

Setting up the  
**Entrepreneurial Mindset  
Training Course**  
for your library patrons

**EBSCO**

## Three Steps to Take Prior to Set Up:

1. Listen to this podcast:  
<http://correllfiles.libsyn.com/nancy-kishpaugh-entrepreneur-at-the-library>
2. Confirm access to the course: <https://georgialibraries.org/eli/>
3. Get ready to promote it: Online course, available 24/7

# Goals of this Webinar

1. **Review** components of the Entrepreneurial Mindset Training Course
2. **Discuss** online courses as a public library service
3. **Learn** what libraries can do with this training course
4. **Get started!**

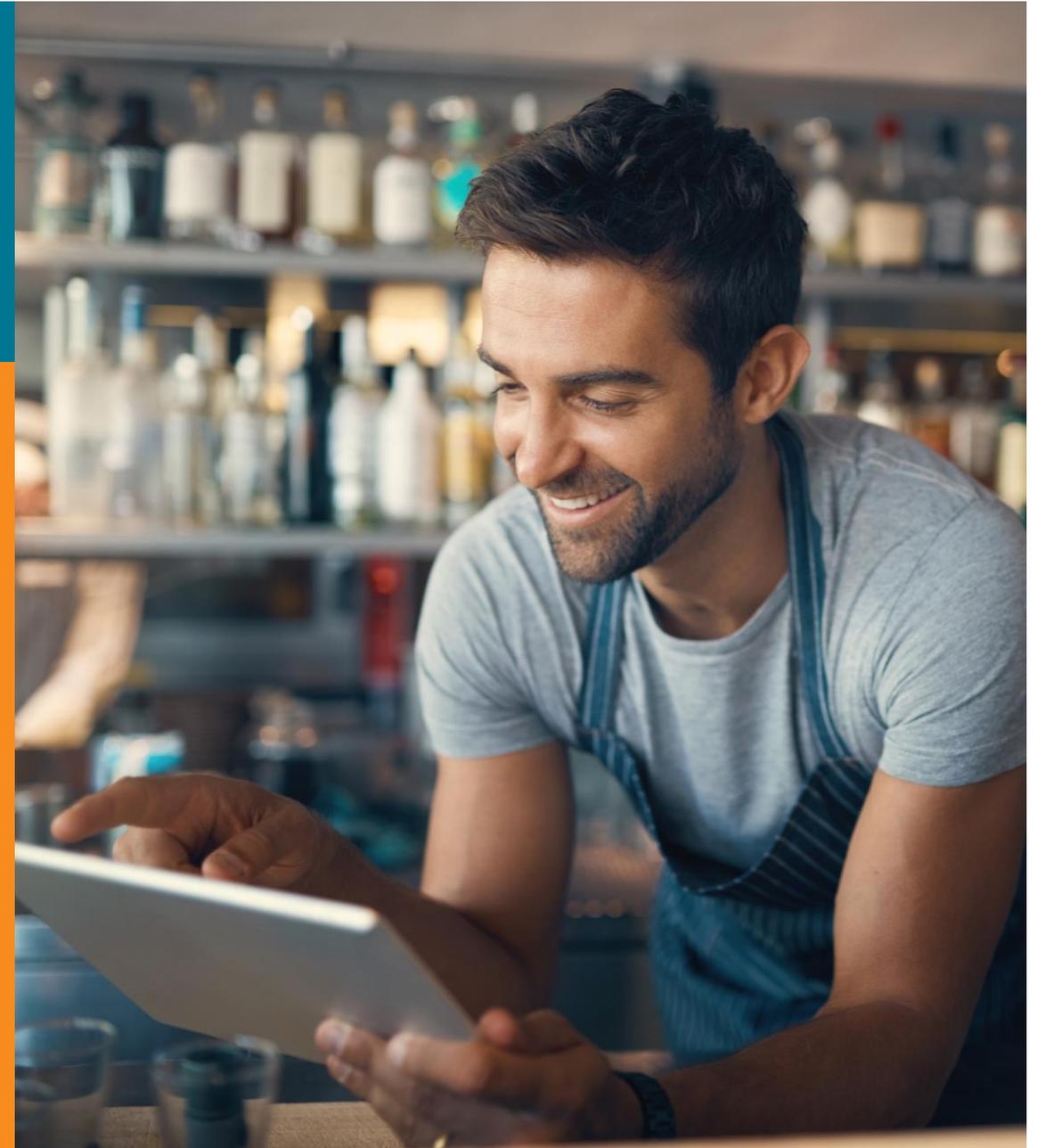
# Course Background



- ELI is a leader in entrepreneurial mindset training
- The **Entrepreneurial Mindset Training Course** is based on the Ice House Entrepreneurship Program, which was developed from hundreds of in-depth interviews with non-Silicon Valley entrepreneurs (funded by CISCO Systems' Entrepreneurship Institute and the Ewing Marion Kauffman Foundation)

