

ENTREPRENEURIAL MINDSET

Being entrepreneurial *isn't* just about starting companies.

It is about **having a vision** and **making it a reality**.

It is a **way of thinking** that can be **learned** and **practiced**.



1. CURIOSITY

Always ask “what if” and “why” and seek new and creative ways of learning and doing.



2. GROWTH MINDSET

Recognize your potential for learning and achieving anything and the power to stretch your brain and sharpen your mind!



3. COURAGE

Dare to step out of your comfort zone(s) to accomplish great things.



4. PERSISTENCE & GRIT

Learn to work through failure to create solutions for the problems you are passionate about.



5. OPPORTUNITY-SEEKING

Actively observe, identify, and act on circumstances where you can innovate or solve a problem.



6. PROBLEM-SOLVING

Proactively develop creative solutions to the problems around you.



7. REDEFINING FAILURE

See failure as a learning opportunity and a launchpad for your next success or discovery.



8. OPTIMISM

Be confident and hopeful in your ability to innovate and your potential for making an impact.



9. RESOURCEFULNESS

Develop quick and clever ways to overcome challenges (and don't worry, you can always iterate!).



10. ADAPTABILITY

Make smart changes when challenges arise without losing heart or giving up.



11. EMPATHY

Think about other people's needs and feelings and keeping these in mind when solving a problem.

ENTREPRENEURIAL SKILLSET

With an entrepreneurial mindset, you're halfway there to bringing your innovative ideas to life. All that's left is learning the practical tools, or skills, that successful entrepreneurs have in their toolbox.

1. CREATIVITY

Being creative means being bold and imaginative and not limiting your thinking to what's already been done.

2. TEAMWORK

It's rare for someone to accomplish great things by themselves—seek out teams with diverse perspectives, skills, and talents!

3. IDEA GENERATION

The key to innovation is to let your mind spread its wings and fly. The more ideas the better—wild and silly ideas welcome!

4. OPPORTUNITY ANALYSIS

Entrepreneurs look for and analyze different patterns and trends to see if an idea will be successful and if it's the right time to get started.

5. MARKET RESEARCH AND CUSTOMER VALIDATION

It's important to gather information about your potential users so you can turn your idea into something that they will want!

6. DESIGN THINKING

To develop effective solutions, entrepreneurs need to put the user first and seek out feedback in order to design with users in mind.

7. PROTOTYPING

Entrepreneurs create prototypes—simple models to explain their idea, get feedback, and learn how their product can be improved.

8. BUSINESS MODEL METHODOLOGY

Business models help answer questions like: What will it cost to make your product? What should you charge?

9. PITCHING

Rallying people around your idea is critical! Effective "pitches" to potential users and investors are clear, short and persuasive.

10. PUBLIC SPEAKING

When you have opportunities to speak about your idea, you want to do so as effectively as possible (this takes practice!).