



INSTITUTE FOR THE PROFESSIONAL
DEVELOPMENT OF ADULT EDUCATORS

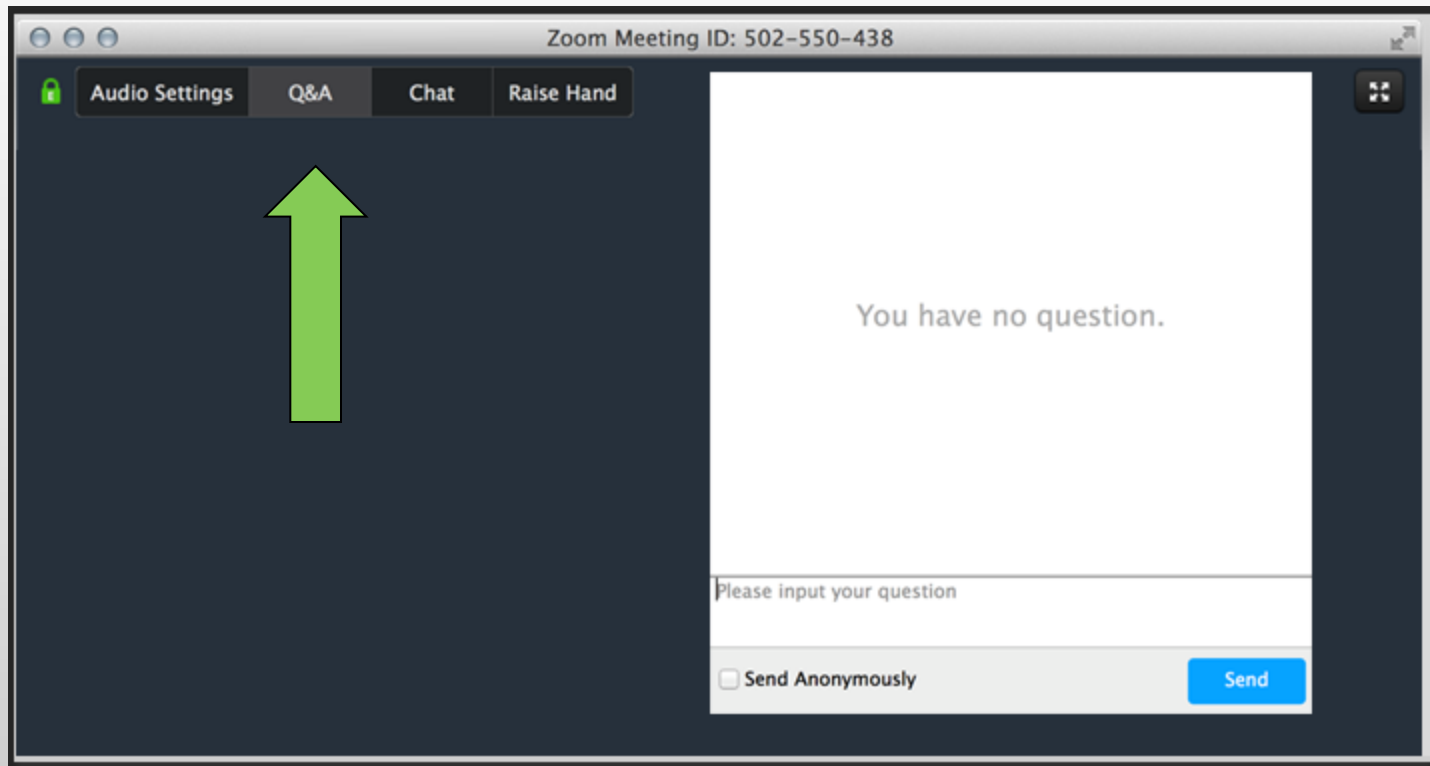
Introduction to Entrepreneurship & Innovation

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www.floridaipdae.org



- If you have a question, please type it into the **Q&A** option.

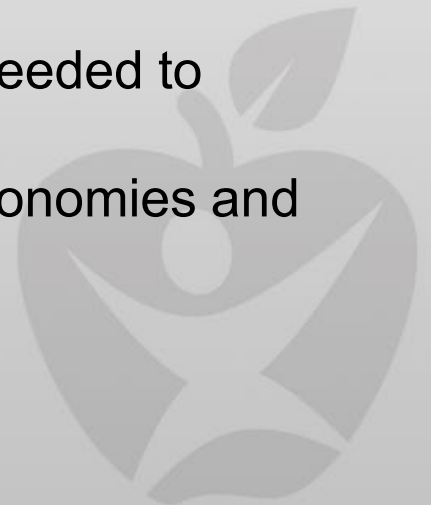


- Attendee microphones will be muted. You will be in **listen only** mode.
- Today's presentation is being **recorded**. It will be archived and available on the IPDAE website within 48 hours.



