



# SOCIAL ENTREPRENEURSHIP

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Director of Entrepreneurship  
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Entrepreneurship

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# Background

- Accountant & Attorney
  - Faculty, Chair & Dean
  - President of Education Company
  - Board Chair of Nonprofit Organizations
  - Director & Faculty of Entrepreneurship
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# Agenda

- Why: The Need for Entrepreneurship
  - What: Redefining Entrepreneurship
  - How: Entrepreneurial Toolkit
-

# Takeaways

Notes:  
Three Nuggets

Action Item:  
What is one action you can take  
to encourage entrepreneurial  
behavior in your nonprofit?


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The world has changed  
in ways that now requires  
*everyone* to **think and act** like an  
entrepreneur.

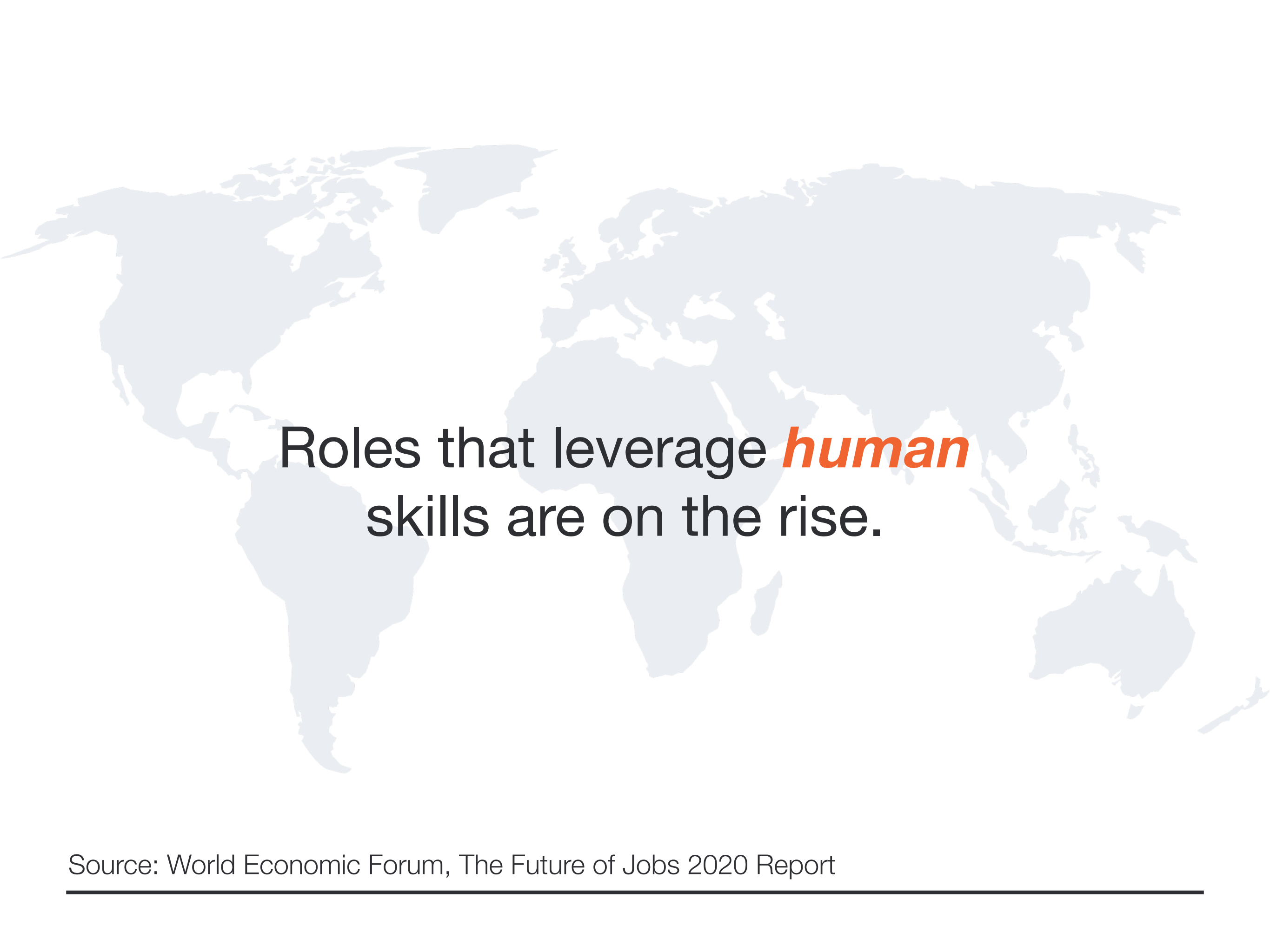
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# The New World of Work

- 
- Dynamic Work Environments
  - Technological Advancement
  - Changing Job Types
-




**50%** of employers  
are expected to accelerate the  
automation of roles in their  
company.



Roles that leverage *human*  
skills are on the rise.

# Human Skills



Managing  
Advising  
Reasoning  
Decision-Making  
Communicating  
Interacting  
Analytical Thinking  
Problem Solving  
Creativity



Entrepreneurship education is **essential for developing the human capital necessary for the society of the future.**

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Not everyone needs to become an entrepreneur to benefit from entrepreneurship education, but *all members of society need to be more entrepreneurial....*

**“Our ability to embrace entrepreneurship is limited by the ways we define it.”**



# Discussion Prompt



What comes to mind when you think of the word entrepreneurship?

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# High Growth Entrepreneurs

# Plan & Pitch

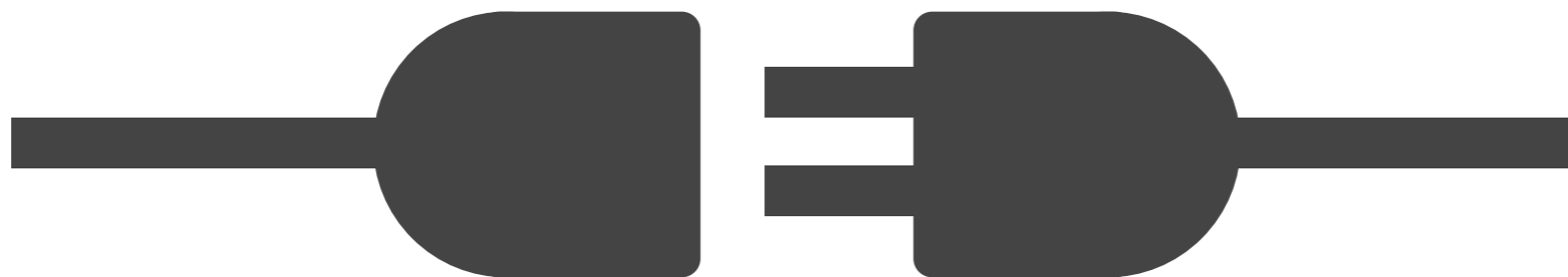



1. High growth potential ideas
2. Tech-centric
3. Develop a business plan
4. Conduct in-depth market research
5. Five year financial projections
6. Seek venture capital investment



# Small Business Management

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Entrepreneurship is more than traditional business creation; it's a *mindset*, a framework for thinking and acting.

