



In today's rapidly changing world, fostering a culture of entrepreneurship within educational institutions and career support networks is essential. This conversation guide aims to facilitate discussions among stakeholders on strategies to infuse entrepreneurial principles, mindset, and opportunities throughout the academic journey and career development pathways.

Start the Conversation:

- Gather some key stakeholders in your ecosystem to explore ways that entrepreneurship and entrepreneurial mindset can be integrated into different parts of the college or university curriculum and co-curriculum. You can gather stakeholders in a face-to-face or virtual meeting. You might also consider whether it's possible to carry out this "conversation" asynchronously via email, a discussion board, or across a series of one-on-one or small group discussions.
- For this conversation, it may be most appropriate to include only college/university faculty and staff, at least to begin. However, you may have some trusted ecosystem partners that could bring valuable perspectives to the conversation, and you might consider including them from the start to help ensure alignment with ecosystem needs.
- For college and university representatives, you might focus on a particular college or set of programs within the institution (Business, Engineering), but the conversation might be most robust if you have an array of curricular areas represented (including the Humanities, Sciences, Social Science, etc.) and also co-curricular areas—perhaps most importantly career services, but also functions like student activities.
- It's important that at some point, in any case, that you check the outputs of your conversation with external ecosystem stakeholders. When you do so, be sure to include at least one entrepreneur in your conversation. As the primary beneficiaries of the value that your ecosystem creates, it's vital that entrepreneurs participate in the conversation and/or feedback.
- This conversation guide suggests using a World Café format. You can [learn about how to run a World Café here](#). Consider asking participants if they have experienced a World Café, and maybe asking participants who have experienced this facilitation approach what their experiences with it have been.

Just Getting Started?

If you and your colleagues are just beginning to engage your college or university in ecosystem building, you may feel the need to do some groundwork before you dive into conversations. Take a look at [Getting Ready for Ecosystem Conversations](#) for ideas and considerations for engaging both your internal ecosystem as well as with external partners.

Build an Equitable Ecosystem!

Ecosystems thrive when they are inclusive, fostering connections, conversations, and cultures that embrace the entire community. Before undertaking this or any of the conversations on C-CUBE, review [Centering Access, Belonging, Inclusion, Diversity, and Equity in Ecosystem Building](#). Apply the five questions under "Putting it into Action" as you plan this conversation.





- Start by asking participants what they know about the concept of entrepreneurial mindset. Have a general discussion about what entrepreneurial mindset is and how it can benefit students during and after college, no matter their major or career path.

You might consider asking participants to read some resources about entrepreneurial mindset in advance, such as:

- [3 Traits of an Entrepreneurial Mindset](#), from MIT
 - [Entrepreneurial Mindset](#), from the Network for Teaching Entrepreneurship
 - [What is mindset?](#), from the Entrepreneurial Learning Initiative (ELI)
- Once you've had some general conversation about entrepreneurial mindset and its benefits, begin your World Café. You will have participants move from table to table in small groups, each focused on a particular topic. Here are two suggestions regarding how you set up the topics:
 - In one approach, you could have each table focused on a different aspect of entrepreneurial mindset (creativity, resilience, adaptability, critical thinking, problem-solving, flexibility & adaptability, comfort with risk, future orientation, etc.). Participants at the table would discuss how that aspect of entrepreneurial mindset can be part of the curriculum or co-curriculum—or the external ecosystem—that each table participant represents.
 - An alternative approach would be to have table topics focused on different disciplinary and co-curricular areas (Engineering, Business, Visual Arts, Career Services, Student Activities, etc.). In this approach, table participants would share their ideas about how entrepreneurial mindset plays a role in each area. (Even though you'll have participants who aren't directly involved in each area, you might stimulate some interesting ideas by having participants with "outside" perspectives on the disciplines or co-curricular activities.)
 - With either approach, prepare table facilitators to prompt conversation and idea generation about both curricular and co-curricular opportunities:
 - Cross-Disciplinary Collaboration: Encourage participants to share examples of cross-disciplinary collaborations that promote entrepreneurship. Discuss how such collaborations can enhance the learning experience and foster an entrepreneurial culture.
 - Experiential Learning: Explore integrating experiential learning opportunities, such as internships, projects, and startup experiences, into the curriculum. Discuss the benefits of hands-on entrepreneurship experiences for students.
 - Faculty Engagement: Discuss strategies for engaging faculty in infusing entrepreneurship into their courses. Share best practices and success stories of faculty who have embraced entrepreneurial pedagogy.





- Courses and Pedagogy: Discuss methods for instilling an entrepreneurial mindset across majors. Explore workshops, seminars, and resources that can help students develop essential entrepreneurial skills.
 - Career Counseling: Examine how career counseling can incorporate entrepreneurship as a career pathway. Discuss ways to guide students in identifying entrepreneurial opportunities and resources.
 - Alumni Engagement: Explore the role of alumni in mentoring and supporting current students interested in entrepreneurship. Share examples of successful alumni entrepreneurs.
 - Networking and Events: Discuss the organization of networking events, workshops, and career fairs that emphasize entrepreneurship. Highlight the value of connecting students with entrepreneurial professionals.
- After your World Café ideas have been processed, consider gathering participants again, potentially in smaller groups, to focus on action planning for some of the highest priority ideas that were generated. Some considerations for action planning:
 - Consider using [backcasting](#) or a similar technique to consider what needs to be done to achieve the desired future state.
 - Identify Actionable Steps: Collaboratively identify specific actions and initiatives to make entrepreneurship visible across the curriculum and career services. Assign responsibilities and timelines.
 - Evaluation and Measurement: Define metrics and methods for evaluating the impact of these initiatives. Consider how to assess changes in students' entrepreneurial mindset and career outcomes.
 - Resource Allocation: Address resource allocation for implementing entrepreneurship-focused programs and services. Discuss potential sources of funding and support.
 - Sustainability: Explore strategies for sustaining entrepreneurial mindset across disciplines and career services over the long term. Discuss ongoing professional development and continuous improvement.

