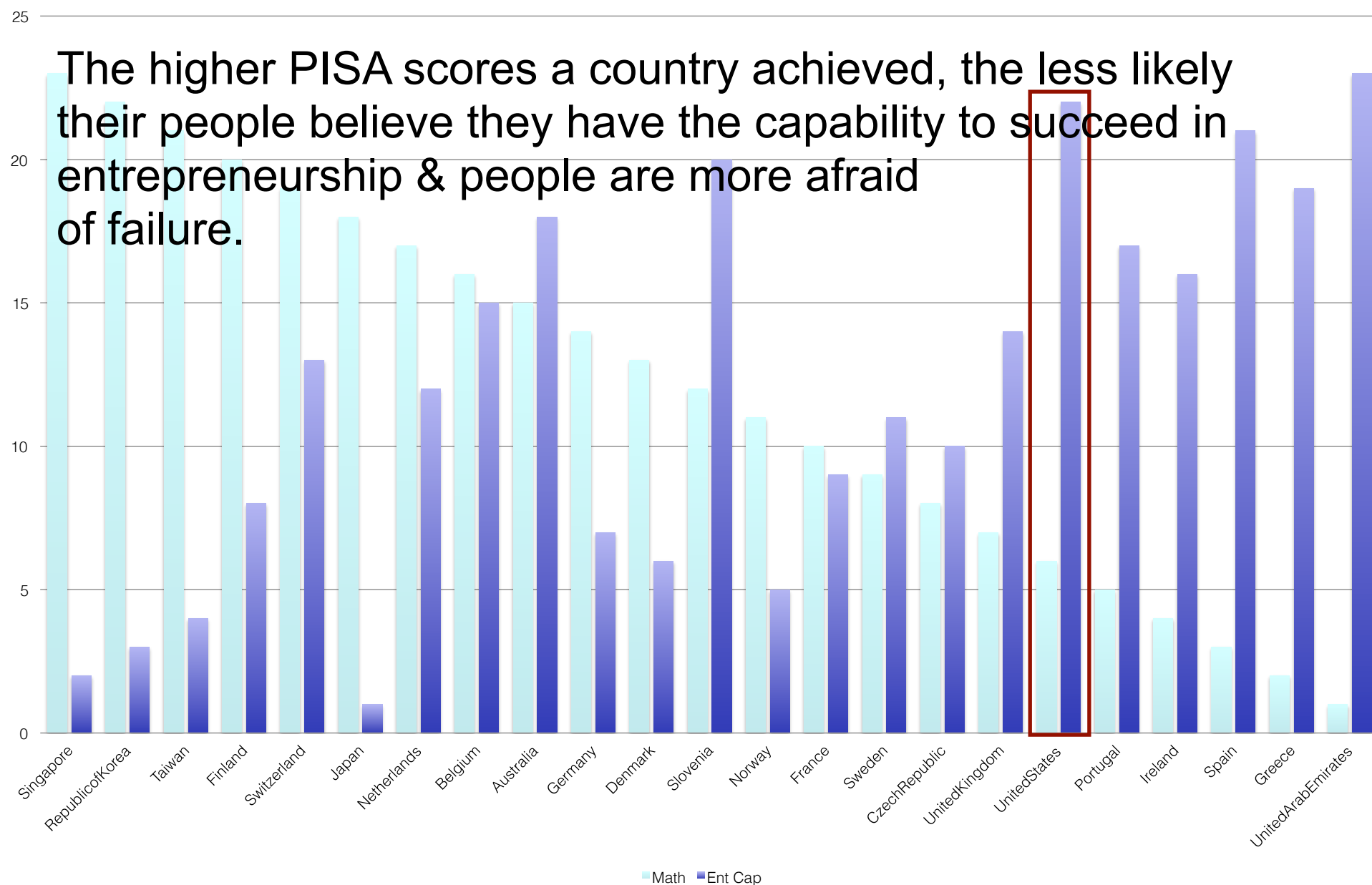
Creativity Requires...

- 👁 Self-assurance
- 👁 Self-respect
- 👁 Confidence
- 👁 Ability to take risks
- 👁 Breaking generally accepted rules
- 👁 Experimentation and exploration
- 👁 Environment that recognizes learning from mistakes
- 👁 Allows for recovery from failures

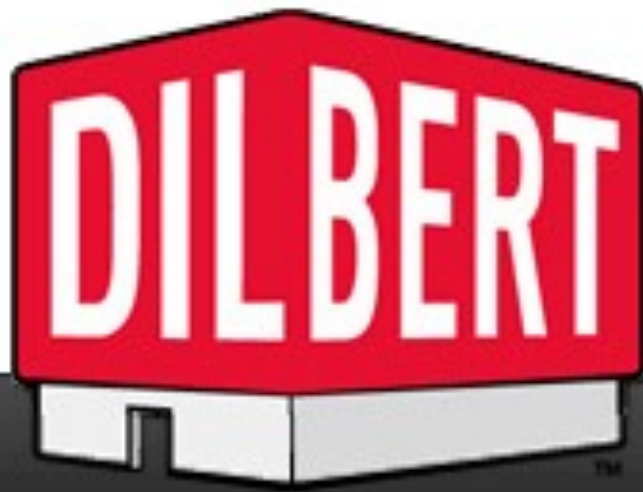


Sir Ken Robinson
TED

Ranking by 2009 PISA Math and 2011 Perceived Entrepreneurship Capabilities



Inverse relationship between standardized test scores and entrepreneurial capacity



by
**SCOTT
ADAMS**

STRIPS

MASHUPS

ANIMATION

THE *Scott Adams*

BLOG



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Educating B Students

Feb 7, 2011 [General Nonsense](#) | [Notify](#)

I understand why top students - the A+ types - learn physics and calculus. I get why they study classic literature and the details of history. The kids in this brainy group are the future professors, scientists, and engineers who will propel civilization forward.