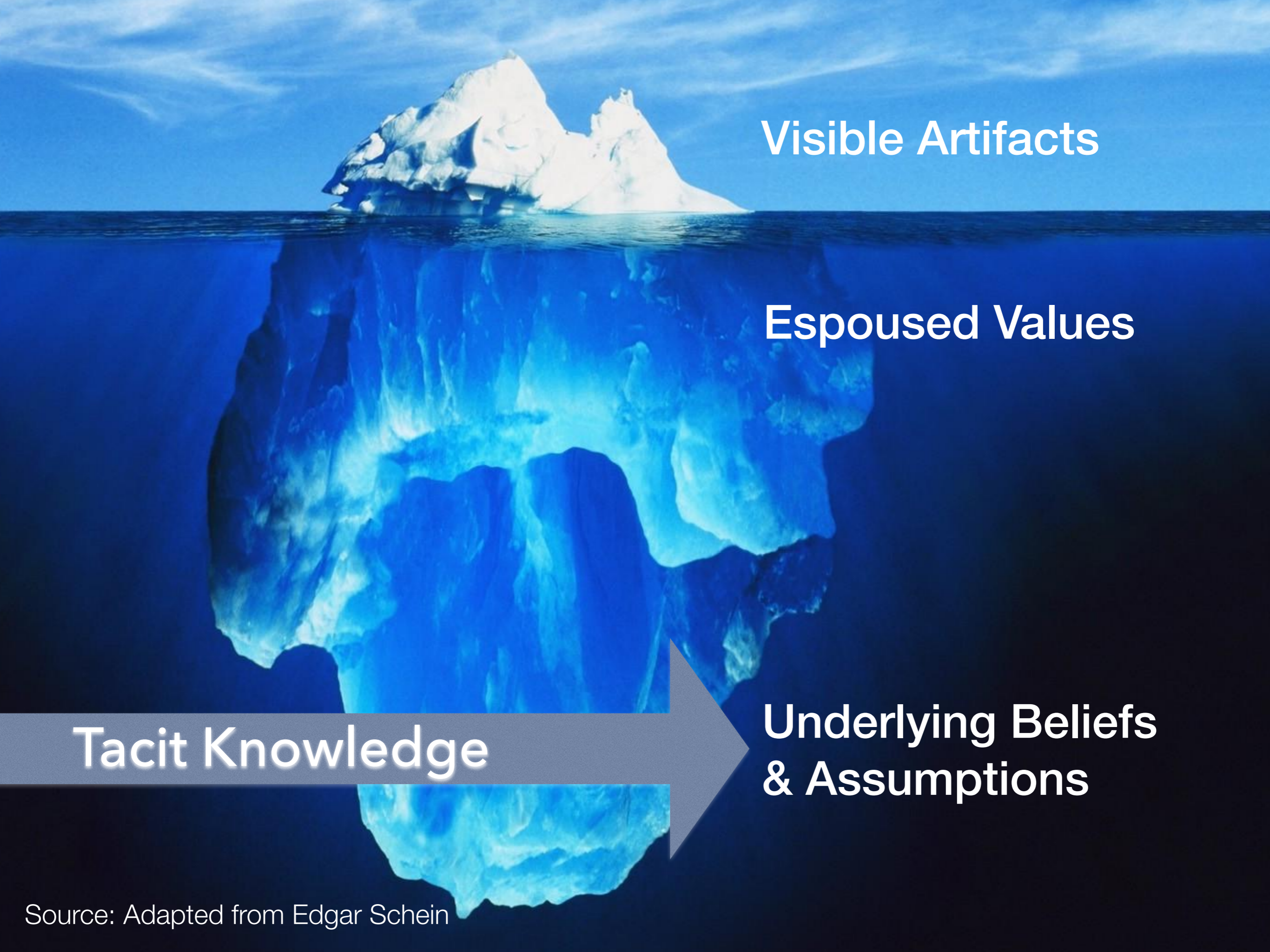
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$m\bar{i}n(d)$ -set,  $n$

