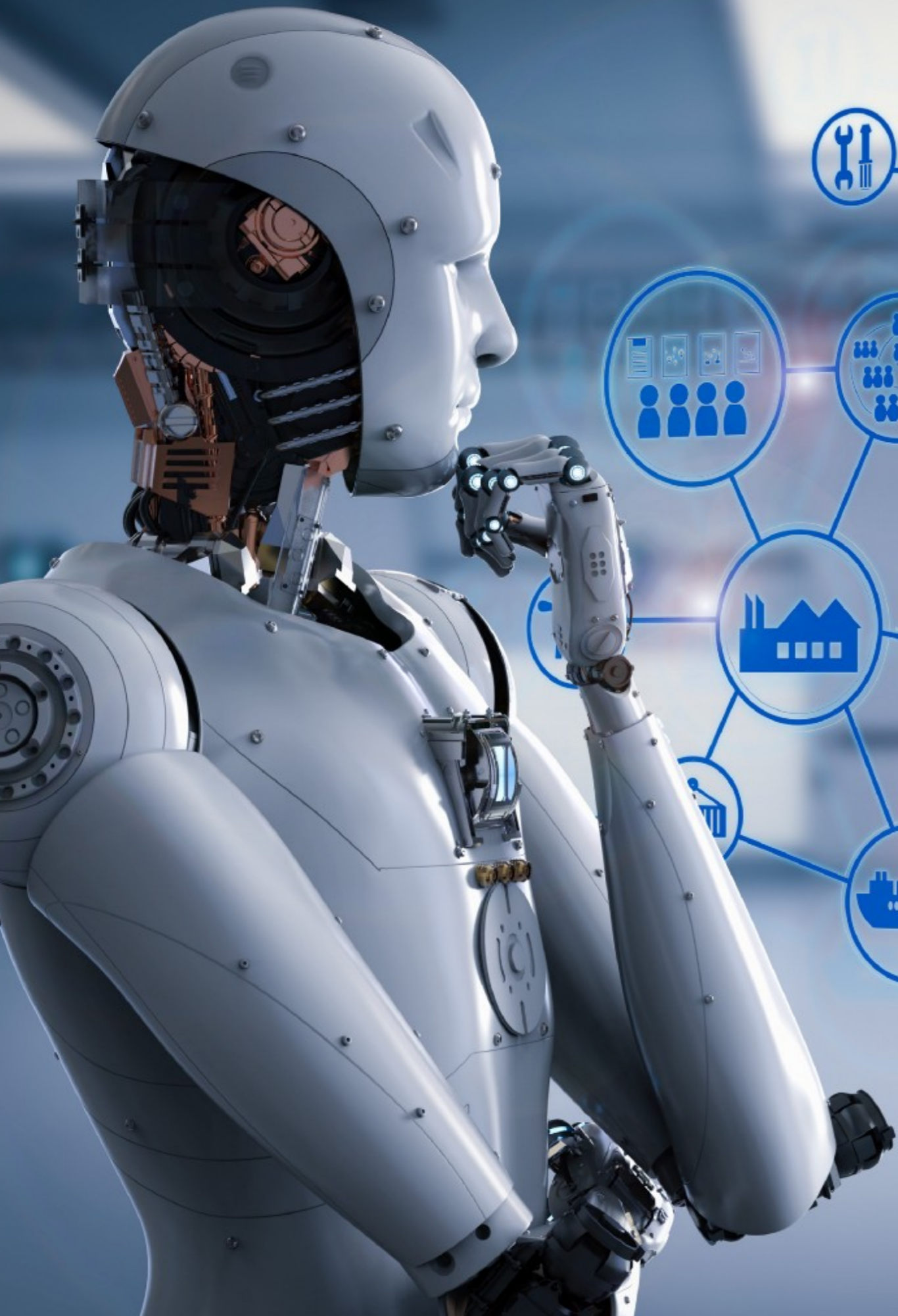


Entrepreneurial Learning Environments

Why Building an Entrepreneurial Culture On Your
Campus Is the Key to Student and Staff Engagement