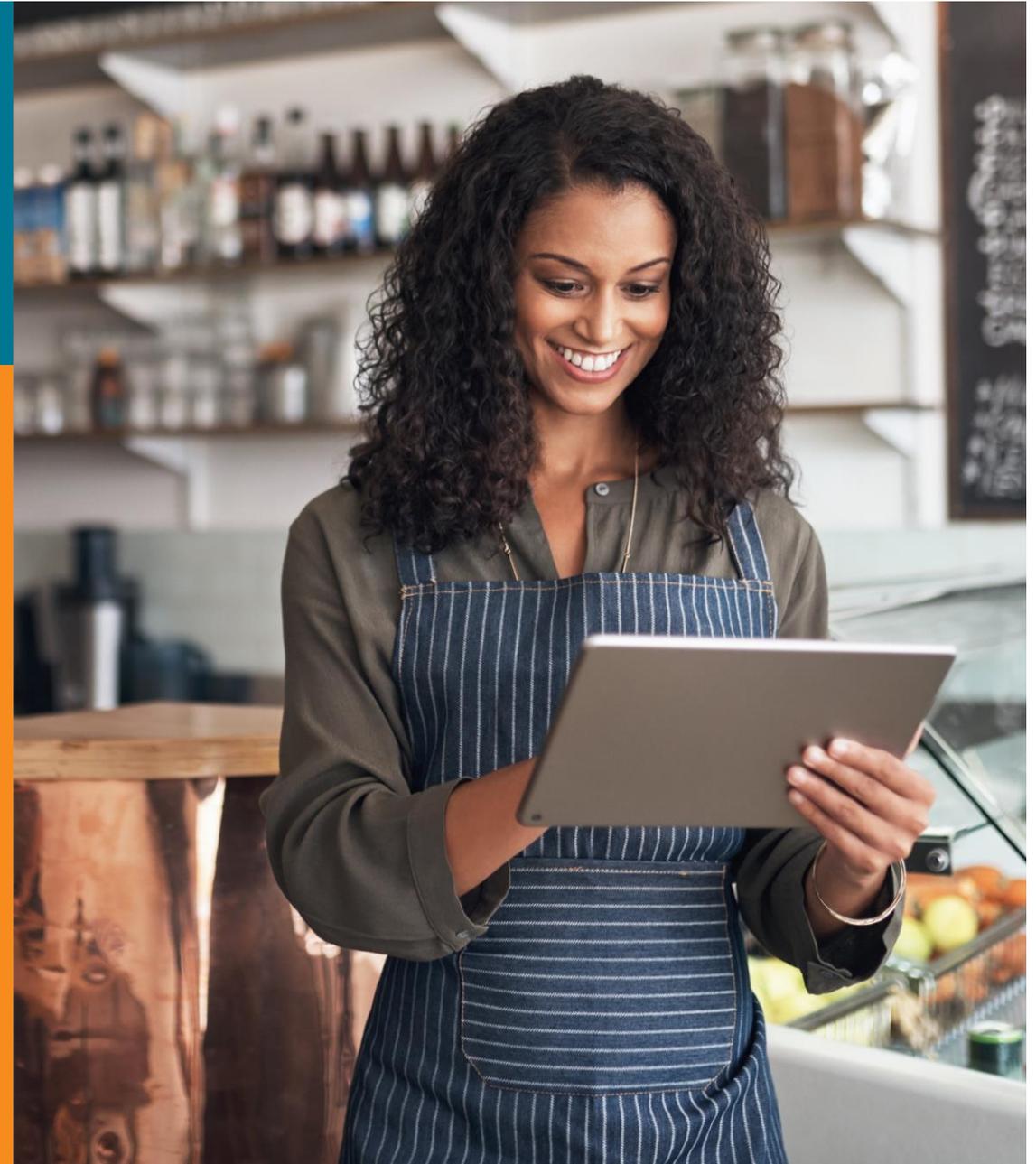
# What is entrepreneurial mindset training?