*the **underlying** beliefs and assumptions that influence behavior*

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**Visible Artifacts**

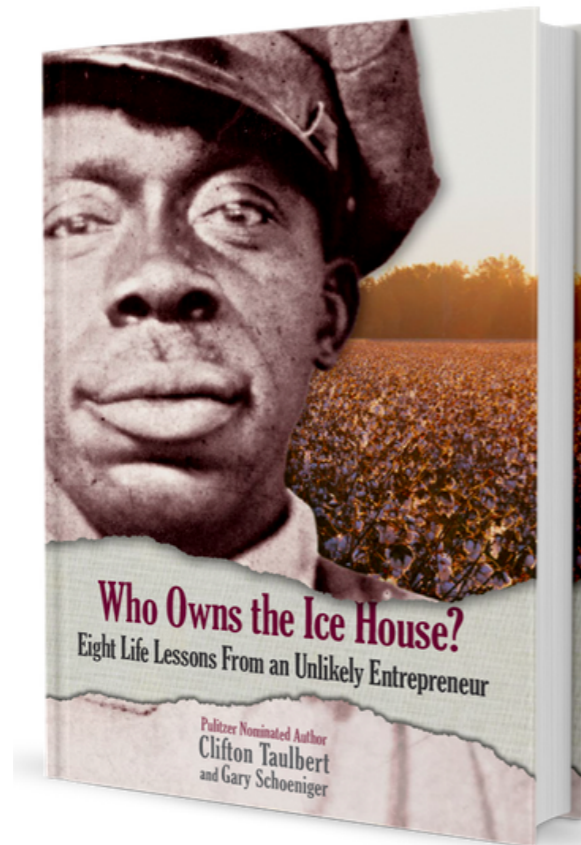
**Espoused Values**

**Underlying Beliefs  
& Assumptions**

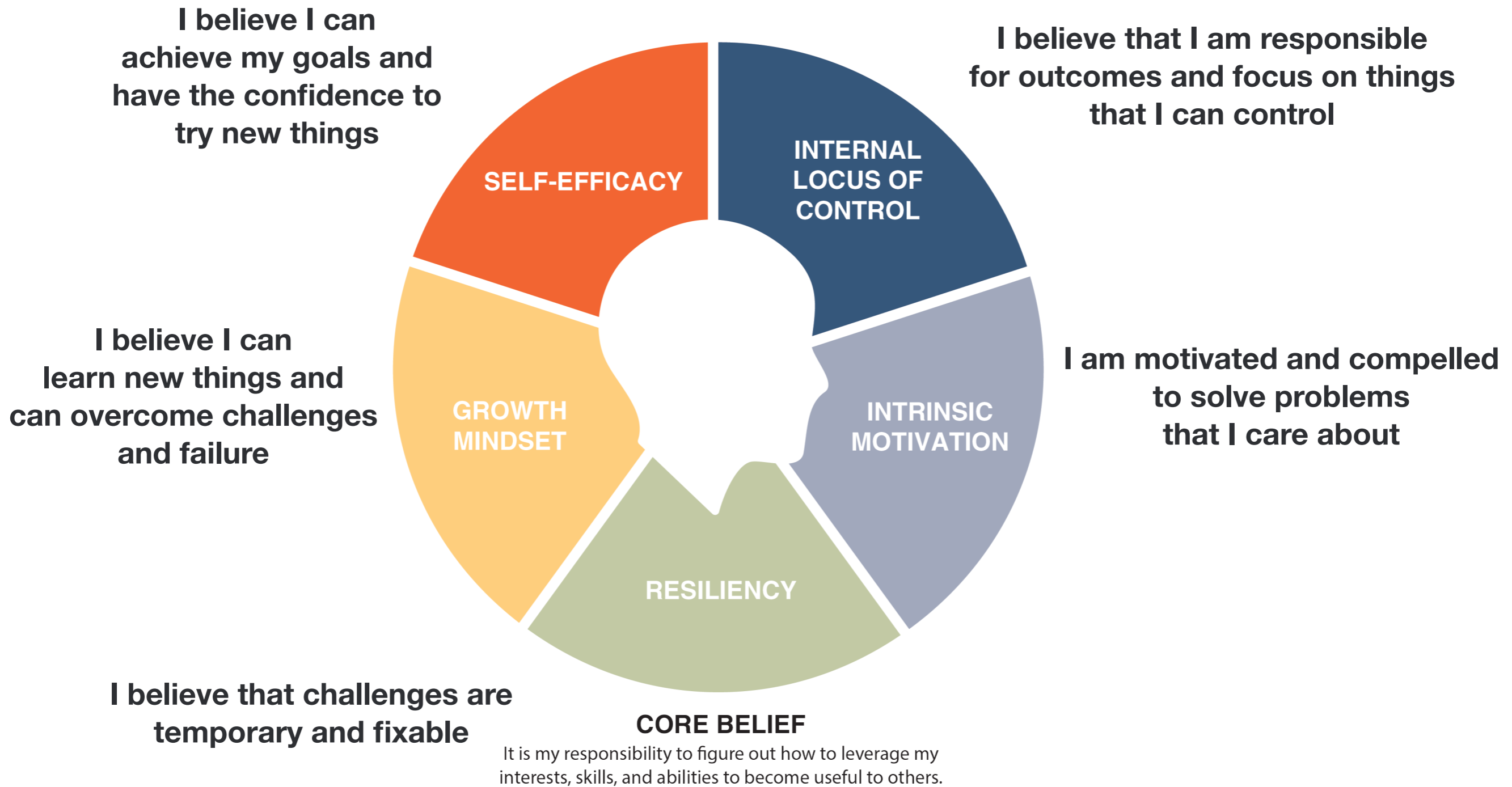
**Tacit Knowledge**

# Real World Entrepreneurs





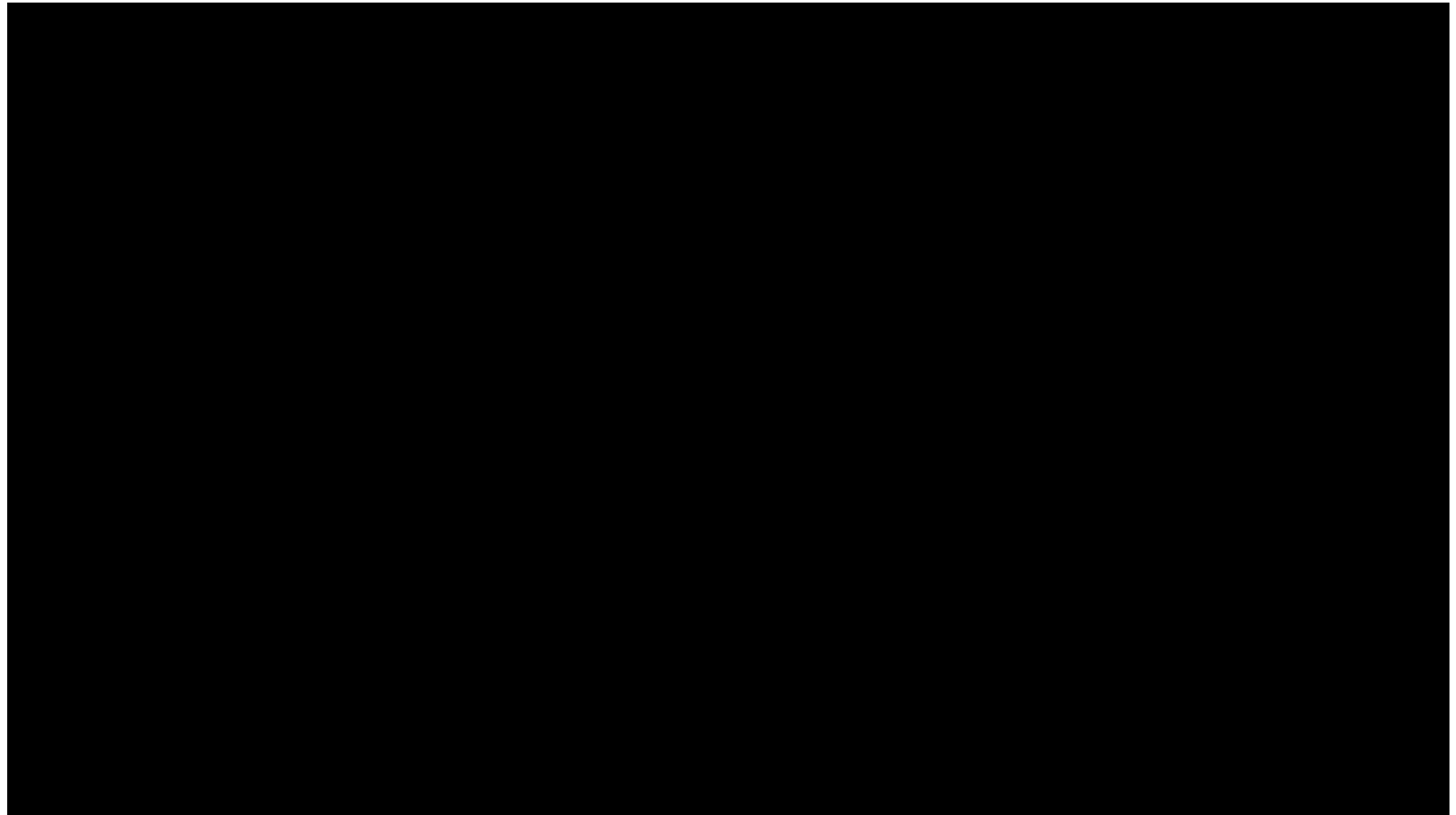
Uncle Cleve was an ordinary man whose only advantage was his mindset, a mindset that enabled him to choose a different life.