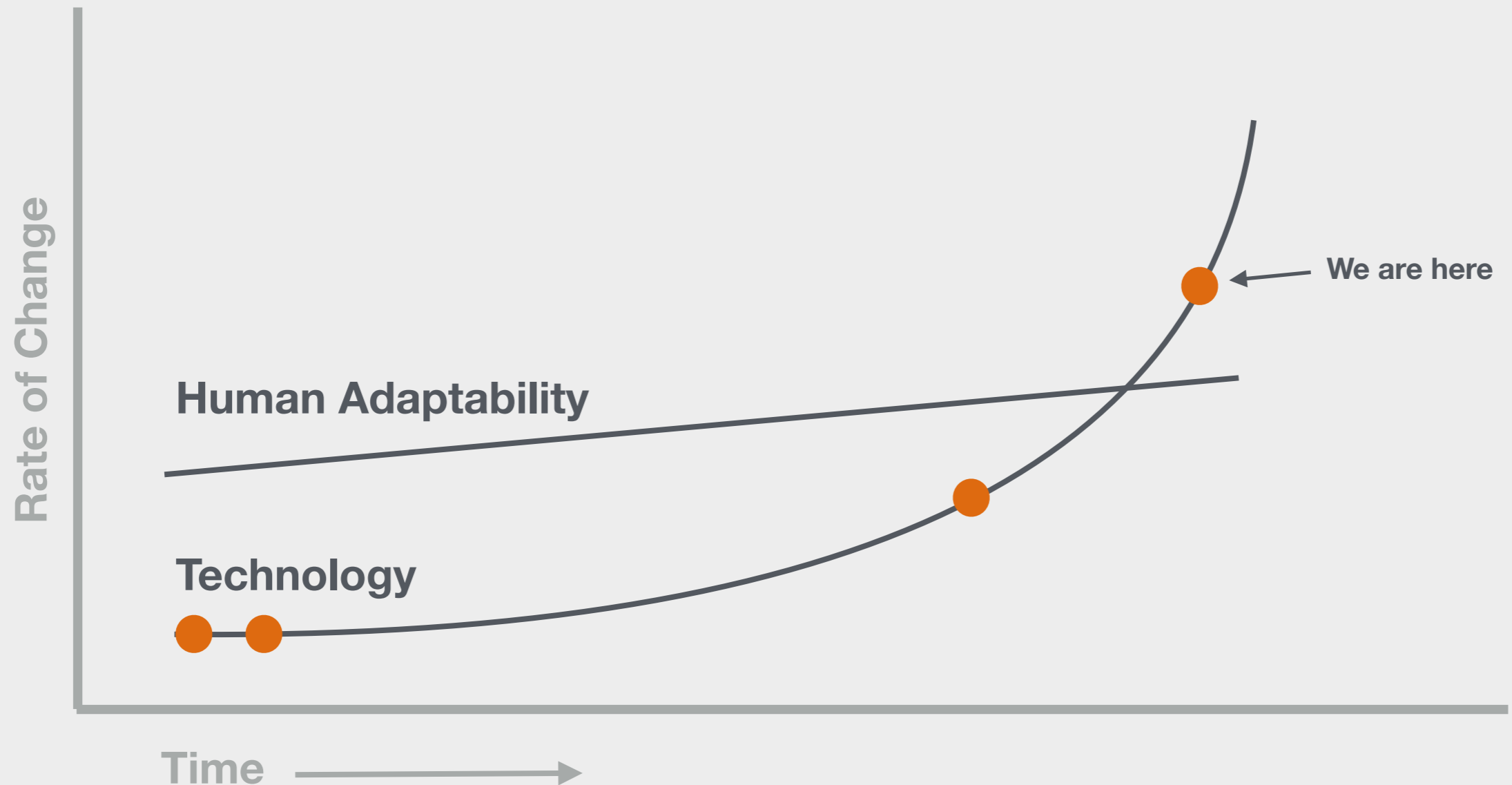
Gary Schoeniger

@gschoeniger



The world has
changed in
ways that
now require
everyone to
think like an
entrepreneur.

