

LESSON SUBJECT (21st Century Skill, Lesson Number: Topic)

Entrepreneurial Mindset, Lesson 1: Modern Workforce

Written By: Amy Schulz, Co-Creator of the New World of Work Series

Enhancements By: Rajinder Gill, Co-Creator of the New World of Work Series; Melissa Moreno, Santa Barbara City College; Shannon Wells, Statewide TAP Employability Skills; and Lisa Gardiner, Lassen College

ACADEMIC LEARNING GOALS (OUTCOMES/OBJECTIVES) FOR THIS LESSON:

(What learners should know or be able to do as a result of the lesson.)

The four primary attributes of Entrepreneurial Mindset covered in Lesson 1 & Lesson 2 are listed. This lesson will primarily provide an overview of attributes 1 & 2:

1. **Self-motivated and seeks new knowledge, skills, and greater work responsibilities.**
2. **Willing to take risks and learn from mistakes in order to improve a product, service, or process.**
3. Thinks of new ideas and ways of doing things by drawing connections, comparisons, and combining different sources of information.
4. Can work within an established organization (intrapreneur) or set up his/her own business (entrepreneur/ social entrepreneur) while keeping in mind client or customer needs.

CRITICAL THINKING SKILLS UTILIZED IN THIS LESSON:

(What elements of the lesson allow learners to utilize critical thinking techniques.)

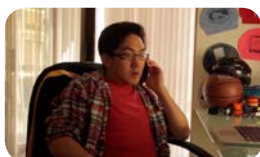
- Using facilitation strategies in addition to instruction will encourage learner participation and opportunities to exercise critical thinking.
- In this lesson, the facilitation strategies are a "Picture It" activity and Elevator Pitch exercise.
- Think of the 80-20 rule. 80% of this lesson is ready for use, 20% can be enhanced by interactive activities and examples you come up with as an instructor. After using this lesson, you can provide your feedback and enhancements through the www.newworldofwork.org website.



MEDIA, HANDOUTS, OR EXTRA MATERIALS: (What media is used in addition to lesson plan.)

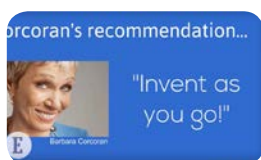
The skills lessons have been designed to go along with the New World of Work/CreatorUp video content. All the Lesson 1's can incorporate the "What Not to Do" videos and all Lesson 2's can utilize the 21st Century Skills Video Assessments. These videos can also assist in hybrid/online courses. Gauge student interest in the videos and play throughout the course as needed.

This lesson uses:



Entrepreneurial Mindset "What Not to Do" Video:

www.youtube.com/watch?v=dylwphR7QfE



15 Characteristics of Effective Entrepreneurs YouTube:

www.youtube.com/watch?v=sOjeQV5pHh4

Elevator Pitch Handout and Functional Skills Handout

INSTRUCTION: (List of reproducible steps for the lesson.)

Instructor Notes (General):

To allow for greater flexibility of delivery, lessons can be shortened to fit into a 45min class period. They can be expanded, with more time for facilitated activities and examples, up to a 90min session.

PPT presentation slides have been kept basic to avoid copyright infringement on images hosted open source. Feel free to add your own images when presenting the slides to your learners.

Instructor Notes (Lesson-Specific):

E-ship Mindset goes well with the New World of Work content on preparing for interviews and tips on how to answer interview questions. Students who work on an elevator pitch can use these same skills to prepare answers to potential interview questions. If you are teaching the skills in a series, E-ship Mindset can follow after Resilience and before the final skill of Social-Diversity Awareness. This skill also references back to many of the concepts presented in Adaptability about the modern world of work.



New World of Work

www.newworldofwork.org



POWERED BY

California Community Colleges



1. **PPT Slides 1-3:** Introduce E-ship Mindset, the attributes of the skill, and the goals of the lesson.
2. **PPT Slides 4-6:** Review the concepts of the Gig Economy and how entrepreneurial mindset is not just for those starting their own business, but also for any worker who could potentially be part of the freelance/ contract workforce.

