

Q WHERE DO IDEAS COME FROM?

A **EVERYTHING YOU EXPERIENCE!**



SEE



HEAR



TOUCH



TASTE



SMELL



YOUR SUBCONSCIOUS SORTS AND STORES THESE.

Then

YOUR BRAIN CHECKS FOR PATTERNS...



CONNECTING EXPERIENCES TOGETHER.



ALL TO MAKE SENSE OF THE WORLD AROUND US.*

CONNECTIONS BETWEEN EXISTING CONCEPTS = NEW IDEAS!

"CREATIVITY IS JUST CONNECTING THINGS."

-STEVE JOBS

End!

**We're Not Teaching
Entrepreneurship
(or Shouldn't Be!)**

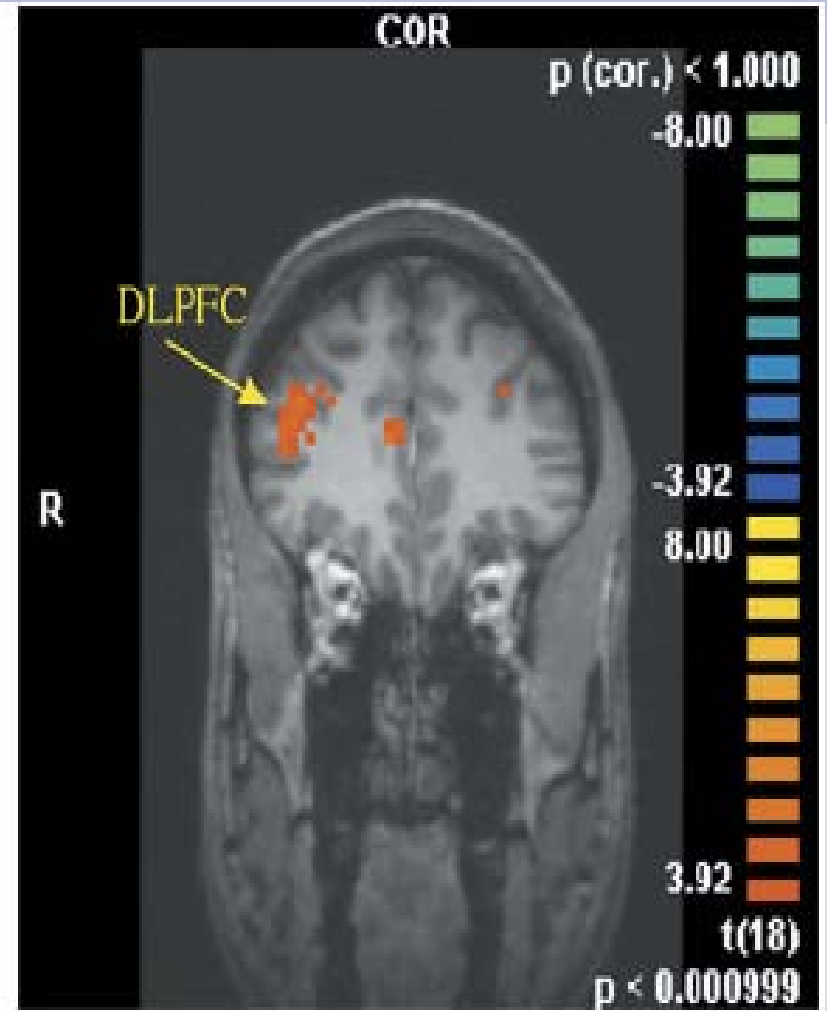
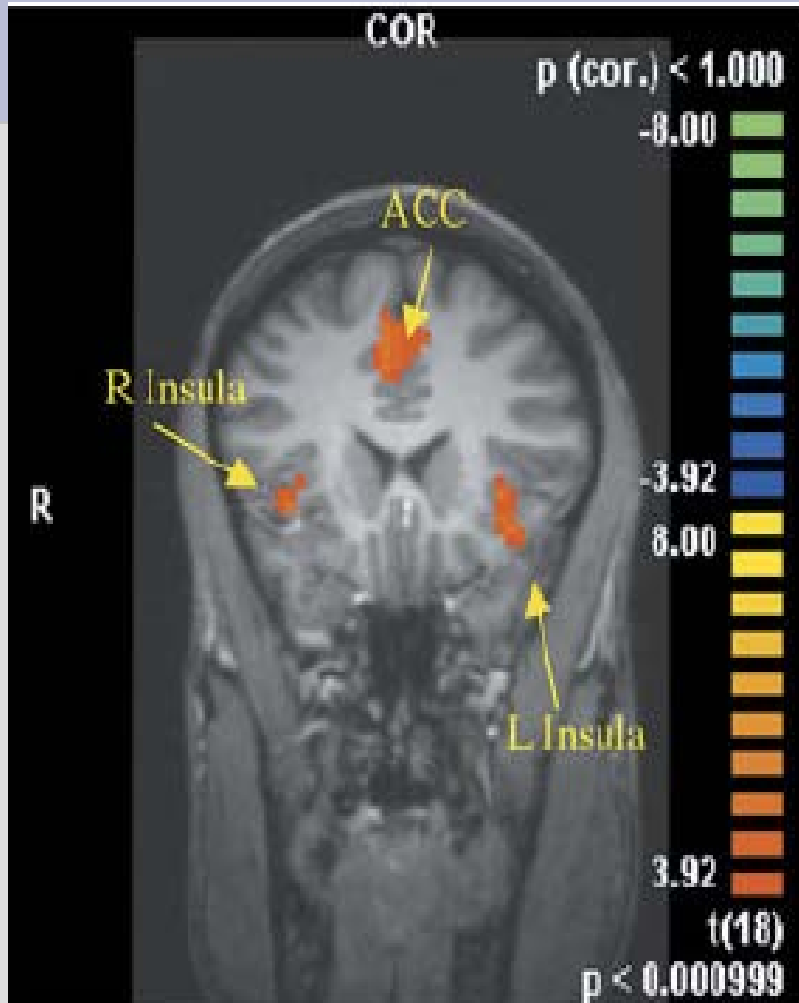
**We Are Growing...
Entrepreneurial Brains**

