



**‘The Entrepreneurship of Self’** is a 10-week human capital development program that teaches entrepreneurship as an essential life skill – equipping individuals for financial, personal, & professional success.

## **‘The Entrepreneurship of Self’** (A Human Capital Development Program)

*[Entrepreneurship* is the process of designing, launching, and running a new business.  
*Self* is a person’s essential being that distinguishes them from others; their life.]

### ***The Entrepreneurship of Self is...***

- the process of defining, aligning, then utilizing the gift of choice (permission)
- then choosing to design, launch, and manage one’s life efficiently; making one’s self useful by creating value for one’s self and others;
- the devotion to the acquisition of knowledge or skills through experience, study, and/or mentorship;
- all about living an empowered life!

***“It’s not about your business becoming... it’s about YOU being!”***

The Ice House Entrepreneurship Program is an experiential problem-based learning program designed to inspire, inform, and involve participants in the fundamental aspects of an entrepreneurial mindset and the unlimited





opportunities it can provide. Designed for rigor and relevance, the program provides a comprehensive framework for understanding and implementing an entrepreneurial mindset, regardless of one's chosen path.

### **Week 1 | Welcome | Orientation | Introduction**

The introductory lesson offers a brief overview of the eight lessons, an introduction to several of the Ice House Entrepreneurs, as well as a look beneath the surface to examine some of the most commonly held myths about what it really takes to success as an entrepreneur. We'll also introduce some basic concepts about entrepreneurship that are essential to understand.

1. What You Will Learn
2. Introduction to the Ice House Entrepreneurs
3. Unraveling the Mystery
4. Mindset Defined

**Week 2 | The Power to Choose** – Life is not a lottery. The ability to choose the way we respond to our circumstances is fundamental to an entrepreneurial mindset. Using real-world examples, participants learn to recognize how choices rather than circumstances will ultimately shape our lives.

1. Influence
2. React vs. Respond
3. Locus of Control
4. Vision: The Power to Choose

**Week 3 | Recognizing Opportunities** – Problems are often opportunities in disguise. An entrepreneurial mindset sees problems as opportunities, recognizing that solving problems for others is a viable path to individual empowerment. Participants learn to identify problems and use knowledge and experience to find solutions.

1. In Search of Opportunity
2. Problems are Opportunities
3. Simple Solutions
4. Opportunistic Adaptation
5. Prior Work Experience





**Week 4 | Ideas Into Action** – Think big. Start small. Act fast. An entrepreneurial mindset is action oriented, focusing time and energy on things we can change, rather than things we cannot. Using case studies, participants learn how entrepreneurs overcome self-imposed limitations and put their ideas into action.

1. Barriers to Entry
2. Lack of Money
3. Bootstrapping
4. Proof of Concept
5. Lack of Time
6. Lack of Experience
7. Fear
8. Reinventing Work

**Week 5 | Pursuit of Knowledge** – Our effort can only take us as far as our understanding. An entrepreneurial mindset is self-directed, understanding the power of knowledge combined with effort. Participants learn how entrepreneurs find the knowledge they need, combining traditional classroom learning with real-world interaction and observation, experimentation, and adaptation.

1. The Power of Knowledge
2. Learning Defined
3. The “aha” Moment
4. Planning for Success
5. A Word of Caution
6. Knowledge as a Barrier
7. Learning Redefined

**Week 6 | Creating Wealth** – Spending or investing? For most, it’s not the lack of money that prevents us from prospering. An entrepreneurial mindset is resourceful, leveraging existing resources to advance ideas and create value for others while empowering one’s self. Participants learn how fundamental concepts of financial literacy from an entrepreneurial perspective. Learn how entrepreneurs manage their expenses, handle credit, and leverage their abilities to create sustainable wealth.

1. Wealth Perceived
2. Wealth Defined
3. Spending vs. Investing
4. The Credit Trap





## 5. An Entrepreneur's Approach

**Week 7 | Building Your Brand** – An entrepreneurial mindset builds a brand of reliability where actions speak louder than words and following through on simple solutions leads to unforeseen opportunities. Entrepreneurs are problem solvers, and reliability is key to their success. Using case studies and modern-day examples, participants learn how entrepreneurs transform simple solutions into big opportunities by building a reputation for reliability.

1. Brand Defined
2. Defining Your Brand
3. Communicating Your Brand
4. Building Your Brand
5. Confidence

**Week 8 | Creating Community** – An entrepreneurial mindset understands the power of creating an intentional community of positive influence. Entrepreneurs learn to surround themselves with others who have been where they intend to go. Participants will learn how to tap into a network of entrepreneurs, mentors, and trusted advisors within their own communities.

1. Community Defined
2. The Value of a Network
3. Who is in Our Network?
4. Crossing the Chasm
5. Building a Success Network

**Week 9 | The Power of Persistence** – Entrepreneurship is not about how to 'get rich quick', and expecting it to be easy is a mistake. Hard work, perseverance, and determination are the hallmarks of an entrepreneurial mindset and the secret behind





every entrepreneur's success. Participants learn from experience the importance of persistence and the role it plays in every entrepreneur's success story.

1. Focus on what you have
2. Slow and steady wins the race
3. Are you willing to go the distance?
4. Imagine something greater
5. Adversity as an advantage
6. Nothing in life is easy
7. A poor kid with poor beliefs
8. Create your own reality

## **Week 10 | Graduation Celebration**

Ice House Entrepreneurial Mindset Methodology: Learning how to think like an entrepreneur can have a profound impact on our lives. An entrepreneurial mindset shifts our perspective in a way that exposes opportunities, ignites ambition, and fosters the creativity and critical thinking, the self-reliance, resilience, and resourcefulness that have become essential for both individuals and organizations to adapt and thrive in today's rapidly changing world. It also creates a powerful incentive to learn.