Source: The Entrepreneurial Learning Initiative

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# Dawn Halfaker



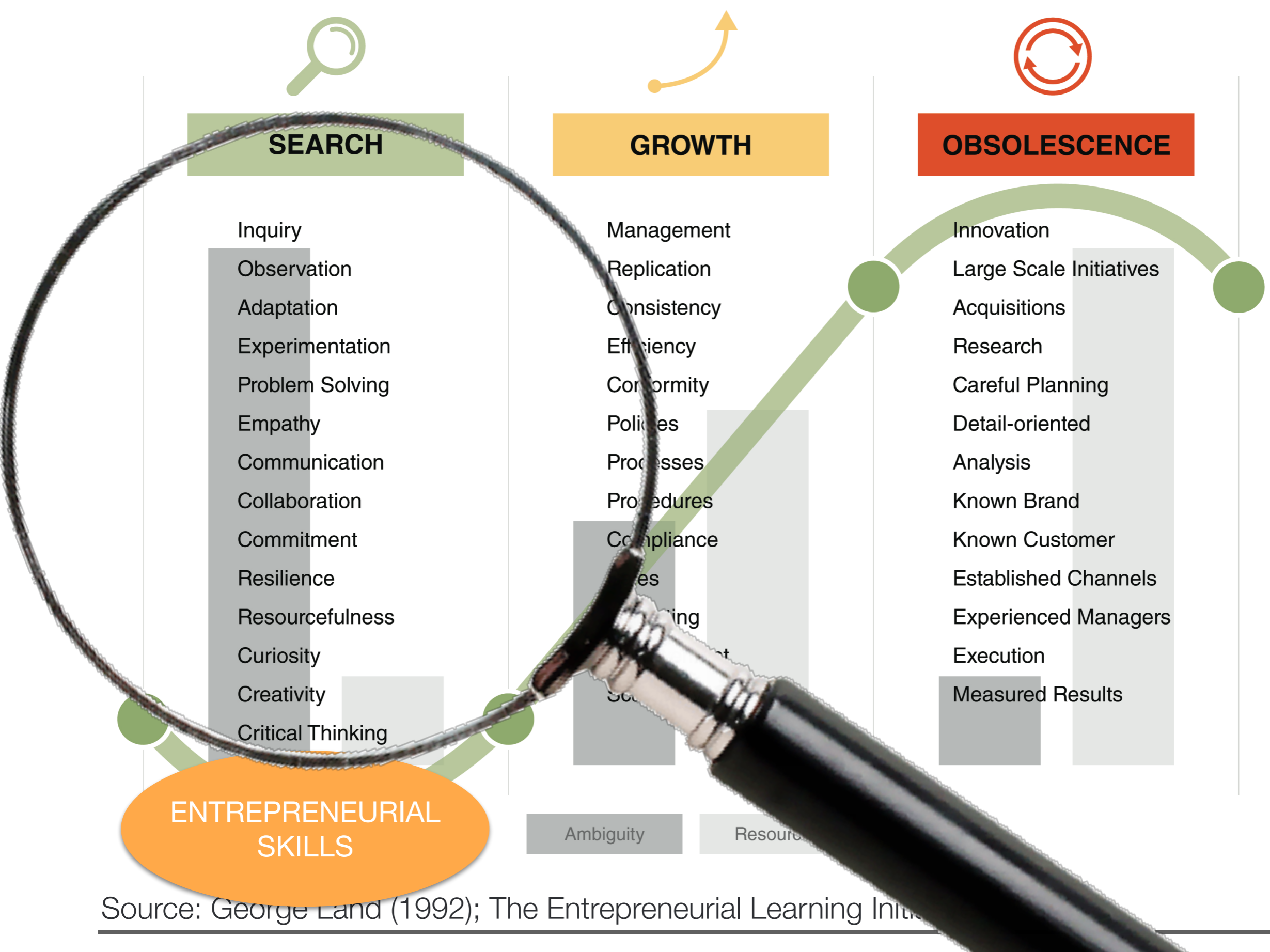
Source: The Entrepreneurial Learning Initiative

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**CORE BELIEF**

It is my responsibility to figure out how to leverage my interests, skills, and abilities to become useful to others.




Source: George Land (1992); The Entrepreneurial Learning Initiative

A magnifying glass with a black handle and a silver rim is positioned on the right side of the image, focusing on the text. The lens of the magnifying glass is centered over the words 'OPPORTUNITY', 'DISCOVERY', and 'PROCESS'.

Entrepreneurship is an  
**OPPORTUNITY**  
**DISCOVERY**  
**PROCESS**

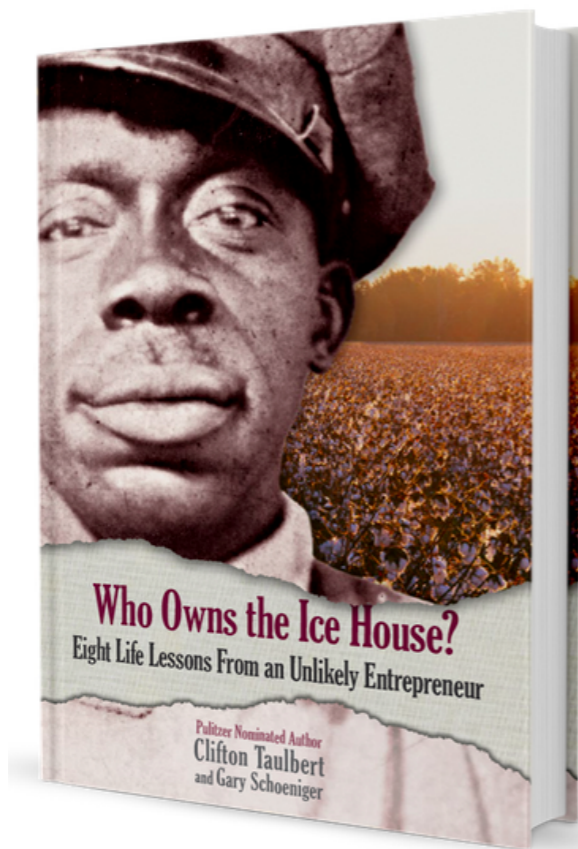
Source: The Entrepreneurial Learning Initiative

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Problems are often  
opportunities in disguise

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“

An opportunity existed within a problem. Everybody needed ice.

Simple Solutions

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# Ice House Opportunity Discovery Canvas

<p>Describe the problem you want to solve.</p> <p>1</p>	<p>Describe the type of people who have this problem.</p> <p>2</p>	<p>How are they currently solving the problem?</p> <p>3</p>
<p>Describe your proposed solution.</p> <p>4</p>	<p>How will your solution be different?</p> <p>5</p>	<p>Will people buy-in to your solution?</p> <p>6</p>
<p>How will potential stakeholders know about your solution?</p> <p>7</p>	<p>How will potential stakeholders implement your solution?</p> <p>8</p>	<p>What final actions need to take place to implement your solution?</p> <p>9</p>

