

Example Activities to Promote Development of the Entrepreneurial Mindset in Engineering Courses



1. KEEN Idea - Style Differences

Divide the class into groups of 4. Assign or have each group select a simple tool or innovation (think: zipper, belt, can opener, nail clippers). Have the group review the Social Styles Matrix information available at -

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&ved=0ahUKEwjo9LqYt43MAhXGsYMKHYvgAoEQFggrMAI&url=http%3A%2F%2Fwww.ucalgary.ca%2Fhr%2Ffiles%2Fhr%2Ftips-for-working-with-different-social-styles.doc&usq=AFQjCNFvnHKK_iPezHi86v4AEuPtf8ufKg&sig2=5jzMz-Io-VprThoff7GtdQ.

Have each member of the group present a 30- or 60-second pitch of their tool or innovation designed to appeal to one of the social styles (with each member of the group focusing on a different social style) and then have the group discuss the differences between their presentations and report out to the class the highlights of their discussion.

2. KEEN Idea - What's your style?

Select a number of example pitch videos from -

https://www.google.com/search?q=pitching+an+innovation+examples&safe=off&biw=1920&bih=969&source=lnms&tbm=vid&sa=X&ved=0ahUKEwjfyqbhuo3MAhWrtoMKHTZ_AUUQ_AUICCgC. Have students view the pitch videos you selected and report their initial reaction to each.

Next have students take the social style self-assessment at -

<http://www.smallworldalliance.com/documents/SocialStyles-Assessment.pdf> and then analyze their reactions to the pitch videos in light of their self-assessment. How does knowing their personal style help them understand their initial reaction to the pitch videos? Finally, have students select one of the pitch videos and present what they would suggest to the presenter to help make the pitch more effective for their particular style.

3. KEEN Idea

Have students select one of the pitches available at

<https://www.google.com/search?safe=off&biw=1920&bih=969&tbm=vid&q=engineering+innovation+elevator+pitch+examples&spell=1&sa=X&ved=0ahUKEwjNvdC9wY3MAhUEvIMKHeZdDqwQBQgbKAA&dpr=1> and identify the style of person to whom it is most likely to appeal.

Finally, have students describe ways in which the pitch might be modified to appeal to a person with a different style.

Example Discussion Prompts to Promote Development of the Entrepreneurial Mindset in Engineering Course Online Discussions

CURIOSITY
DEMONSTRATE constant curiosity about our changing world
EXPLORE a contrarian view of accepted solutions

CONNECTIONS
INTEGRATE information from many sources to gain insight
ASSESS and **MANAGE** risk

CREATING VALUE
IDENTIFY unexpected opportunities to create extraordinary value
PERSIST through and learn from failure

	Introduction to Engineering	Computer Integrated Manufacturing	Engineering Statistics
Alex Milovic – What is a pitch? Social styles and how do they frame your pitch? Elements to focus on the end game of your pitch	<p><u>Curiosity:</u> During Design Day, you are required to pitch your design and answer questions. Considering each of the 4 types of social styles, what questions do you think each may ask about your design?</p> <p><u>Connections:</u> TV commercials are one way companies “pitch” to potential customers their new innovation. Use YouTube to identify 2 commercials for a new innovation that focus on 2 of the 4 social styles (analyticals, drivers, amiables, expressives). Describe the pitch and explain why it works?</p> <p><u>Creating Value:</u> Imagine you are trying to get your boss’s approval for investing in your design project. Pick two different social styles and in 3 sentences each, pitch the idea to your boss.</p>	<p><u>Curiosity:</u> As a manufacturing engineering for Company X, you are contemplating replacing 10 assembly line workers with one robot. Identify the pros and cons from the perspective of the assembly line workers, the quality control department, and your boss.</p> <p><u>Connections:</u> Select an automation or technology project you would like to implement at Manufacturing Company X. Identify at least 4 groups of internal customers you should get feedback from before giving the pitch in front of the entire company. Explain why.</p> <p><u>Creating Value:</u> Imagine you are trying to get your boss’s approval for investing in a robot to replace 10 assembly line workers. Pick two different social styles and in 3 sentences each, pitch the idea to your boss.</p>	<p><u>Curiosity:</u> Politicians need to pitch themselves and their agenda to get the approval of voters. Provide an example of how a political group could statistical manipulate data in its favor.</p> <p><u>Connections:</u> TV commercials are one way companies “pitch” to potential customers their new product or innovation. Use YouTube to identify 2 commercials for a new innovation that use statistics to persuade customers. Describe the pitch and explain why it works?</p> <p><u>Creating Value:</u> Identify a commercially available product. Be creative and come up with a hook that incorporates some form of statistics to get customers engaged.</p>