Norris Krueger, PhD –
Entrepreneurship Northwest

January 2013

USASBE

Neuro...?



...plasticity!

**Or....
this ain't evolution...**

It's REVolution!

(Wanna Join?)

But even a great revolution needs...

- A **roadmap**
(duh)
- What is the **change** we seek to encourage?
- Outputs?
- Inputs?
- Throughputs?

Syllabus

- IS the roadmap
(again... duh ;)
- What we should be doing in any setting
- Actually translates to online/blended
- It's different but can be a HUGE advantage
...but we'll really need for-real lesson plans 😊

Sorry... there's homework 😊

- For now...
- When you think about the entrepreneurial mindset – not skills, not info...
- **What is different?**

Three Revolutions

- Converging today....

How do humans* actually learn important stuff?

Practitioners leading the way

Online/blended tools

* And probably Ferengi...

Who can we learn from?

Experts in human learning

Practitioners

So WHAT can we learn from them?

WB Yeats

*“Learning is not about filling
a pail;*

it’s about lighting a fire.”

*(but where does the spark
come from?)*

Two Ways to Learn

Behavioristic

- fill the bucket
- define the buckets

Constructivistic

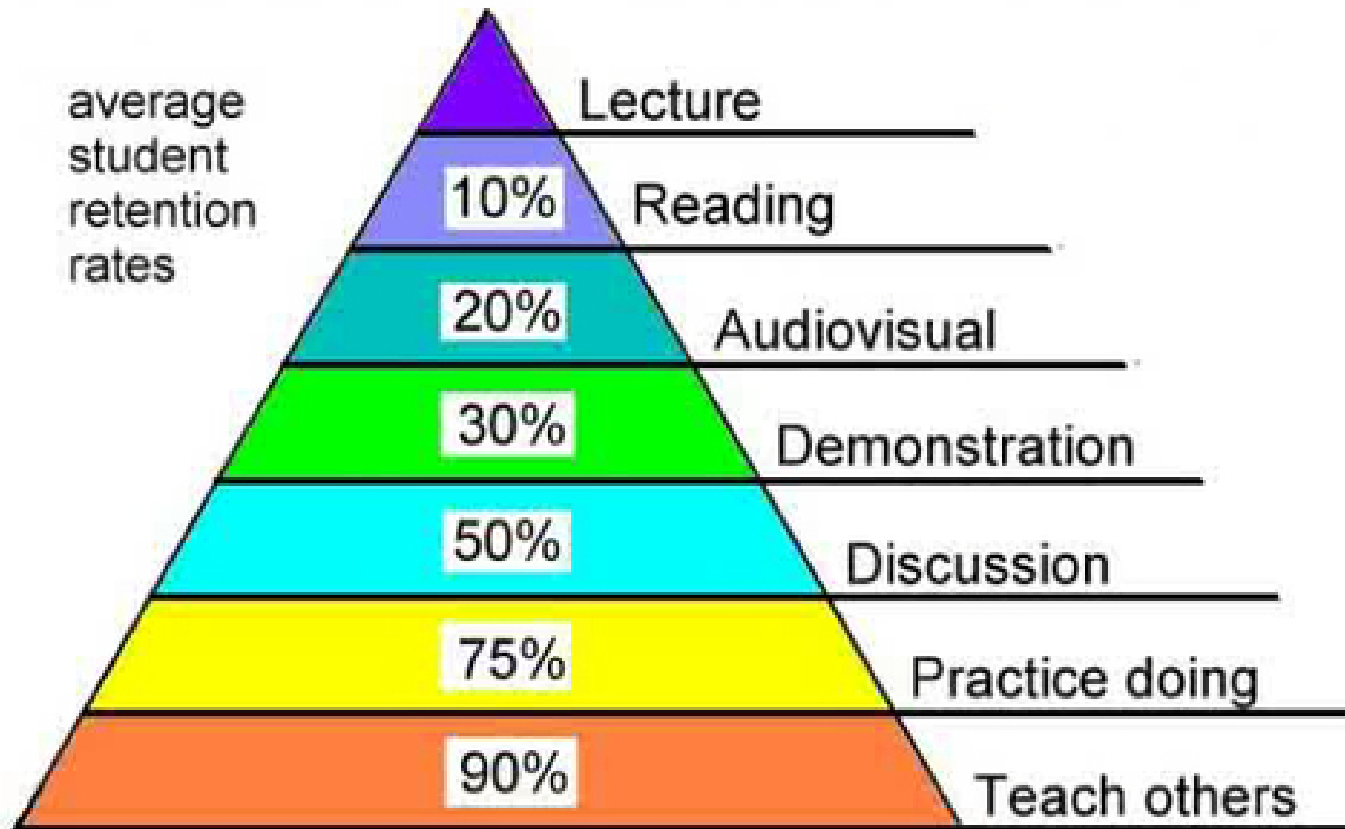
- light the fire (or fan it!)
- assume knowledge structures evolve
(often discontinuously)

Students create their own buckets...

– through...

- **personal reflection,**
 - **peer mentoring,**
 - **expert mentoring**
 - **....based on authentic questions**
-
- *“Experience is not what happens to you, it is what you do with what happens.”*
- Epictetus

Learning Pyramid



Source: National Training Laboratories, Bethel, Maine

More ed psych!

	Behavioural	Social learning	Situated learning	Existential learning
Why	To encourage learning of 'facts'	To enhance self-efficacy	To encourage 'lived' experience	To trigger recall and encourage reflection
What	Skills and tools such as business plans Simulations with regard to decision-making	Mastery experiences Vicarious experiences (role models)	Placements and internships or extended stays at student growth houses	Critical experiences that 'rock your boat'
Where	In the university setting	In simulated settings	In real-life settings Student growth houses	Memory triggering in the university setting
When	During studies, particularly undergraduate	Before, during and after studies	During studies and/or after	Before, during and after studies
How	Reproduction	Vicarious, role-models	Mentoring/reflection	Reflections

Neergaard, Tanggaard, Krueger & Robinson (2012) Pedagogical Interventions in Entrepreneurship: from behaviourism to existential learning?

So what IS this “entrepreneurial mindset” anyway??