Today's Training Objectives

1. Establish and define the entrepreneurial skills needed to succeed in a rapidly changing economy.
2. Explain the role of entrepreneurs in our local economies and community development.





2.0



3.0

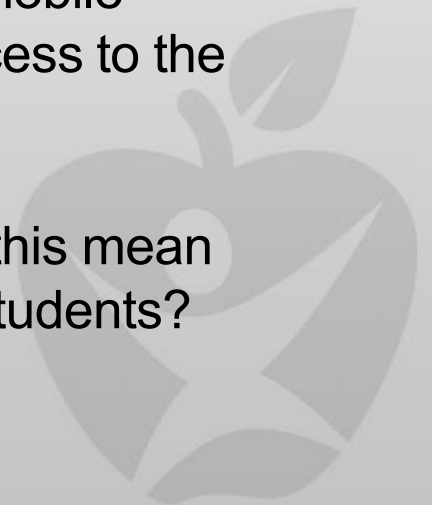
In today's rapidly changing economy, it is critical for students
to learn these in-demand skills.
(Wagner, 2008)





The introduction of tablets, smartphones, and mobile computers have provided us with almost instant access to the global collective memory.

This dramatic shift poses the question: What does this mean for businesses, and what does this mean for our students?





- Entrepreneurship is a continuous quest for real-world problem-solving.
- The successes of business which sell products and services are often measured by the effectiveness with which it has resolved the problem.
- Entrepreneurs leverage experience and a unique skillset to tackle problems from a different angle, often disrupting industries through innovative new products and services.

FAILURE RATES OF STARTUPS

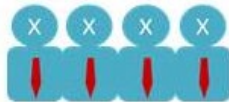
95% FALL SHORT
OF MEETING
PROJECTIONS



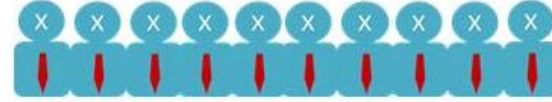
80% FAIL TO SEE
PROJECTED
RETURN
ON INVESTMENT



40% LIQUIDATE
AND
LOSE MOST OR ALL
INVESTMENT



99% OF REASON FOR
FAILURE IS
LACK OF
PLANNING & EXPERIENCE



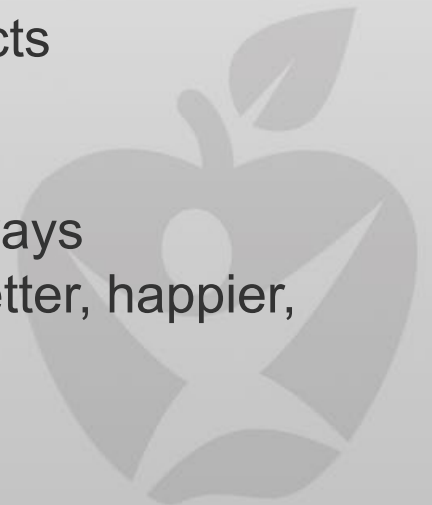
What are the skills?

1. Critical Thinking & Problem Solving
2. Communication & Collaboration
3. Adaptability & Creativity
4. Oral and Written Communication
5. Analyzing Information
6. Business Development
7. Marketing
8. Organizational Development





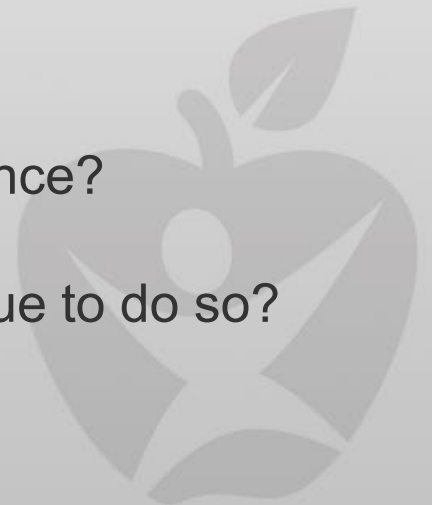
- Creating **meaningful** points of difference for products and services vs. current alternatives
- Fulfilling unmet consumer needs, by offering new ways to accomplish goals, or make lives or jobs easier, better, happier, more exciting, satisfying, or more productive





How did Starbucks create a meaning point of difference?