PROBLEM

Observation & Inquiry

SOLUTION

Experimentation & Adaptation

CONNECTION

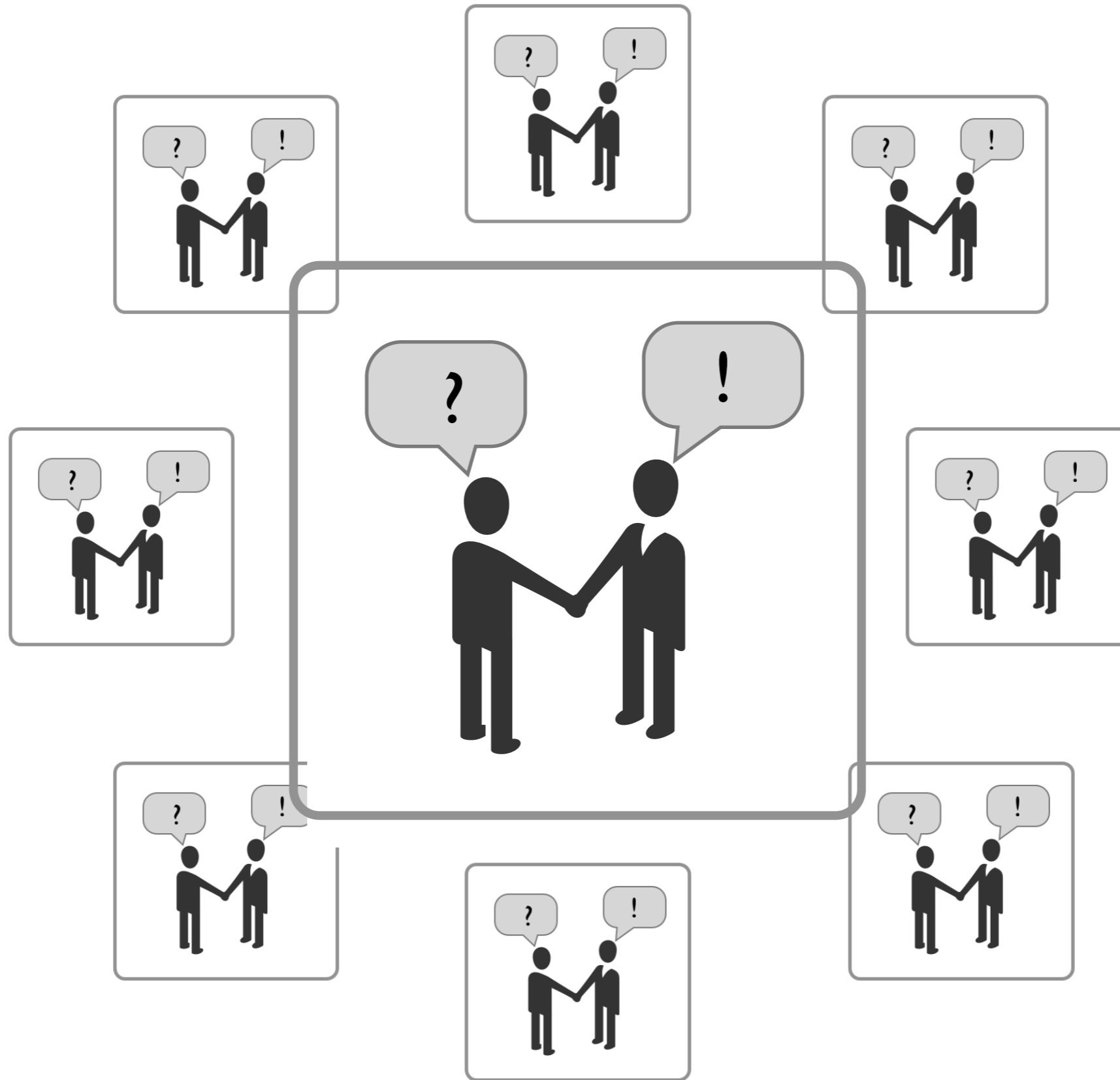
Advocacy & Implementation



# Ice House Opportunity Discovery Canvas

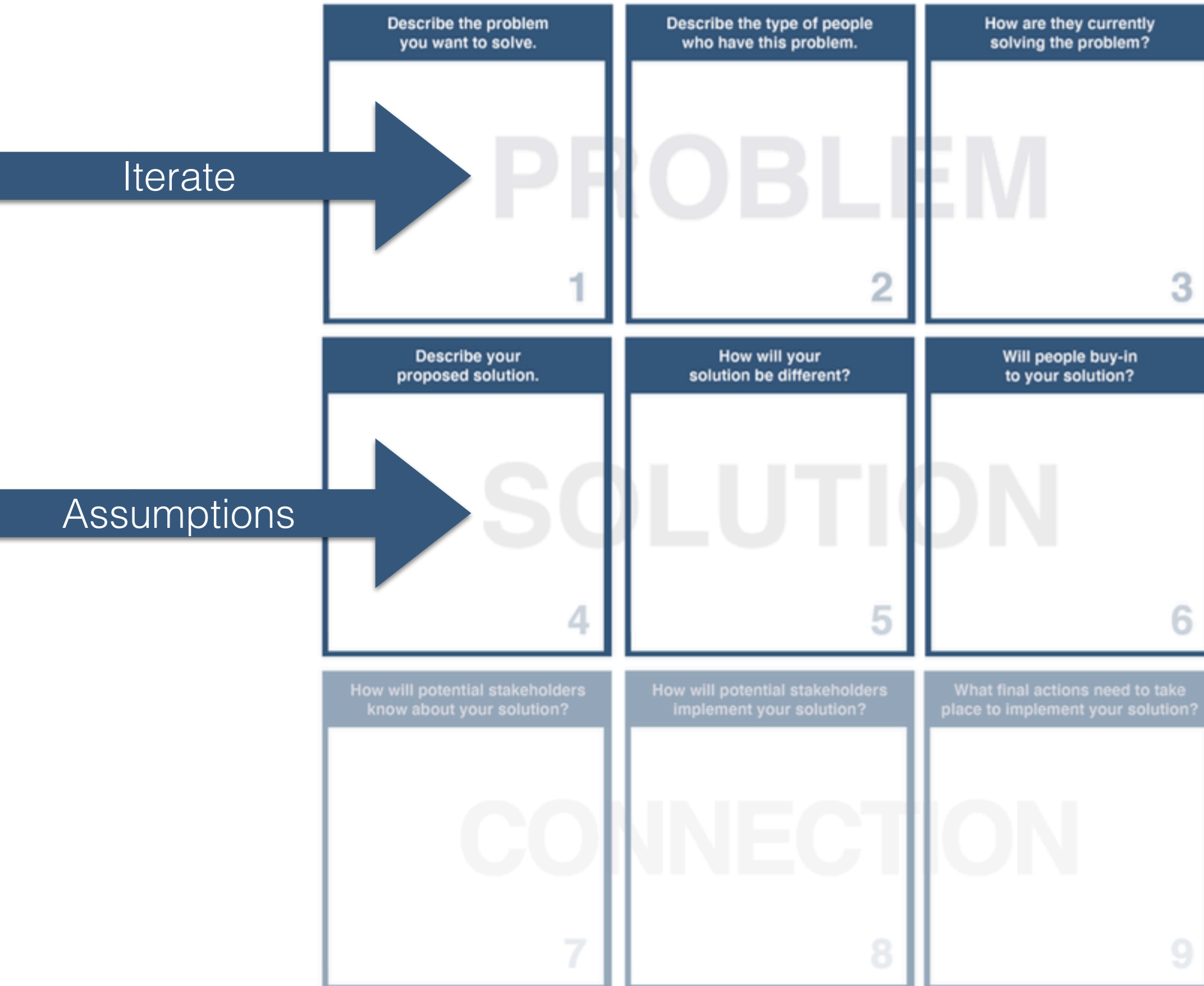
Assumptions

<p>Describe the problem you want to solve.</p> <p>1</p>	<p>Describe the type of people who have this problem.</p> <p>2</p>	<p>How are they currently solving the problem?</p> <p>3</p>
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# Ice House Opportunity Discovery Canvas