Before patrons create a business plan, conduct market research and get ready to pitch their idea, they need to know whether they have the **mindset** needed to succeed in starting a business, solving a community problem or becoming a better employee.



When you offer this course at your library, you will introduce patrons to the **entrepreneurial mindset.**

Whether patrons want to build small businesses or pursue new careers, your library can empower them to succeed.



## Patrons who take the course will participate in the following activities:

- Engage in exercises connecting their life experience to that of successful entrepreneurs.
- Develop a personal vision.
- Interview a local entrepreneur.
- Identify a problem they would like to solve.
- Complete an opportunity canvas that helps them refine and validate their solution.

# Course Outcomes

In this self-paced program, participants will learn how to:

- **Recognize opportunities that others overlook.** Drawing from best practices in design thinking, they will learn how to discover opportunities that are hiding in plain sight.
- **Master the art of bootstrapping.** They will learn how cash-strapped entrepreneurs manage to identify, evaluate and transform their ideas into a sustainable success.
- **Develop a success network** that will enable them to avoid costly mistakes, reduce the learning curve and accelerate their growth.
- **Identify and overcome their self-imposed limitations** that may be holding them back.
- **Tap into a mindset** that will inspire and empower them to create a path toward a more meaningful and prosperous life, regardless of where they start.

*See how this course will look on your library's website*





## Georgia Public Libraries - Entrepreneurial Mindset Training Course

Learn how to think like an entrepreneur

 [Enroll in Course for FREE](#)

### **Learning how to think like an entrepreneur can change your life.**

Whether you want to build a business, transform your organization, or reinvent your career, an entrepreneurial mindset provides a new perspective; one that will expose new opportunities, ignite your ambition and cultivate the confidence and the creativity, the self-reliance and the resourcefulness that are essential for anyone to adapt and thrive in today's rapidly changing world.

### **Welcome to the Ice House Entrepreneurship Program.**

Inspired by the **life-story** of Pulitzer nominee Clifton Taulbert and the life-changing influence of an "unlikely" entrepreneur, the Ice House Entrepreneurship Program exposes the underlying logic, the methods, and processes that enable everyday entrepreneurs - those who may not have big ideas, access to wealthy investors, or advanced degrees - to succeed.

# Course Content

## 8 Learning Modules:

**Module 1:** The Power to Choose

**Module 2:** Recognizing Opportunities

**Module 3:** Ideas Into Action

**Module 4:** Pursuit of Knowledge

**Module 5:** Creating Wealth

**Module 6:** Building Your Brand

**Module 7:** Creating Community

**Module 8:** The Power of Persistence

Trial link: <https://academy.elimindset.com/p/icehouseentrepreneurshipprogram2>

# Course Content

- **Video Case Studies** featuring success stories of “unlikely” entrepreneurs
- **Action Items** that enable participants to apply what they are learning to the real world



The screenshot displays a course interface with a sidebar menu on the left and a video player on the right. The sidebar menu shows a progress bar at 4% complete and lists the following items:

- Chapter 2 - Introduction to Ice House Entrepreneurs (14:42)
- Chapter 3 - Unraveling the Mystery (5:20)
- Chapter 4 - Mindset Defined (8:35)
- Summary (1:04)
- Points to Ponder - What Makes a Mindset?
- Introduction Comments

Below the sidebar menu, the "Module 1 - The Power to Choose" section is visible, listing:

- Introduction (3:08)
- Chapter 1 - Influence (14:24)
- Chapter 2 - React vs. Respond (8:24)
- Chapter 3 - Locus of Control

The video player on the right shows the title "Chapter 2 - Introduction to Ice House Entrepreneurs" and the video content. The video content includes the title "2. Introduction to Ice House Entrepreneurs" and a portrait of Palwasha Siddiqi, an immigrant entrepreneur. The video is part of "The Ice House Entrepreneurship Program".