But why do we make the B students sit through these same classes? That's like trying to teach a walrus to tap dance. It's a complete waste of time and money. And most students fall into that middle category. I assume this ridiculous educational system is a legacy from a day when generic mental training was good enough for just about any job.

In our modern world, would it make more sense to teach B students something useful, such as entrepreneurship?

Product Oriented Learning

Problem-based learning

- ▶ Challenging open-ended problems with no “right answer”
- ▶ Students act as self-directed investigators in a collaborative problem-solving process
- ▶ A solution is agreed upon
- ▶ Teachers act as facilitators promoting inquiry

How do we
know learning
is happening?

Authentic
Audience

Academic Model	Emphasis on Academic Content	Teacher Led Single Classroom
Mixed Model	Emphasis on Product but Academic Focus	Teacher/ Student Collaboration Single or Multiple Classrooms & Community
Entrepreneurial Model	Emphasis on Products	Student-led School & Community

Royalties and License Fee Exports



FROM ACCIDENT
TO
DESIGN

TRANSFORMING
WHAT WE DO

~~RACE TO THE ...~~

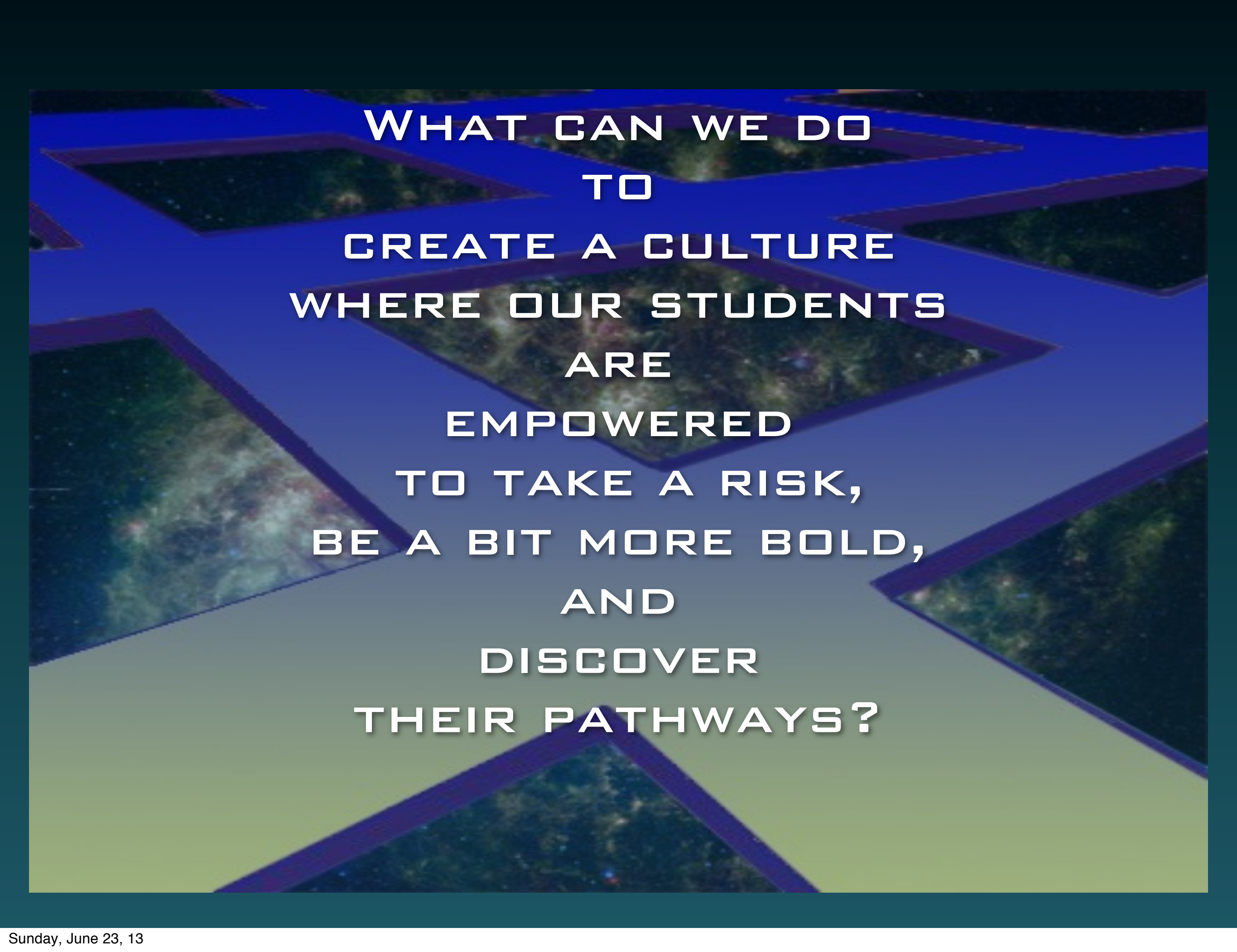
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O PPORTUNITY

P URSUIT OF PASSION

MORE ON THIS IN
PART 2





WHAT CAN WE DO
TO
CREATE A CULTURE
WHERE OUR STUDENTS
ARE
EMPOWERED
TO TAKE A RISK,
BE A BIT MORE BOLD,
AND
DISCOVER
THEIR PATHWAYS?

Something Unknown

Performed

by

Brady Sanders

Let Dance Empower You