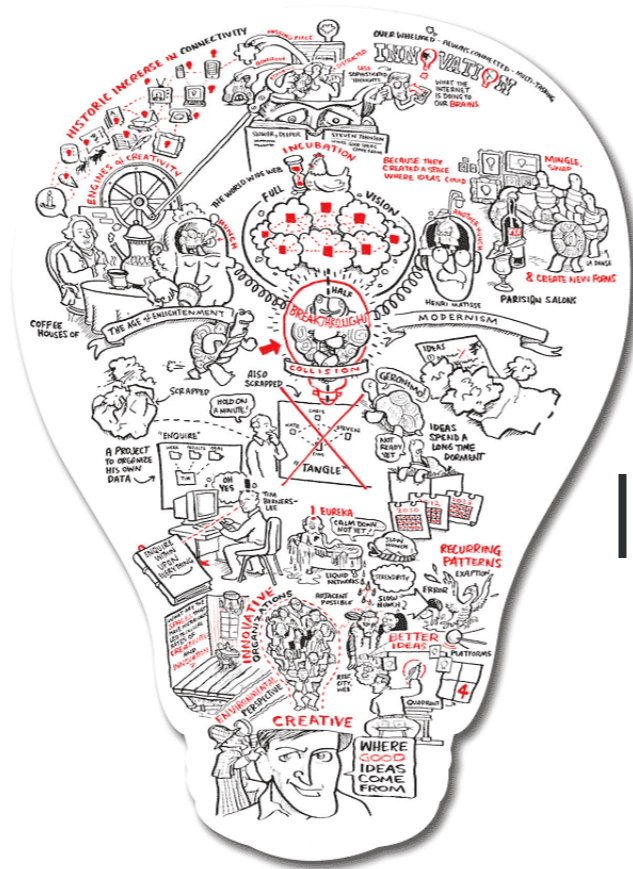
# Ice House Opportunity Discovery Canvas

<p>Describe the problem you want to solve.</p> <p>PROBLEM</p> <p>1</p>	<p>Describe the type of people who have this problem.</p> <p>2</p>	<p>How are they currently solving the problem?</p> <p>3</p>
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# The Entrepreneurial Mindset



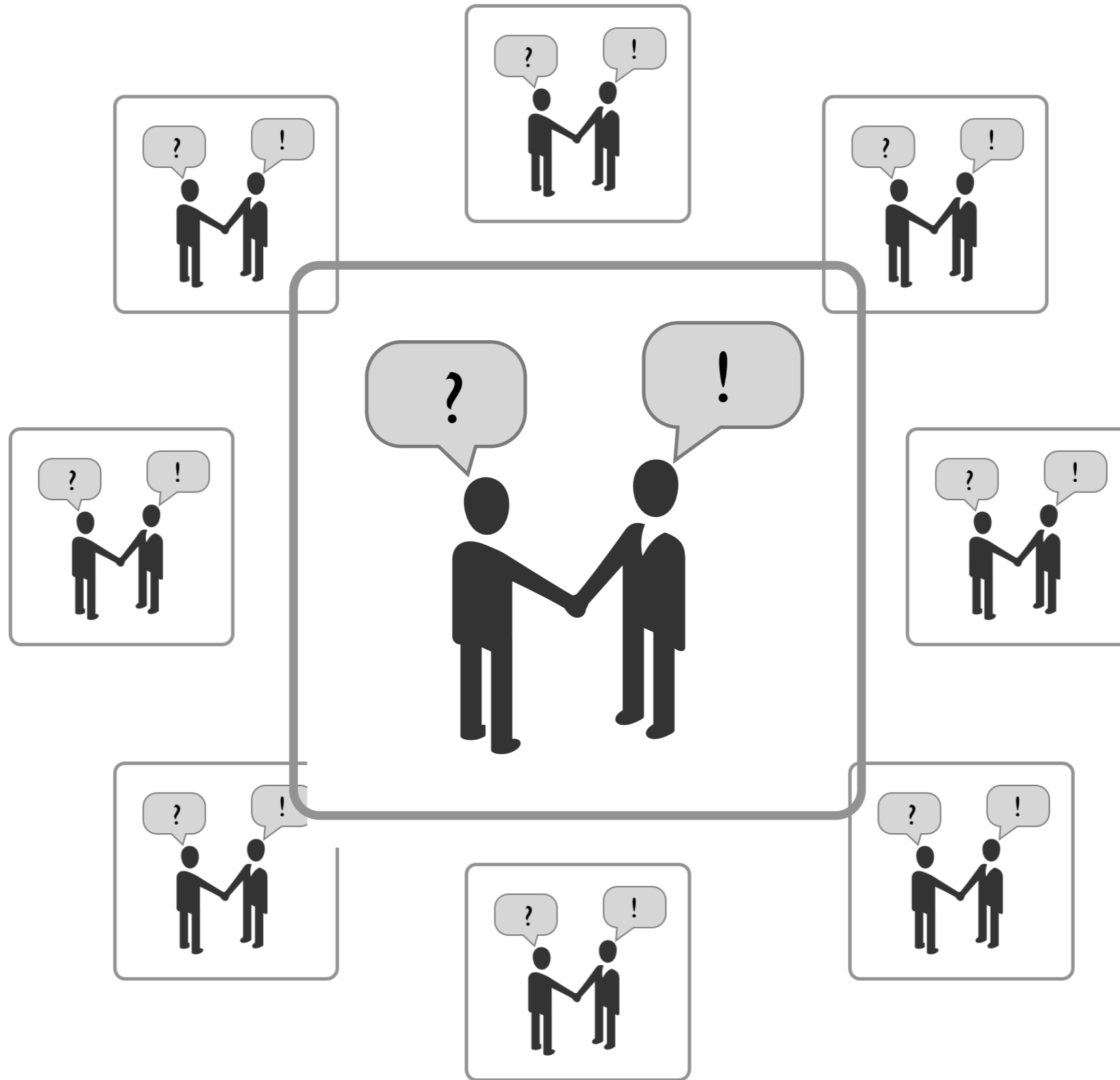
- Challenges Beliefs
  - Tests Assumptions
  - Learns & Applies Knowledge
  - Actively Seeks Feedback
  - Iterates and Improves
-



Where Good Ideas Come From







# Problem

What is a problem you are facing with your work today?

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# Ice House Opportunity Discovery Canvas

Assumptions

<p>Describe the problem you want to solve.</p> <p>1</p>	<p>Describe the type of people who have this problem.</p> <p>2</p>	<p>How are they currently solving the problem?</p> <p>3</p>
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# Homework

Interview five stakeholders who have the problem and see how their input reshapes the problem.

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The more problems you solve,  
the more successful you'll be

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How do we solve more  
problems for more people?

**We organize.**

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## 5. An entrepreneur's approach



The Ice House Entrepreneurship Program

# Social Impact Model



**NONPROFIT/  
CHARITY**

Red Cross



**FOR PROFIT  
COMPANY**

Target



**Social  
Enterprise**

Bombas



**Social  
Business**

Newman's Own



**Conscious  
Capitalism**

Starbucks



**Public Benefit  
Corporation**

Patagonia



Entrepreneurship  
starts with  
*leadership*

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We need to create the types of environments that are conducive to encouraging entrepreneurial ways of thinking and behaving.