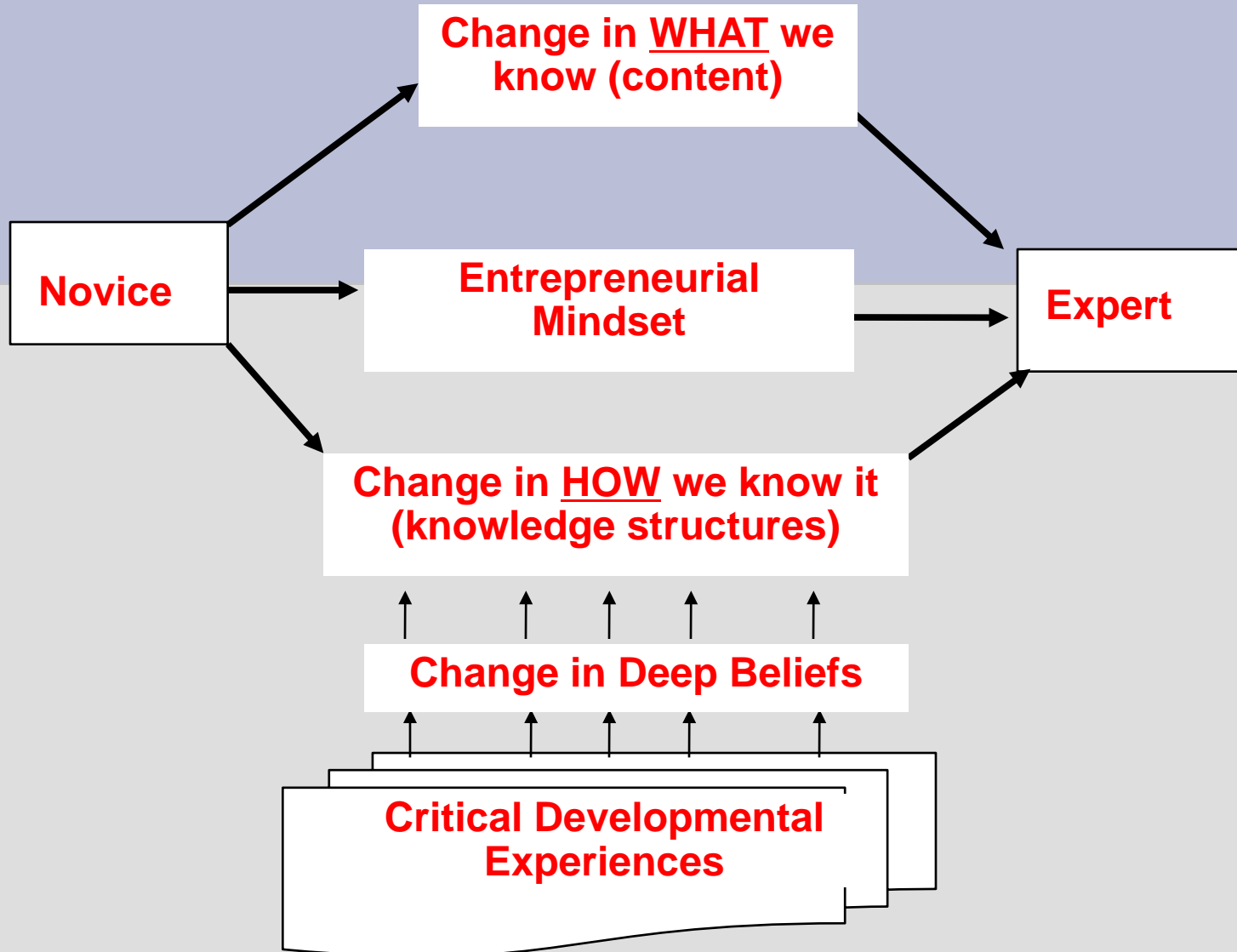
- Thoughts? Which are the hardest to change?
 - (More important for here... what can we measure?)