For background info on the rise of the Gig Economy, visit:

www.wired.com/2013/09/the-gig-economy-the-force-that-could-save-the-american-worker/

For more information on the stats for freelancers by 2020, visit:

www.forbes.com/sites/michakaufman/2014/02/28/five-reasons-half-of-you-will-be-freelancers-in-2020/ and qz.com/65279/40-of-americas-workforce-will-be-freelancers-by-2020/

3. **PPT Slide 7:** Play the **15 Characteristics of Effective Entrepreneurs YouTube** and have students take notes during the video. Ask them to share out their answers to the questions on the slide to prompt class discussion.
www.youtube.com/watch?v=sQjeQV5pHh4
4. **PPT Slide 8:** Show students how thinking like an entrepreneur can help them with their employment path no matter what field they are going into or re-entering.
5. **PPT Slide 9:** Allow about 10 minutes or more for the **Picture It!** activity so students have time to brainstorm and create pictures as well as present their concepts on entrepreneurship back to the class in groups. This activity is especially well suited to visual learners.
6. **PPT Slide 10:** Play the **Entrepreneurial Mindset “What Not to Do” Video:**
www.youtube.com/watch?v=dylwphR7QfE

Start a short discussion with students about how the father was not open to entrepreneurial ideas from the son. What repercussions could this have on the success of their business?

7. **PPT Slide 11:** Introduce the concept of a “value proposition.”
8. **PPT Slide 12:** Don’t give students any time for preparation. They should find partners, and then you time the class for 90 seconds per each person in the pair. This helps show the challenges of thinking of your value proposition and conveying it easily to another person.
9. **PPT Slides 13-14:** Should be used with the **Elevator Pitch Handout**. You can also provide students the **Functional Skills Handout** to help them brainstorm skills to highlight when they are coming up with their value proposition and turning that into their elevator pitch.



CLASS CLOSURE: (How the information relates to students' life experiences/academic goals and/or the intro. for the next session of instruction.)



LinkedIn and **New World of Work** have partnered to provide suggested next steps after each of NWoW's 21st Century Skills lessons. Learners can go through self-paced, online video courses through LinkedIn Learning's Lynda.com platform to build on their knowledge and application of employability skills. **This can be done within the class, assigned as homework, and/or hosted online if you are incorporating a hybrid format.** Learners earn certificates of completion, which can be showcased on their LinkedIn profiles along with digital badges and skills verifications.

Go to: www.linkedin.com/learning

Suggested Courses and Videos for Entrepreneurial Mindset at the Postsecondary Education Level

Leading and Working in Teams:

www.linkedin.com/learning/leading-and-working-in-teams

Focus on Your Skills:

www.linkedin.com/learning/focus-on-your-skills

Learn about what motivates you:

www.linkedin.com/learning/happiness-tips-weekly/learn-about-what-motivates-you

How do you surface new ideas?:

www.linkedin.com/learning/the-power-of-previz-at-one-co/how-do-you-surface-new-ideas

Brainstorming:

www.linkedin.com/learning/problem-solving-techniques/brainstorming

Evaluating ideas:

www.linkedin.com/learning/business-innovation/evaluating-ideas

Add impact to your ideas:

www.linkedin.com/learning/influencing-others/add-impact-to-your-ideas

Monitor and control risks:

www.linkedin.com/learning/project-management-foundations/monitor-and-control-risks

Taking the right risks:

www.linkedin.com/learning/disrupting-yourself/taking-the-right-risks

Learning from your mistakes

www.linkedin.com/learning/pitching-projects-and-products-to-executives/learning-from-your-mistakes

Are you an entrepreneur?:

www.linkedin.com/learning/entrepreneurship-foundations/are-you-an-entrepreneur

Know yourself as the entrepreneur:

www.linkedin.com/learning/entrepreneurship-finding-and-testing-your-business-idea/know-yourself-as-the-entrepreneur

***Videos are hyperlinked and can also be accessed through the NWoW- LinkedIn Crosswalk**



New World of Work

www.newworldofwork.org



POWERED BY

California Community Colleges