# Entrepreneurial Learning Environments

- Classroom
- Workplace
- Community

- Academic
- Government
- Profit
- Nonprofit



# Entrepreneurial Mindset Education



A SHARED  
ENTREPRENEURIAL  
MINDSET



By Eli Simonson

I learned that entrepreneurship applies to any discipline, any workplace, and any position. The skills I gained from *creative problem solving, collaborating in teams, and adapting to change* will be key to my future success.

# Entrepreneurial Leadership Training



The training was invaluable and opened my eyes to a **much broader definition** and application of entrepreneurship, one I can act on in my daily work at Concordia. The training helped me improve skills such as *listening, adapting, and taking smart risks to move more quickly* when solving a challenge or exploring an opportunity.

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# Entrepreneurial Culture Training



We had **our whole company** attend the workshop and the concepts we learned were fantastic! Under Bree's guidance, we were able to engage in thoughtful conversation and reflection on how ***our mindset is the foundation of everything we aim to achieve***, both personally and professionally.

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MOORHEAD  MINNESOTA

# CONCORDIA COLLEGE

- Thought Leadership
- Customized Workshops
- Consulting & Coaching
- Entrepreneurial Mindset Certification Training
- Curriculum Content

Visit: [www.concordiacontinuingstudies.com/mindset](http://www.concordiacontinuingstudies.com/mindset)

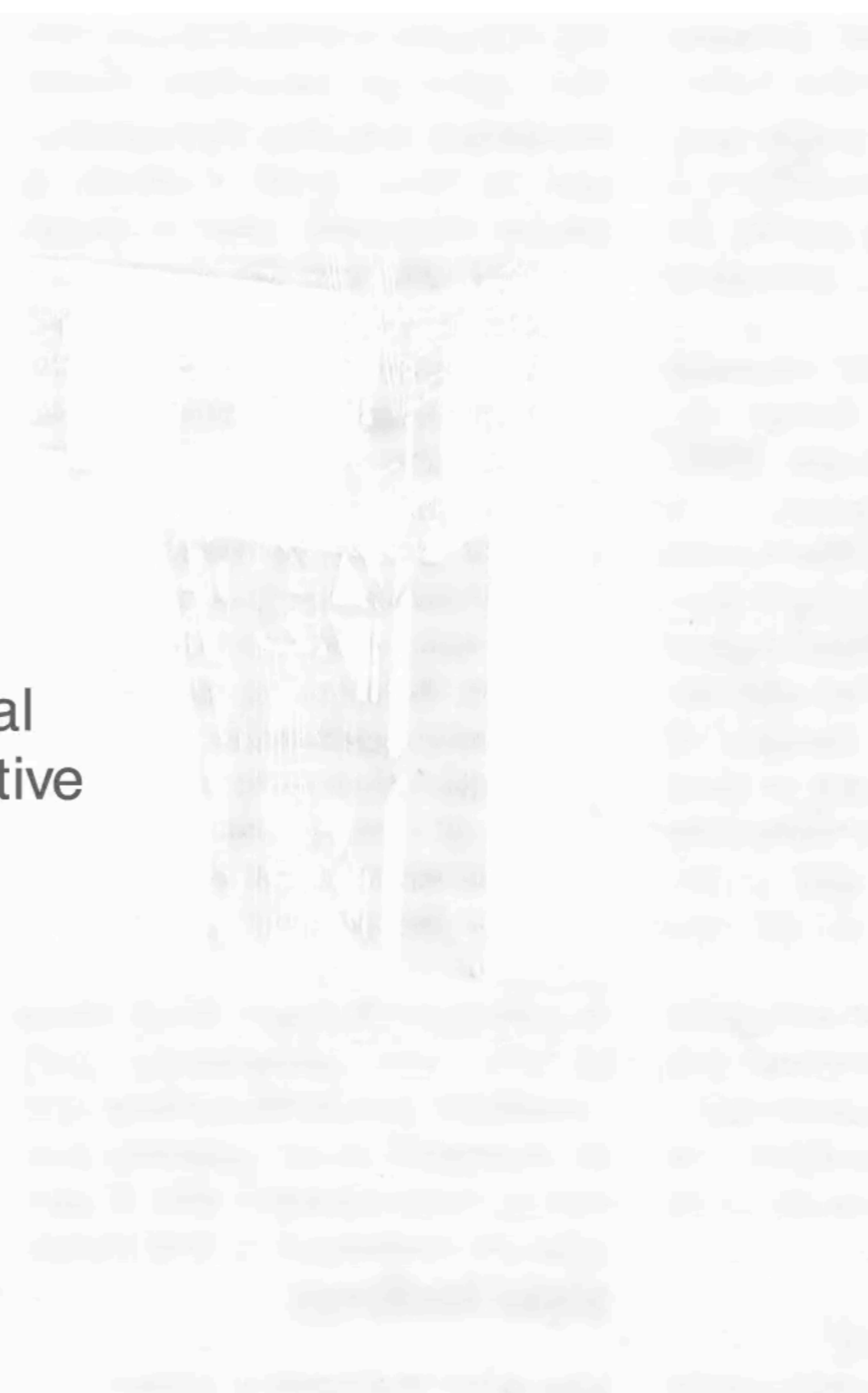
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# Entrepreneurial Mindset Certification Training

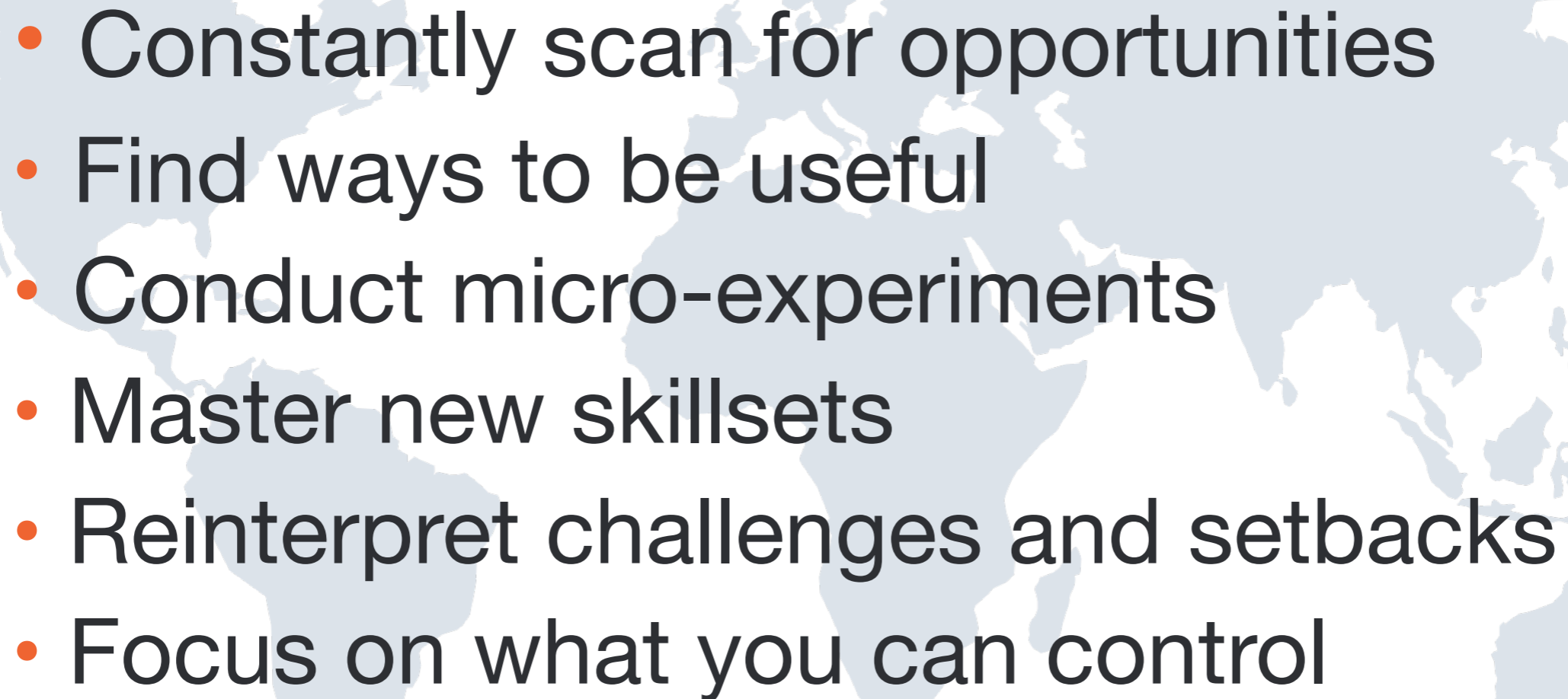
- Live Virtual Sessions
  - October 2 - 23, 2023
  - Mondays, 2:00PM - 4:00PM
  - Train the Trainer Model
-