How did Starbucks innovate, and how does it continue to do so?



WHY BUY LOCAL?

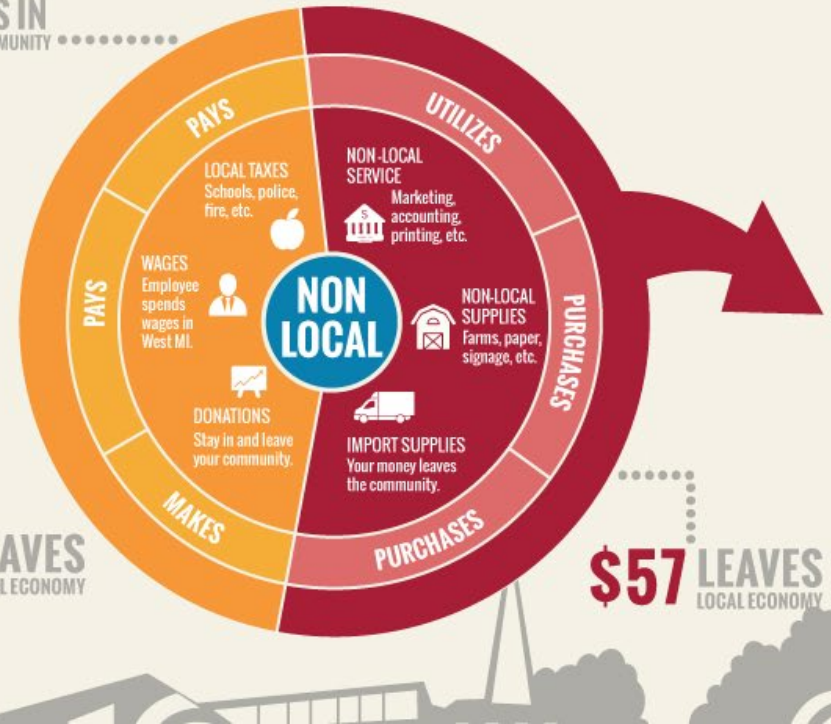
SPEND \$100 AT A LOCAL BUSINESS

\$68 STAYS IN YOUR COMMUNITY



\$43 STAYS IN YOUR COMMUNITY

SPEND \$100 AT A NON-LOCAL BUSINESS

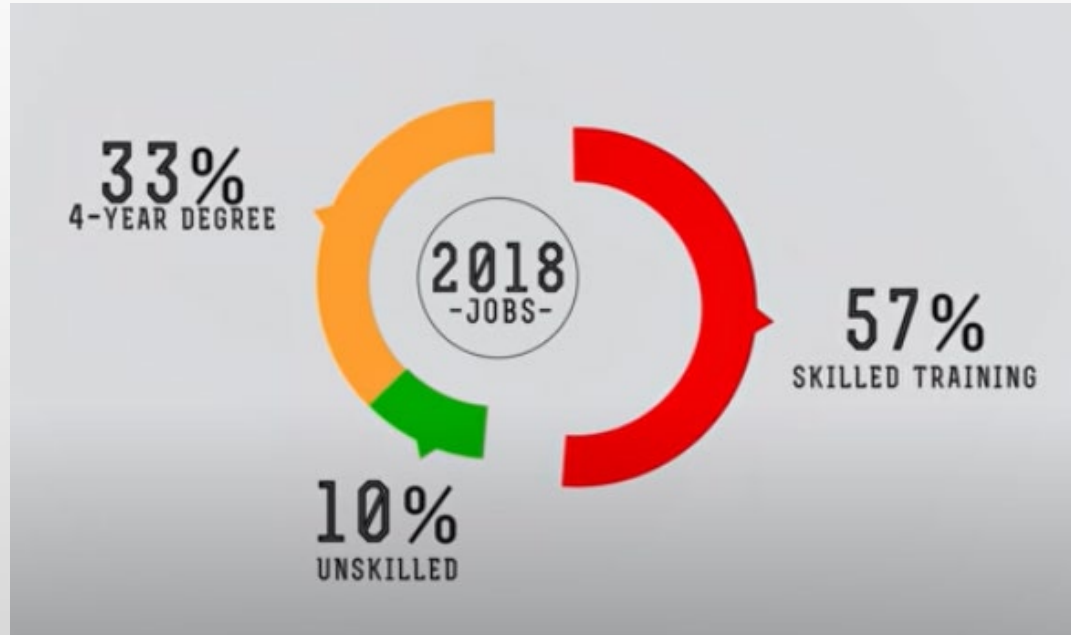


\$32 LEAVES LOCAL ECONOMY

\$57 LEAVES LOCAL ECONOMY

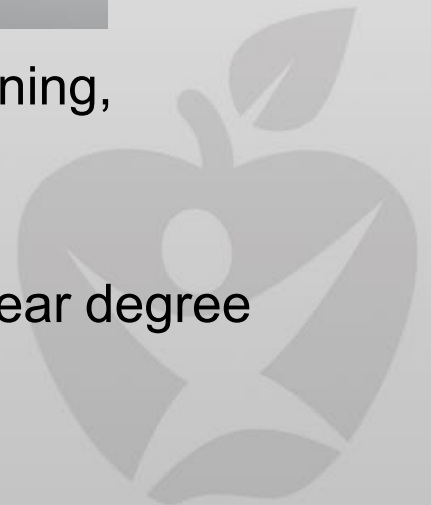
SMALL BUSINESSES, BIG IMPACT.





In 2018, 57% of all jobs were classified as Skilled Training, requiring some form of Career/Technical education.

Only 33% of all jobs were classified as requiring a 4-year degree or higher.





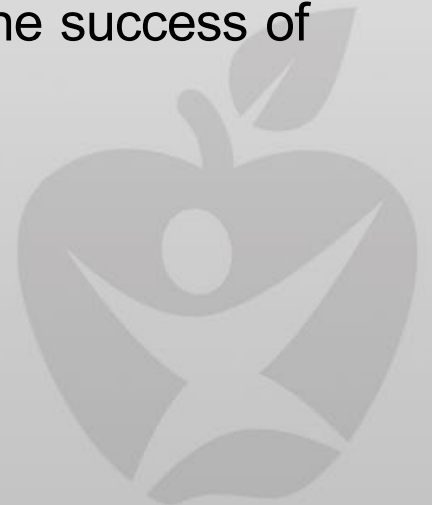
As a teacher, how do I implement all of this into my classroom activities?

1. Writing a Business Plan

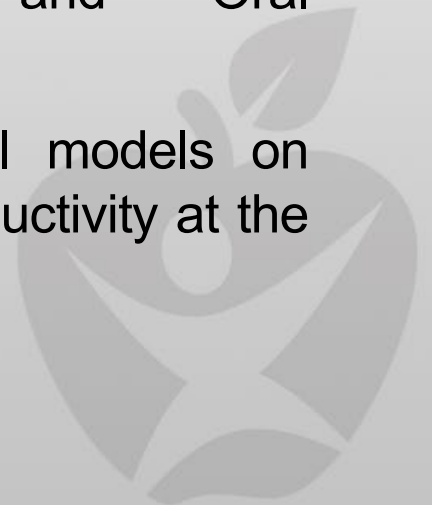
- a. Goal: Have students collaborate to create a company to compete with a Fortune 500 company.
- b. Skills Used: Critical Thinking, Research, Data Analysis, Language, Oral, and Written Communication.
- c. Assessment: Consider a Shark Tank Assessment as an enjoyable way to include students and teachers from other classrooms. The panel of investors can be represented by any combination of students and teachers.



2. Creating a Digital Marketing Strategy Using Social Media
 - a. Goal: Create a Social Media Marketing Campaign for a fictitious company with a target demographic in mind.
 - b. Skills Used: Digital Literacy, Marketing, Problem Solving, Written Communication, Communication, and Creativity.
 - c. Assessment: Through the use of a private Instagram Account, have other students follow the fictitious company's Instagram; use the number of "likes" to gauge the success of the social media campaign.



3. Create an Organizational Development Plan as a Chart
 - a. Goal: Create a chart indicating how new classroom policies could be used to motivate students. Have students research effective models for creating positive workplace environments. Utilize in classroom surveys as artificial market research.
 - b. Skills Used: Critical Thinking, Problem Solving, Organizational Development, Written and Oral Communication, and Analyzing Information.
 - c. Assessment: Experiment with organizational models on different groups and measure their level of productivity at the end of collaborative sessions.



Machine, Platform, Crowd:
Harnessing our digital future (McAfee
& Brynjolfsson, 2018)

Drive: The surprising truth about what
motivates us (Pink, 2018)

The Global Achievement Gap: Why
our kids don't have the skills they
need for college, careers, and
citizenship – and what we can do
about it.



Give IPDAE Your
Feedback!

