

# The Development of Changemakers: Activities to Cultivate an Entrepreneurship Mindset

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## Overview:

As an educator and social entrepreneur, the researcher's goal is to develop Wisconsin's next changemakers. Incorporating the Lean Launchpad (Blank et al, 2017), an evidence-based entrepreneurship education model using the Lean Startup process (Lean Startup, 2017), is an integral component of current entrepreneurship education. Lean Startup uses the scientific method for business development: discover a problem, make assumptions, test, evaluate, prototype, pivot or persevere. This Lean Startup process uses the High Impact Practices of collaborative learning, undergraduate research, and community-based learning (AACU, 2017) through entrepreneurship coursework. Millennials have reported connection to local causes through work and this creates a ripple effect (Deloitte, 2017), impacting local, small-scaled change.

For these courses, the researcher has created and assigned activities, the Mindful Entrepreneurial Training for Action (META) Entrepreneurial Mindset Portfolio, that force a student out of his or her comfort zone. These activities are connected to curriculum. Based on anecdotal data from previous semesters, students report in their reflection assignments and course evaluations about the benefits of completing these activities, believing that they provide both learning lessons about entrepreneurship and personal development. In addition, the researcher has seen first-hand the transformative power of these exercises through increased self-confidence, improved communication, greater collaboration in teams, and the development of skills that help cultivate innovation.

While there is some debate about what qualities produce a successful entrepreneur, entrepreneurship educators often use the work of the Network for Teaching Entrepreneurship (NFTE). The NFTE organization defines the entrepreneurial mindset as the set of attitudes, skills and behaviors that students need to succeed academically, personally, and professionally (NFTE, 2017). These recognized entrepreneurial qualities include: initiative and self-reliance, flexibility and adaptability, communication and collaboration, creativity and innovation, critical thinking and problem solving, future orientation, opportunity recognition, and comfort with risk (NFTE, 2017). The Entrepreneurship Mindset Portfolio encompasses these NFTE outcomes through assigned activities with assessments.



### META Mindset Activities

Six Habits of Empathy	Rejection Therapy
Empathy Wallet	Failure Parade
Head, Heart, Hustle	Lean Launchpad
Monotasking	
Grit and Growth Mindset	\$2 Challenge
TED Talk project	Failure Resume
	Habit Tracking and Stacking
Odyssey Planning	Low Information Diet
Prototyping Conversations	Moby Dick
Pitch Deck	Prototype Your Life

Corresponding Courses- based on historical offerings since 2013  
ENTRP 2010 - The Social Context of Creativity, Innovation, and Entrepreneurship (fulfills Social Science Gen Ed)  
ENTRP 2020- Startup Launchpad  
ENTRP 3050 New Venture Planning  
ENTRP 3060- New Venture Operations

## Research Question:

Which Entrepreneurship Mindset Portfolio (EMP) activities are **most beneficial** to achieving student learning outcomes?

## Methodology:

In this mixed method study, the researcher will distribute a quantitative questionnaire in Spring 2019 to assess student learning outcomes through the **Student Assessment of their Learning Gains (SALG) survey**. The SALG asks students to assess and report on their own learning, and on the degree to which specific aspects of the course have contributed to that learning (SALG, 2018). Next, the researcher will examine other themes that come from the assignment by reviewing reflection assessments connected to the assignment.

## Output:

This data will help inform the development of a mobile application that can impact learning and economic development through the development of entrepreneurially minded students that will innovate change in Wisconsin communities. The researcher has recently submitted an IDR with WiSys Technology Foundation. Findings will be reported at the OPID Spring 2020 (SO)T&L Conference!

## References:

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