



PINE CREST

neXt

EXPEDITION

ENTREPRENEURSHIP EDUCATION



Entrepreneurship Education Expedition

Overview:

- Through the programming of Pine Crest neXt, schools can attend a two-day, highly specialized, intensive *Entrepreneurship Education Expedition* strategy lab. The *Expedition* aims to provide faculty and administrators from other schools with insights into our program and practical guidance on creating entrepreneurship initiatives aligned with their school's missions. Attendees will have the opportunity to have the opportunity to experience reverse mentorship by Pine Crest students who have excelled in the arena of entrepreneurial education. Interested schools should schedule an initial consultation to assess the entrepreneurial foundation of their current curriculum/program and identify their specific needs and goals.

Purpose and Customization:

- The entrepreneurship education expedition is personalized for each school.
- It is a strategy lab where a small group of school leaders collaborate with Pine Crest's Entrepreneurship curriculum team. Ideally, a team of 4 to 6 school leaders from one school should participate.
- The school leaders will engage in a 2-day kick-off training at Pine Crest with a fully entrepreneurial immersion experience.
- The collaboration includes:
 - Two days of training and strategy development at Pine Crest
 - Five one-hour virtual sessions focused on curriculum development
 - This is a two-day follow-up session at your school. Participating schools will revisit the content covered in the initial training. They will engage in discussions



with Pine Crest entrepreneurship experts to share their experiences, challenges, and successes since then. The Pine Crest team will provide feedback on implementing the participating school's program. They will address questions, troubleshoot challenges, and offer guidance.

- The *Entrepreneurship Education Expedition* strategy lab is designed to equip educational leaders with the knowledge, skills, and mindset needed to foster an entrepreneurship program at their school. Through immersive experiences, practical workshops, and interactive sessions, participants will explore various aspects of social entrepreneurship and emergent leadership curricula. The strategy lab is unique for each institution. Each participating school will be offered customized sessions focused on leveraging the unique strengths, resources, and context of each school. Participants will identify ways their institution can contribute to developing a curriculum to make positive social change.

Examples of Program sessions (*Sessions will be customized to fit the needs of each school.*)

- ***Wicked Problems and Grand Challenges:*** Social entrepreneurship often involves tackling wicked problems and grand challenges. A wicked problem is a social or cultural problem that is difficult to solve because of its interconnected nature with other problems. This session will explore complex issues like poverty, education, and healthcare that are interconnected and challenging to solve. Participants will use real-world scenarios to develop innovative products, systems, or solutions to improve lives. Emphasis will be placed on strategies for identifying and comprehending these problems with a sustainability mindset. For example, in communities overcome by poverty, there also tends to be a significant lack of education. In areas lacking education, there also tends to be a lack of access to quality healthcare, which can prevent individuals from working, contributing to poverty. In this example, the problems of poverty, education, and healthcare are interconnected, forming a negative cycle that is very difficult to break
- ***Reverse Mentorship from Students:*** Discover the power of reverse mentorship in this engaging session where students take on the role of mentors, sharing their fresh perspectives and innovative ideas with educators and professionals. Participants will learn how to harness the unique insights and skills of the younger generation to drive entrepreneurial success and foster a culture of continuous learning. Through interactive

discussions and hands-on activities, attendees will explore best practices for implementing reverse mentorship programs and understand the mutual benefits of this dynamic exchange. Join us to experience how students can inspire, teach, and lead, creating a more collaborative and forward-thinking educational environment. Attendees will learn from students, too, recognizing their innovative ideas and perspectives. This session encourages collaboration and allows school leaders to learn directly from students who have successfully pitched their innovative ideas in worldwide entrepreneurship competitions.

