

# The Entrepreneurial Mindset

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The Cloud Institute and Craig Armstrong (Director of Youth Entrepreneurship, Ewing Marion Kauffman Foundation) have partnered on an exciting new project to define the mindset of a successful entrepreneur: the “E-Mindset.”

We are co-creating a list of attributes of an entrepreneur and our first application of this mindset is at a new school in Rochester, NY where we are aligning the mindset with Education for Sustainability (EfS). This School, Jefferson Entrepreneurial High School, is a new 7-12 school that opened with a seventh grade class in the fall of 2006. We are working with the school staff to embed the entrepreneurial mindset across the disciplines and to create an entrepreneurial course to be taught at the school.

The key characteristics of the E-Mindset are as follows:

## **Motivation**

1. Passion: I feel positive and powerful, and that fuels my learning and my growth. I have a desire to invent the future with idealism, wonderment, and awe. I have a feeling of competence, a feeling of autonomy, and a feeling of being connected.
2. Perseverance: I endure and remain determined to reach my goal, despite any setbacks.
3. Risk Acceptance/Risk Taking: I engage in actions with unknown outcomes, for the purpose of reaching my goals.

## **Sense of Self**

4. Strength in Individuality: I know who I am and I recognize that I have a unique contribution to make.
5. Self-Efficacy: I have an internally held belief in my ability to succeed coupled with an overall sense of optimism about the future.
6. Taking Responsibility: I am accountable for my actions (and inaction). I can predict and am accountable for the long and short term consequences of those actions.

## **Thinking**

7. Lateral Thinking: I use “out of the box” thinking, creativity, visioning, imagination, and innovation to solve problems.
8. Systems Thinking: I can see both the whole system and its parts, and can place myself in the system.

## **Outputs**

9. Opportunity Recognition: I recognize moments in which to turn a problem into an opportunity to make positive change.
10. Value Creation: I make contributions that solve more than one problem at a time without creating new problems.