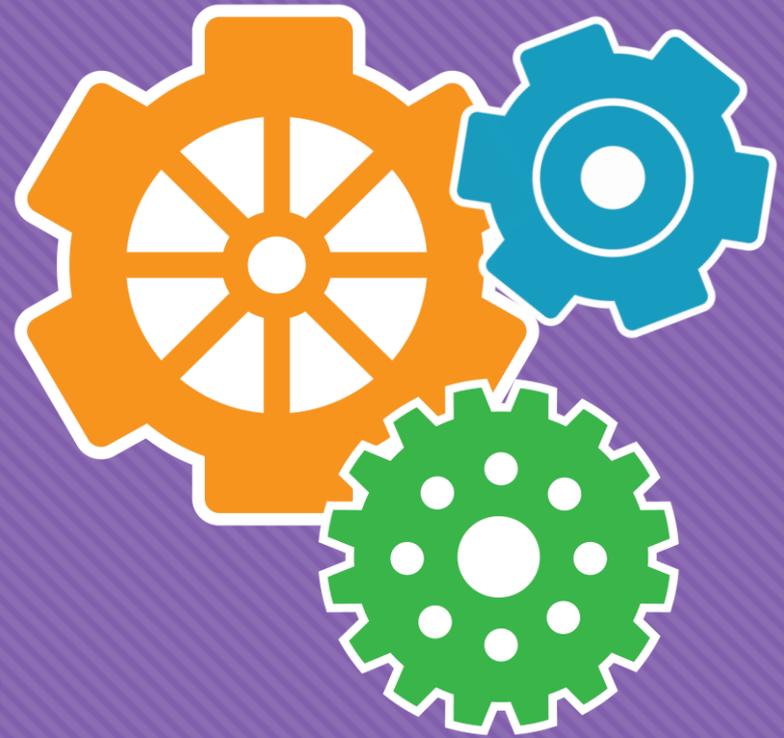


**Tinker.
Explore.
Create.:
Engaging Youth in
Entrepreneurial Thinking**



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Introductions

Entrepreneurial Research

- Non-cognitive entrepreneurial skills
 - Defined as patterns of thoughts, feelings and behaviors
 - TEAMWORK, INTERPERSONAL SKILLS, COMMUNICATION
- Cognitive entrepreneurial skills
 - Defined as skills for action:
 - PLANNING, CRITICAL THINKING, IDEA GENERATION



Tinker. Explore. Create.



Overview & Objectives

- Designed for Grades 3-5
- A curriculum to support a makerspace in a box
- Based on Stanford Design School's *Intro to Design Thinking*
- Increase awareness of entrepreneur traits and skills

TEC Box Bingo

Circulate throughout the room and talk to others. Ask others if they fit the description of the box. If so, ask the person to sign or initial the box and give them a “high five” and continue until someone has a blackout.

TEC BOX Bingo Card

| | | | | |
|--|---|--|--|--|
| I've made something brand new. CREATOR | I listened to someone tell me about their day. GOOD LISTENER | Even though something was difficult I finished it. PERSISTANT | I bought something this week. BUYER | Me or someone in my family bought a physical item from a store. PRODUCT |
| I hung out with friends in the last week. SOCIALIZER | I encouraged someone to do their best this month. MOTIVATOR | I took something apart to see how it worked. ANALYZER | I believe I can be good at whatever I choose to do. SELF-BELIEF | I did something for someone else this week. SERVICE |
| I enjoy talking to my friends about their feelings. EMPATHIZER | I like being the first person to try something new. RISK TAKER | FREE | I worked on a team project in the last month. TEAM BUILDER | I have made a model of an idea I had. PROTOTYPE |
| I did really well in a game, a test or assignment this week. ACHIEVER | I think about and plan things before I do them. PROACTIVE | I sell things for money. ENTREPRENUER | I bought something or paid to have something done for me recently. CUSTOMER | I quickly told a friend or family member about an idea I had. QUICK PITCH |
| I encouraged someone on a team this week. TEAM BUILDER | I talked a friend or family member into doing something this week. PERSUADER | I made something completely new this month. DEVELOPER | I used something that was purchased this week. END-USER | I sold something in the last month. SELLER |

Design Thinking

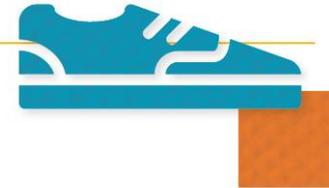
Supplies Needed:

- Pencil
- Scenario Cards
- Page 4 of Youth Workbook

2 WALK IN THEIR SHOES

Activity 2 Design Thinking

Summarize your scenario.



Describe your customer. Who will buy your product? Who or what will use your product? (end user)

1. Why is playing games important to you?
2. What does the end-user more enjoy doing when playing games?
3. What does the end-user least enjoy doing when playing games?
- 4.
- 5.

Dig Deeper

Dig Deeper into why the person feels the way that they do. Put yourself “in the shoes” of your customer.

Activity 3

Dig Deeper

1. Describe the most fun you have had playing games with the end-user. Why?
2. Describe the worst time you had playing games with the end-user. Why?
3. How do you feel when you or your end-user is done playing the game?
- 4.
- 5.

What does empathy mean?

Why is empathy important?



Brainstorm & Team Ideas

- 1) Brainstorm Individually
- 2) Meet with your group to:
 - 1) Share your brainstorms
 - 2) Narrow down your ideas to top 3



Activity 4

Brainstorm and Team Ideas

List or sketch as many ideas as you can to meet your customer's needs.

Team ideas:

1.

2.

3.

Sum It Up!

By really listening, did you feel empathy for your customer?

Which question do you think helped you understand your customer the best?

Do you think feeling empathy for your customer made developing a product for them easier?

How could you use active listening to better understand a friend?



- What do you think the word empathy means?
A: The ability to understand and share the feelings of another person
- Why do you think feeling empathy toward others is important?
- Why do you think empathy is an important skill for entrepreneurs?

Record answers in Youth Workbook.

Customer Feedback

Ask 3 people that aren't on your team to give you feedback about your team's 3 product ideas.

Use page 6 in youth workbook for question suggestions.

Homework Customer Feedback



Ask 3 people that might be your customers:

1. What they like about your product?
2. What they don't like about your product ideas?
3. How to make your product better?

TEC Box Outcomes

- 78% of youth that participated agreed or strongly agreed that they like to solve problems.
- 81% agreed or strongly agreed that once they start something, they continue on until it's completed.
- As a result of the program, 85% of surveyed youth (n=20) indicated they have the ability to be an entrepreneur.
- 70% don't mind taking risks and 75% are able to come up with creative ideas to solve problems.
- One student noted, [the most important thing I learned from TEC Box is] to have empathy for everyone." Another stated, "anyone can be an entrepreneur."



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Questions

Thank You!