Seeing opportunities

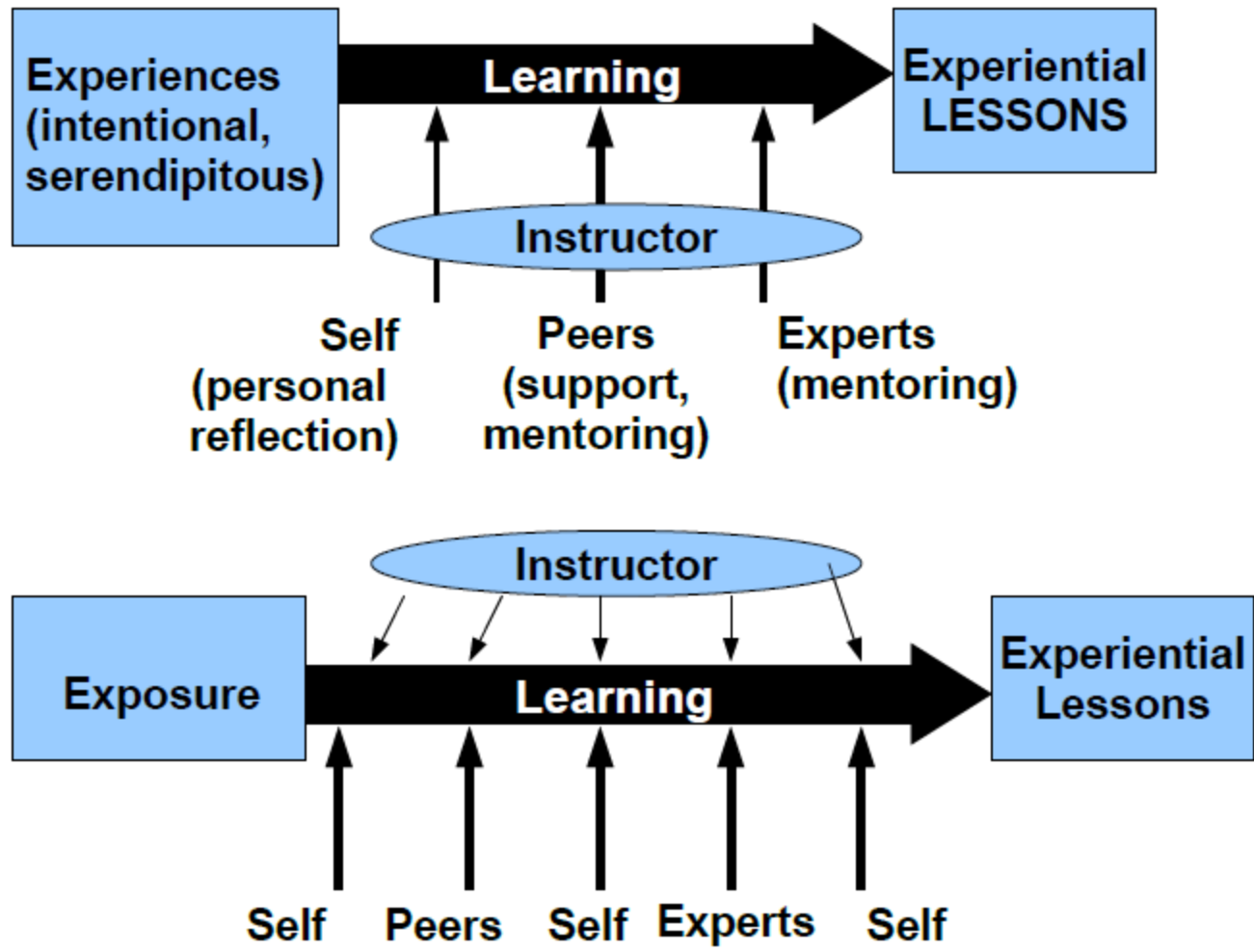
- Seeing self as entrepreneur (role identity)
- Strategic thinking
- Dot-connecting / pattern recognition
- Effectual thinking (bricolage, improv)
- Optimist (attributional)
- Metacognition
- Counterfactual thinking
- Bias for action (vs. FoF!)
- Value creation as *sine qua non* (Market-pull?)

What we ~~are~~ should be doing

- Skills
 - Knowledge
 - Improving Intent
- **Mindset**
 - **Changing Deep Beliefs**
 - **Novice → Expert**
 - **Improving ACTION**



The “new” role of instructors



MORE homework 😊

- Remember that one change that contributes to a more entrepreneurial mindset – what's different?
- **What CDE would give learners the opportunity to make that change?**

Accelerating Learning

- Problem-Based Learning (“authentic” questions)
- Two overlapping themes:
- IMMERSION – Action before thinking
- MENTORING – Learn the right lessons
 - Expert mentors [and I do mean **expert**]
 - Peer mentors
 - Or **THREE?** Supportive ecosystem?
 - Social infrastructure; cognitive infrastructure
 - <http://bit.ly/EcoSys>

What the best programs do...

- & How do we adapt this to online/blended?
 - 1. Focus on mindset.. but **not** as buzzword
 - 2. Connecting students to ecosystem
 - 3. Connecting ourselves even more deeply
 - 4. And make connections two-way
- “Engagement” → Immersion
- Immersion → CO-immersion!

What drives great things in...

- Startup Weekend, Lean Launchpad, TechStars, etc.?
 - → exactly this
- Best technology commercialization programs?
 - → exactly this
- The most successful entrepreneurial ecosystems?
 - → exactly this

If you want to get involved in projects – research or applied:

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 - [LinkedIn](#)



Immersion/Mentoring

- **Chalmers/Gothenburg**
- **NU Singapore**
- **The Foundry (Utah)**
 - <http://business.utah.edu/node/1203/>
- **TechStars** (www.techstars.org)
- **Startup Weekend**
 - www.startupweekend.org
- **Lean Startup**
 - <http://www.slideshare.net/sblank/successful-entrepreneurship-1>



lean**startup**machine

