21st Century Employability Skills
Entrepreneurial Mindset
Lesson 1: Modern Workforce

New World of Work
Powered by California Community Colleges
The Primary Attributes (Traits) of Entrepreneurial Mindset:

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. 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.
4. **Thinks of new ideas and ways of doing things by drawing connections, comparisons, and combining different sources of information**
Entrepreneurial Mindset Desired Outcomes:

1. Achieve an understanding of the entrepreneurial nature of the modern workforce and the means for work attainment.

2. Create a value proposition based on your strengths, skills, and career interests.

3. Write and deliver a 60-second elevator pitch of your value proposition.

4. Develop an action plan to continue your entrepreneurial efforts in work attainment. This helps show self-motivation & innovative brainstorming.
Welcome to the Gig Economy

- What is the Gig Economy?
- Shifts in the economy and technology have altered the nature of work
- Gone are the days of 40-year careers with guaranteed retirements
- Employers can’t commit to hiring for long periods of full-time work
- Teams are often assembled for projects and bring in team members with specific skill sets for shorter periods of time
- Often these team members are not employees but contract workers
Facts on Freelancing & Why You Should Care

- Today in the US workforce there are 53 million freelance workers
- It’s estimated that by 2020 nearly HALF of the workforce will be freelancers or contract workers
- That means employers are contracting with freelancers for short-term specific projects
- These contractors are not employees and do not receive the same benefits as employees
- Why should you care? There is a very good chance that YOU and everyone in this room will do freelance work some day
To Obtain Work: Think Like an Entrepreneur

- Freelancers and contract workers are their own businesses, in essence they are entrepreneurs.

- How do entrepreneurs think, and what are transferable skills that will benefit everyone?
  - Entrepreneurs are always looking for opportunities.
  - Entrepreneurs are resourceful, they can make resources stretch to complete a project.
  - Entrepreneurs are always cultivating their biggest asset: their network or social capital.
What are the traits of an entrepreneur?

- As you watch the video, think about the main qualities and characteristics of an entrepreneurial mindset. Write down the ones that jump out at you the most.
- Remember, these skills are not just limited to business!
- Are some of these behaviors positive and can some of them be seen as potentially negative if taken to extremes?
- Can you develop some of these traits if you don't have them naturally?
- What would be the potential benefit to developing an entrepreneurial mindset, no matter what work you go into?

https://www.youtube.com/watch?v=sOjeQV5pHh4
Entrepreneurial Traits in the Workplace

- Entrepreneurs are always looking for opportunities
  - What are the latest trends in your field? Do you know? Are you upgrading your skills and knowledge to stay current? You need to take ownership of your own skills and strengths to have something to offer.

- Entrepreneurs are resourceful
  - How do you value all of your resources? Do you have some savings set aside in case you are downsized? Do you live beneath your means so that you bounce back from a career setback?

- Entrepreneurs are always cultivating their networks
  - You are as successful as your network. If you needed to look for work, could you call upon your network to get the word out?
Activity: Picture It!

- Compare entrepreneurial mindset to something else— a building, vehicle, plant, etc.
- At your table, brainstorm what that metaphor looks like
- Using the chart paper and markers, sketch it out
- Pick one person from your table that will report out to the larger group
Entrepreneurial Mindset: What Not to Do

https://www.youtube.com/watch?v=dylwphR7QfE
Build Your E-ship Mindset: Create a Value Proposition

A value proposition describes what the entrepreneur or worker is offering that adds value to the client/employer.

Entrepreneurs solve problems for their clients.

Workers should take this approach as well.

- What problem can you solve for your employer?
- How do you leverage your skills and strengths to make yourself invaluable to your employer or client?
- How can you clearly articulate your value proposition to a potential client or employer?
Elevator Pitch: Clearly articulate your strengths in 60 seconds

- An Elevator Pitch is a brief but thorough description of your value proposition
- Entrepreneurs spend hours crafting and practicing their 60-90 second elevator pitches
- Why? They want to always be prepared to concisely explain their value proposition because they never know who they might meet who could be a potential customer or connect them to one
- Workers should take the same approach. If you randomly met your dream employer after this class, could you describe your own value proposition in less than 90 seconds?
- Challenge: Find a partner and role play that scenario. GO!
Create Your Elevator Pitch

- It’s a more challenging exercise than it sounds to describe your value to others in less than 90 seconds

- Steps for your own elevator pitch:
  - Step 1: List your skills and strengths (you can use the skills handout to brainstorm)
  - Step 2: From your skills and strengths, circle the ones you feel would be most appealing to an employer or client
  - Step 3: Identify what problem you can solve for an employer/client using your skills and strengths
  - Step 4: Write a 60-second pitch that covers the ways you could be an asset to an employer/client using your unique skills and strengths
This will probably take several drafts to get it just right

Practice saying it, and then revise accordingly

When you are comfortable with the draft, practice it with peers, mentors, and site supervisors if you are doing work based learning

This will make you feel comfortable speaking about the value you bring

Leverage ways to market yourself, such as LinkedIn, student clubs for networking with employers and leaders, internships/apprenticeships

You never know when you will need to use it!
Next Steps: Practice!

LinkedIn and New World of Work have partnered to provide suggested next steps after each of the 21st Century Skills lessons.

Go to: [www.linkedin.com/learning](http://www.linkedin.com/learning)

These videos will help you continue to explore Entrepreneurial Mindset. You can earn certificates of completion to post on your LinkedIn profiles along with any of your digital badges and skills verifications.

Courses:

- [Leading and Working in Teams](#)
- [Focus on Your Skills](#)

Videos:

- [Learn about what motivates you](#)
- [How do you surface new ideas?](#)
- [Brainstorming](#)
- [Evaluating ideas](#)
- [Add impact to your ideas](#)
- [Monitor and control risks](#)
- [Taking the right risks](#)
- [Learning from your mistakes](#)
- [Are you an entrepreneur?](#)
- [Know yourself as the entrepreneur](#)