Astro Teller's Graph





Entrepreneurial activity is essential to creating vibrant, equitable, and sustainable organizations, communities, and society as a whole.



**The
attitudes
and skills
the world
now
demands**



Fundamental attribution error:

the tendency to over-emphasize personality-based explanations for behaviors observed in others while under-emphasizing social, environmental, and situational factors.

The Person and the Situation

Three Things

- ✓ Redefine Entrepreneurship
- ✓ Motivation and Goal Pursuits
- ✓ Entrepreneurial Learning

Three Things

- ✓ **Redefine Entrepreneurship**
- ✓ Motivation and Goal Pursuits
- ✓ Entrepreneurial Learning



**Our ability
to embrace an
entrepreneurial
mindset is limited
by the ways in which
we define it.**

ENTREPRENEURSHIP:

the ability to identify, evaluate, and
actualize opportunities to create value
for others.

Entrepreneurial Mindset



“It is my responsibility to figure out how to make myself **useful to others**, and by doing so, I can empower myself.”

Three Things

- ✓ Redefine Entrepreneurship
- ✓ **Motivation and Goal Pursuits**
- ✓ Entrepreneurial Learning

Start with Why:

The Power of a Compelling Goal



- ✓ **Autonomy**
- ✓ **Competency**
- ✓ **Relatedness**

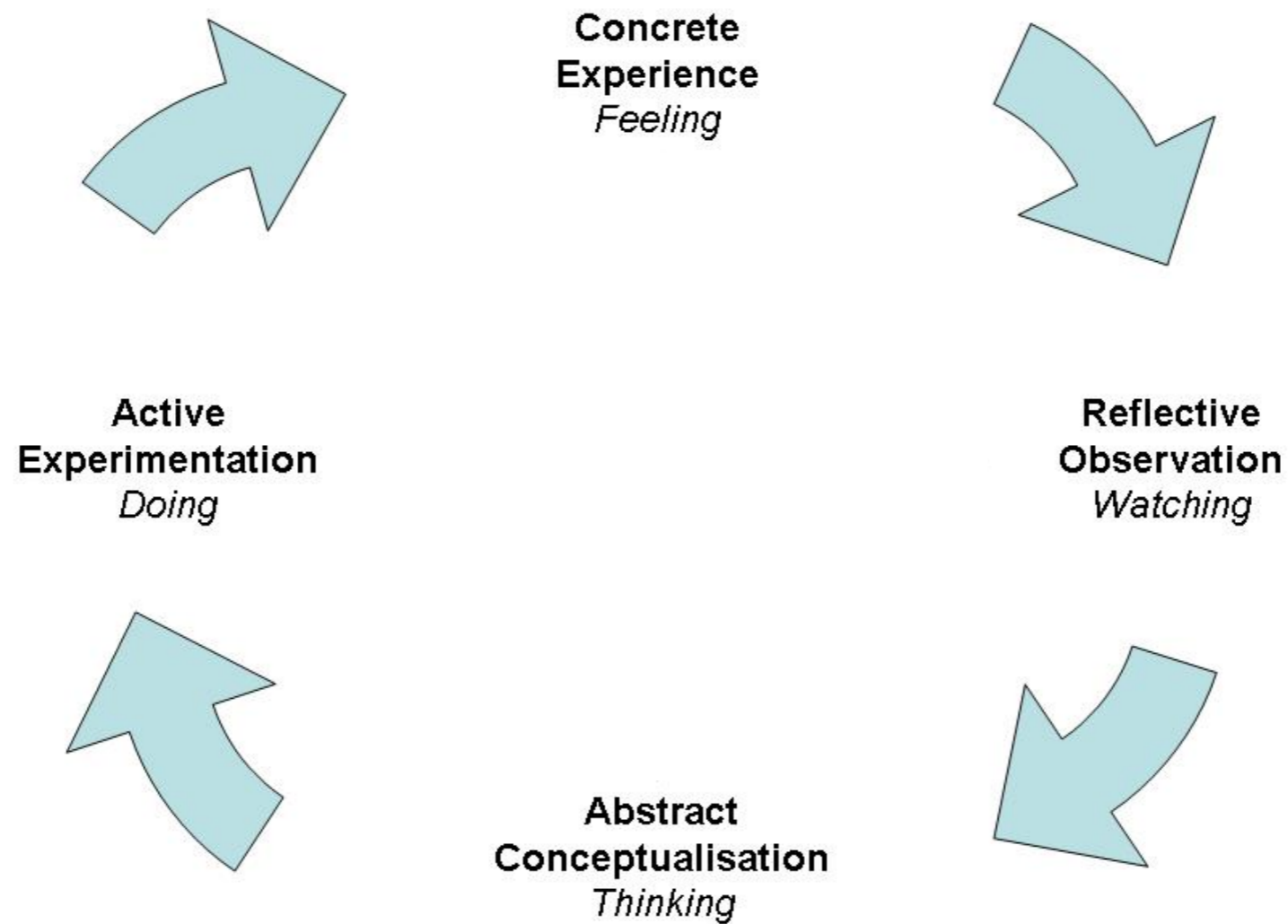
Three Things

- ✓ Redefine Entrepreneurship
- ✓ Motivation and Goal Pursuits
- ✓ **Entrepreneurial Learning**

Entrepreneurial Learning

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

Experiential Learning



Source: Kolb, et al

Problem-Based Learning

- ✓ Student Centered
- ✓ Occurs in Small Groups
- ✓ Teacher as Facilitator
- ✓ Problems are Introduced Early
- ✓ Problems Stimulate Problem-Solving Skills
- ✓ New Knowledge is Obtained

Ill-Structured Problems

- ✓ Do Not Provide the “Right” Answer
- ✓ Open-Ended & Complex
- ✓ Mirrors Real-World
- ✓ Requires Collaboration
- ✓ Evolves with New Information
- ✓ Spark Interest/Controversy
- ✓ Engages Questions

Peer-Peer Learning

Increases knowledge retention by turning passive, note-taking students into *active, de facto teachers* who explain their ideas to each other.