the  
entrepreneurial  
learning initiative



# Entrepreneurial Environments

- 
- Constantly scan for opportunities
  - Find ways to be useful
  - Conduct micro-experiments
  - Master new skillsets
  - Reinterpret challenges and setbacks
  - Focus on what you can control
-

WHAT IS YOUR  
**WORKPLACE  
MINDSET?**

EMPLOYEE  
MINDSET

ENTREPRENEURIAL  
MINDSET



WE ARE JUST  
**COGS**  
IN THE WHEEL

VS



**WE**  
SUCCEED  
TOGETHER



IT'S NOT MY  
**JOB**

VS



I HAVE A  
**SOLUTION**



RETIREMENT HERE!  
**COME!**

VS



I **♥**  
MY WORK!



THIS PLACE WILL  
**NEVER**  
CHANGE

VS



THE FUTURE IS  
**BRIGHT**

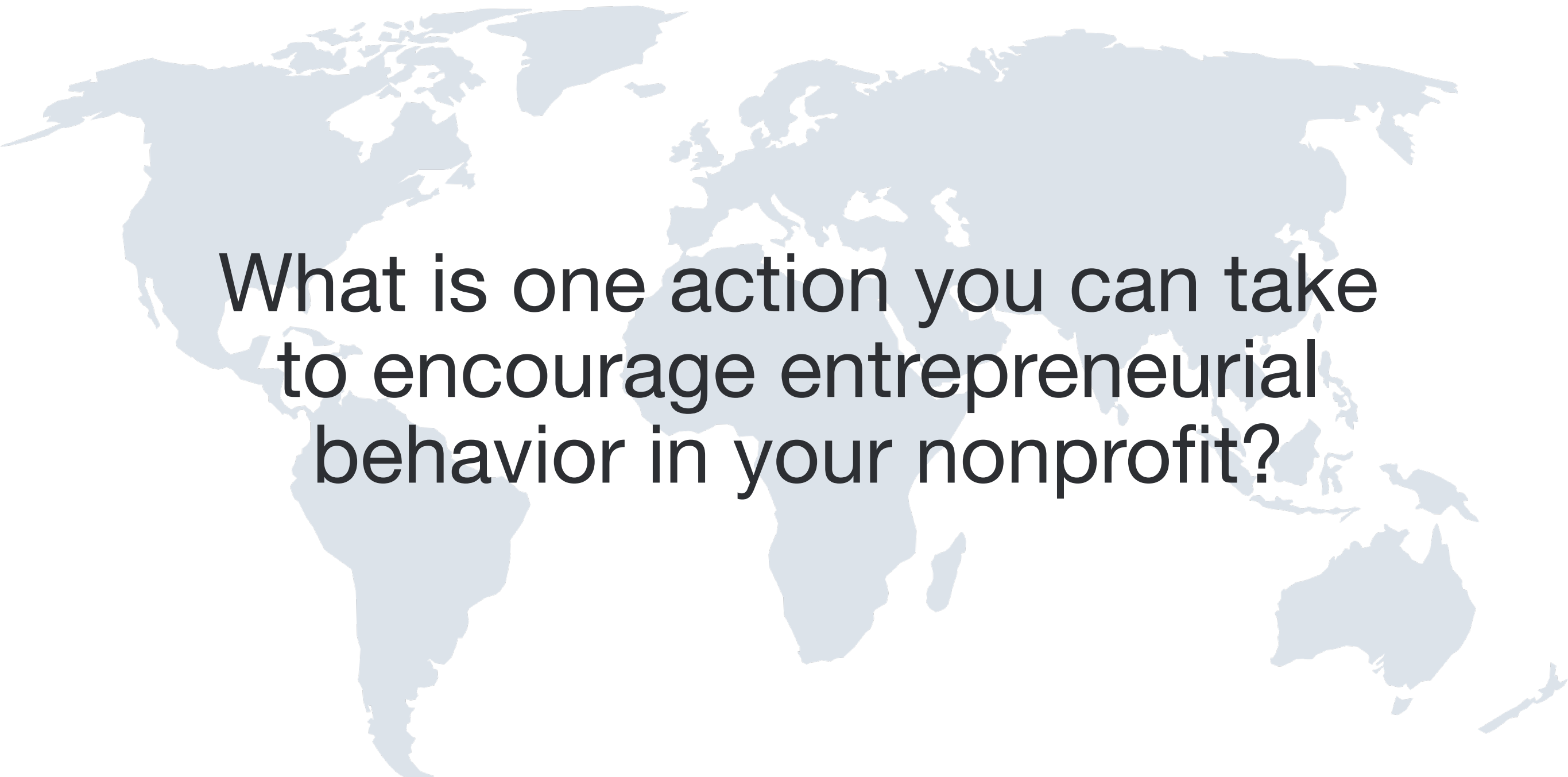
Learn How an **Entrepreneurial Mindset**  
can engage and empower your workforce.

AN ENTREPRENEURIAL MINDSET ISN'T  
JUST FOR ENTREPRENEURS.

# Impact

- Engage Employees
- Recognize Opportunities
- Create Value
- Remain Relevant
- Foster Innovation
- Stay Resilient

# Action



What is one action you can take to encourage entrepreneurial behavior in your nonprofit?

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# Contact Me

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Visit: [www.concordiacontinuingstudies.com/mindset](http://www.concordiacontinuingstudies.com/mindset)



Connect with me on LinkedIn!

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