- ***Cultivating Intrapreneurship in Education-Empowering Educators to Innovate:*** An intrapreneur is an organization employee tasked with developing innovative ideas or projects. Unlike entrepreneurs who operate independently and bear significant risks and rewards, intrapreneurs work within the framework of their company, utilizing its resources and support while minimizing personal financial risk. They drive innovation from within, aiming to improve processes, create new products or services, and contribute to the organization's growth and success. In this session, participants will learn how to identify opportunities for innovation within their schools, leverage their unique insights, and collaborate to implement transformative projects. Through interactive discussions and practical exercises, educators will gain the skills and mindset needed to become effective intrapreneurs, ultimately enhancing students' entrepreneurial experience and mindset and fostering a culture of creativity and continuous improvement.
- ***Teaching an entrepreneurship mini-lesson:*** Join us for a dynamic session designed to equip educators with the tools to teach an engaging and impactful mini-lesson on social entrepreneurship. Participants will learn how to introduce key concepts of entrepreneurship and social entrepreneurship - such as idea generation, market research, and business planning, in a concise and compelling format. Through interactive activities and practical examples, educators will gain insights into fostering a growth mindset and encouraging creative thinking among students. This session aims to inspire educators to ignite the entrepreneurial spirit in their classrooms, empowering students to become innovative thinkers and problem solvers.
- ***The Art of the Deal or Get to The Point or Pitch Perfect:*** Elevate your social entrepreneurship skills in this interactive session focused on effective pitching and

precise negotiation techniques. Participants will learn how to craft compelling pitches that communicate their social impact goals and innovative solutions. Additionally, the session will cover strategies for getting to the point in negotiations, ensuring that discussions are concise, focused, and productive. Through real-world examples, role-playing exercises, and expert insights, attendees will gain the confidence and skills to present their ideas convincingly and navigate negotiations successfully, driving positive social change.

- ***The Science of Team Building:*** Participants will learn key strategies to incorporate into their curriculum to strengthen high-performing teams. Scientists have suggested that the key to high-performance teams lies not in the content of a team's discussion but in how it is communicated. The best predictors of productivity were a team's energy and engagement outside formal meetings. Recent advances in wireless and sensor technology have allowed researchers to map the communication behaviors of large numbers of people as they go about their lives at an unprecedented level of detail. Why do patterns of communication (energy, engagement, and exploration) matter so much?
- ***Building Entrepreneurial Confidence - Unleashing Your Inner Innovator:*** Participants will learn the key strategies for teaching presentation and pitch skills that leave a lasting impression. PowerPoint Karaoke enhances confidence by combining spontaneity, creativity, and engagement. Participants improvise presentations based on unseen slides, leading to unexpected and humorous results. This activity encourages creative thinking and quick wit while creating a lighthearted atmosphere that entertains presenters and the audience. It builds public speaking confidence and promotes team building by fostering camaraderie and mutual support in a fun and supportive environment.
- ***The Theory of Effectuation - Speed Dating for Entrepreneurs:*** The Theory of Effectuation, developed by Dr. Saras Sarasvathy, is a framework for understanding entrepreneurial decision-making. It focuses on how successful entrepreneurs create opportunities and build businesses based on their available resources rather than following a fixed plan or relying solely on predicting future trends. The theory contrasts with causal approaches, which emphasize setting goals and planning to achieve them. Attendees will explore the significance of leveraging collective resources within a team and understand why harnessing team assets is crucial for entrepreneurial success.

Outcome: By the end of the program, school leaders will be better equipped to integrate social entrepreneurship principles into their institutions, positively impacting students and the community.

Draft Schedule: Day 1

Time	Location	Event
9:00 a.m.	Parking Garage	Arrive on Campus
9:15 a.m.	EDGE	Session 1
10:30 a.m.	EDGE	Break
10:45 a.m.	EDGE	EDGE Classroom Visits
12:45 p.m.	Endelson Conference Room	Lunch
1:45 p.m.	EDGE	Session 2
3:00 p.m.	Parking Garage	Depart Campus

Day 2

Time	Location	Event
9:00 a.m.	EDGE	Arrive on Campus
9:15 a.m.	EDGE	Strategy and Curriculum Planning
12:15 p.m.	Endelson Conference Room	Lunch
1:15 p.m.	EDGE	Strategy and Curriculum Planning
2:30 p.m.	EDGE	Discuss Takeaways & Next Steps
3:00 p.m.	Parking Garage	Depart Campus

For inquiries, next steps, and registration information regarding scheduling the Entrepreneurship Education Expedition for your school, please contact:

- Dr. Lisa Ockerman, Vice President of Academics and Strategic Initiatives at lisa.ockerman@pinecrest.edu
- Mrs. Keri Kolettis, Vice President of Global Innovation and Entrepreneurship at keri.kolettis@pinecrest.edu