

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



1. Ron Popeil was a master storyteller, perhaps best known for distilling the story of his rotisserie oven to the tagline, “Set it and forget it” (<https://www.youtube.com/watch?v=rNy1iFdeV2U>). Johnny Cochran told the story of the O.J. Simpson defense to the phrase, “If it doesn’t fit, you must acquit” (https://www.youtube.com/watch?v=P_apIbmsUwU). Assign or have students select a tool or innovation and review some other famous taglines and slogans here - https://www.youtube.com/watch?v=P_apIbmsUwU - then and create a tagline for it that provides a sense of the tool/innovation’s “story.” Have the class select the top three taglines/slogans developed by the class and describe the rationale for their choices.

2. Divide the class into groups of 5-6. Assign to each group or have each group select a common tool or innovation (think: safety pin, tweezers, hammer) and then have each group member identify a specific potential audience for the tool/innovation and a unique way that audience might use that tool. Next, have each group member or describe the “value proposition” of the tool/innovation for that audience in one or two sentences. Compare and contrast the value propositions across group members and discuss the ways in which each value proposition presents a different “story” about that tool/innovation.

3. Some products have developed extensive marketing storylines. Consider the following sets of commercials for Progressive Insurance’s “Box”, Progressive Insurance’s “Flo”, Dos Equis’ “Most Interesting Man in the World”, and All State Insurance’s “Mayem”

- https://www.google.com/search?q=Box+progressive+commercials&safe=off&source=lnms&tbm=vid&sa=X&ved=0ahUKEwj-ydS4pcbMAhXDcj4KHX_gD0AQ_AUIBygB&biw=1920&bih=969
- https://www.google.com/search?safe=off&biw=1920&bih=969&tbm=vid&q=flo+progressive+commercials&oq=flo+progressive+commercials&gs_l=serp.3..0l4j0i30j0i8i30l2.36633.37791.0.38166.5.4.1.0.0.0.120.438.1j3.4.0....0...1c.1.64.serp..1.4.342...0i7i30j0i8i7i30j0i13j0i13i30j0i8i13i30.vIcN8ju3pmI
- https://www.google.com/search?safe=off&biw=1920&bih=969&tbm=vid&q=most+interesting+man+in+the+world+commercials&oq=most+interesting+man+in+the+world+commercials&gs_l=serp.3..0.7341.8620.0.9090.13.13.0.0.0.0.155.1217.7j5.12.0....0...1c.1.64.serp..6.7.589...0i7i30j0i13.zyoxPYYVjfe8
- https://www.google.com/search?safe=off&biw=1920&bih=969&tbm=vid&q=mayhem+allstate+commercials&oq=mayhem+allstate+commercials&gs_l=serp.3..0j0i8i30l9.19683.253

Linda Menck Video 1 – The Power of Storytelling

[13.0.25601.19.17.2.0.0.0.192.1837.7j10.17.0....0...1c.1.64.serp..2.15.1417...0i7i30j0i7i5i30j0i7i5i10i30j0i13j0i30j0i5i30j0i5i10i30j0i8i7i30j0i8i7i10i30.peuiCH63Vqg](https://www.youtube.com/watch?v=13.0.25601.19.17.2.0.0.0.192.1837.7j10.17.0....0...1c.1.64.serp..2.15.1417...0i7i30j0i7i5i30j0i7i5i10i30j0i13j0i30j0i5i30j0i5i10i30j0i8i7i30j0i8i7i10i30.peuiCH63Vqg)

Take a side: Are these extensively storyline examples of great marketing or are they just great stories? Do they actually work to market a product or have they taken on a life of their own that fails to convey or distracts from helping people understand the value of the product? Would you like to use this kind of marketing campaign for an engineering innovation of your own? Why or why not? Refer to the guidance in the video about the power of storytelling in your response.

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
<p>Linda Menck – What is the power of storytelling? Why does storytelling matter? Why should we use infographics and visual storytelling to tell the how/what?</p>	<p><u>Curiosity:</u> During Design Day, you are required to explain your design and answer questions. However, as the videos show, telling a story is a great way to engage your audience. Post your story here.</p> <p><u>Connections:</u> TV commercials are one way companies convey their story to potential customers. Use YouTube to identify 2 commercials for a new innovation that focus on telling a story to engage the customer. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Make an infographic visually describing how you came up with your design idea.</p>	<p><u>Curiosity:</u> As a manufacturing engineering for Company X, you are contemplating replacing 10 assembly line workers with one robot. What story will you use to engage your boss? What story will you use to engage an assembly line worker?</p> <p><u>Connections:</u> TV commercials are one way companies convey their story to potential customers. Use YouTube to identify a commercial that focuses on storytelling to engage customers in a CIM related technology or automation. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Make an infographic showing the evolution of automation and technology in manufacturing.</p>	<p><u>Curiosity:</u> As many statisticians have stated “Numbers don’t lie.” Using one common statistic, tell 2 different stories – one which makes the statistic sound good and one which makes it sound bad.</p> <p><u>Connections:</u> TV commercials are one way companies to tell their story to potential customers. Use YouTube to identify 2 commercials for a new innovation that incorporate statistics to engage customers. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Develop a survey, distribute to friends/family, and obtain a minimum of 50 responses. Create an infographic summarizing the results.</p>