Source: Lasry, Mazur, & Watkins, 2008

Self-Directed Learning

DEPENDENT

INDEPENDENT



Source: Gerald Grow

Implicit Learning

- Robust
- Age independent
- Low variability
- IQ independent
- Commonality

Tacit Knowledge

**“We can know more
than we can tell.”**



m̄n(d)-set, *n*

*The **underlying** beliefs and tacit assumptions that drive our behavior.*

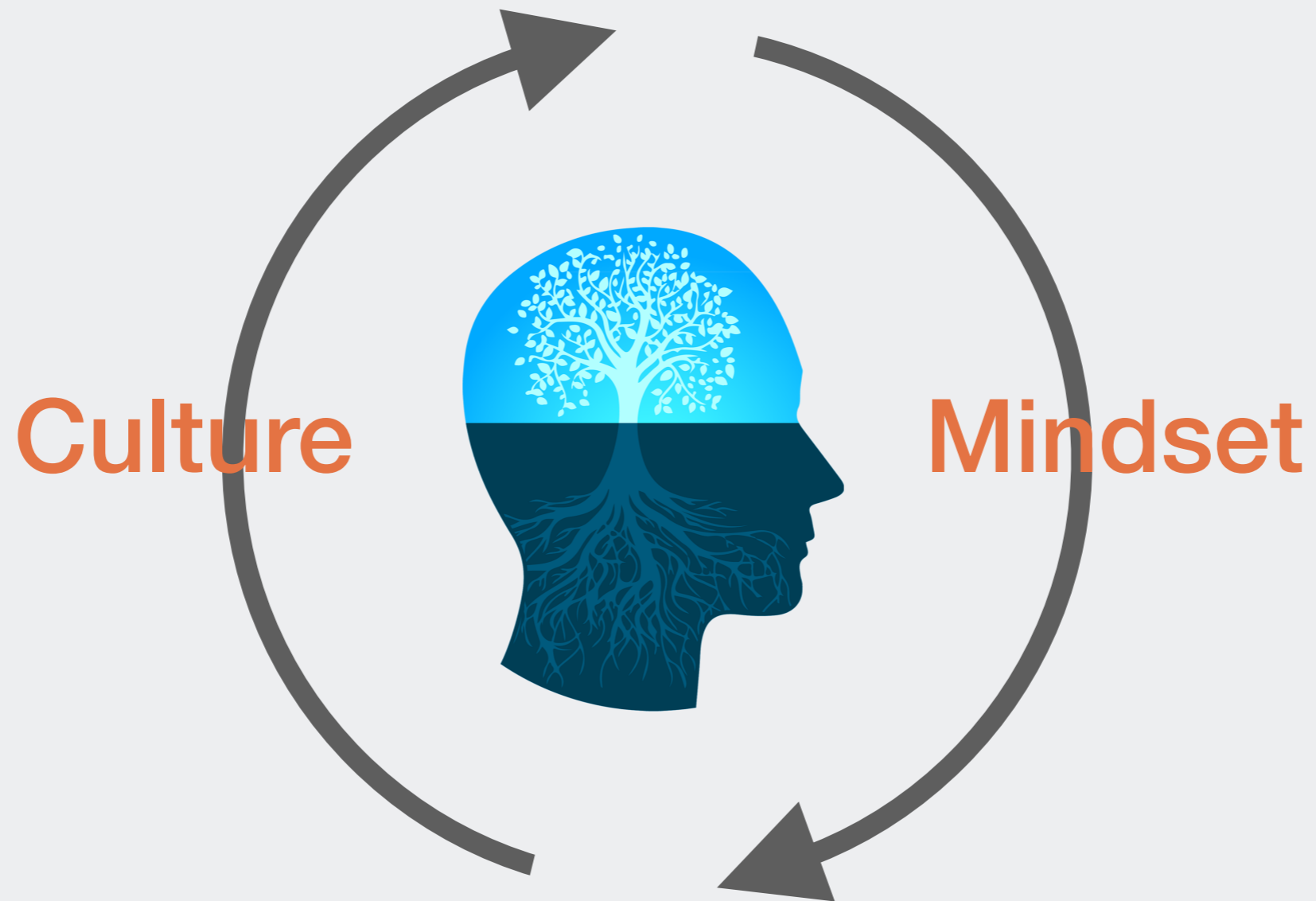
Culture:

A pattern of **shared basic assumptions** learned by a group as it solved its problems of **external adaptation** and **internal integration** that has worked well enough to be considered valid, and therefore be taught to new members as the **correct way to perceive, think, and feel** in relation to those problems.

Mindset:

A pattern of **basic assumptions** learned by an individual as he/she solved problems of **external adaptation** and **internal integration** that has worked well enough to be considered valid, and therefore assumed to be the **correct way to perceive, think, and feel** in relation to those problems.

Adapted from Edgar Schein



Adapted from Edgar Schein



Let's stop asking students what they want to be 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

The Entrepreneurial Learning Initiative



ENTREPRENEURIAL MINDSET

- Education Programs
- Teacher Training
- Professional Development

elimindset.com

Entrepreneurial Mindset

FACILITATOR CERTIFICATION

November 11–13, 2019

Bethlehem, Pennsylvania



the
entrepreneurial
learning initiative