# Course Content

- **Points to Ponder**  
assignments designed to encourage self-reflection and analysis
- **Additional Resources** to encourage further exploration of the core concepts



# Dawn Halfaker

<https://www.youtube.com/watch?v=AfKRqdz5ggg>

# Who is the audience for this content?

**Use Case 1:** Someone with an idea who needs help believing that he or she can become an entrepreneur.

**Use Case 2:** A craft person who is constantly being encouraged by friends and family to “sell” what he or she makes.

**Use Case 3:** Someone who likes their job but wants it to be more engaging.

**Use Case 4:** Students who need support in becoming all they can be.

# Your library can utilize this course three ways:

1. Make the online course available and promote it with EBSCO's customizable launch kit (low effort, minimal staff time)
2. Talk with other ecosystem partners about the course and encourage them to promote it with their members (Chamber of Commerce, Small Business Development Centers, United Way, banks, other entrepreneurial groups active in your community)
3. Use it for staff development in the library or in your city/county government

# 1: Make the online course available and promote it with EBSCO's customizable launch kit.

- Update your website to include this offering.
- Use existing communications channels to promote this resource (i.e. email blasts, monthly newsletter, etc.)
- Consider email drip campaign (if email is what you use).
- Reach out to local publicity contacts.
- Bonus points: designate staff member as point person.



Photo : Dav

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## ENTREPRENEURIAL LEARNING CENTER

### Ice House Entrepreneurship Program

Register for the Ice House Entrepreneurship Program at the Southern Pines Public Library! This online program allows you to complete course modules at your own pace.

It's designed to develop creativity, critical thinking, effective problem solving, teamwork, and other entrepreneurial skills. The goal is not necessarily to start a new business, but to inspire the power of entrepreneurial thinking in everyone.

If you have any questions, contact Ice House coordinator Mary Howard at 910-692-8235 or [mhoward@sppl.net](mailto:mhoward@sppl.net).

**REGISTER NOW**



“

*Secret of getting ahead is getting started.*

**Mark Twain**

## 2. Talk with other ecosystem partners about the course and encourage them to promote it to their members.

- Start with existing partners.
- For new partners, ask about their challenges.
- Ask if they would be interested in providing their community with a resource that would help them become opportunity-driven, solution focused.
- Partnerships are an iterative process focus on the long-term.

### 3. Use it for staff development in the library or in your city/county government

- Promote the recommendation from [Nancy Kishpaugh](#) of Independence Public Library in Kansas

*“I recommend this class to everyone! It can change your life if you let it. What I learned is that being an entrepreneur is simply a way of thinking. It's looking at things and seeing opportunities instead of obstacles. It is about freeing your brain from what you thought you knew and letting yourself think about the possibilities.”* — **Nancy Kishpaugh**

- Today requires us to be opportunity-focused, solution-driven.
- Don't forget your government colleagues.

# Lessons Learned About Online Courses

- Can be viewed as “portable” 24/7 programs
- Promotion is critical to success
- Librarian’s role shifts from information provider to learning coach
- Librarians must establish ongoing relationships with learners

Organizer Teacher  
Programmer **Advisor** Counselor  
Information Provider  
Outreach Collector

# Promoting ELI Entrepreneurial Mindset Training Online

- Take advantage of [EBSCO's Social Media Kit](#) with images and sample posts.



- Use this [email template](#) to introduce Entrepreneurial Mindset Training
- Include this link in all email communications: <https://georgialibraries.org/eli/>

# Free Entrepreneurial Mindset Training Promotion Kit (on EBSCO Connect)

## Ignite Your Ambition

Discover your potential at the library – for free!



Do you have an idea for a product or service?  
Have you always wanted to start your own business?  
Are you looking to make a meaningful career change?

Online course available 24/7 from any computer or mobile device.

Ask a librarian for more information.

## Ignite Your Ambition

Discover your potential at the library – for free!



## Ignite Your Ambition

Discover your potential at the library – for free!



Sign up for **Entrepreneurial Mindset Training** and learn how to think (and act) like an entrepreneur. In this self-paced program, developed by the Entrepreneurial Learning Initiative, you will learn how to:

- Recognize opportunities that others overlook.** Drawing from best practices in design thinking, you will learn how to discover opportunities that are hiding in plain sight.
- Master the art of bootstrapping.** You will learn how cash-strapped entrepreneurs manage to identify, evaluate and transform their ideas into a sustainable success.
- Develop a success network** that will enable you to avoid costly mistakes, reduce the learning curve and accelerate your growth.
- Identify and overcome the self-imposed limitations** that may be holding you back.
- Tap into a mindset** that will inspire and empower you to create a path toward a more meaningful and prosperous life regardless of where you start.

Do you have an idea for a product or service?  
Have you always wanted to start your own business?  
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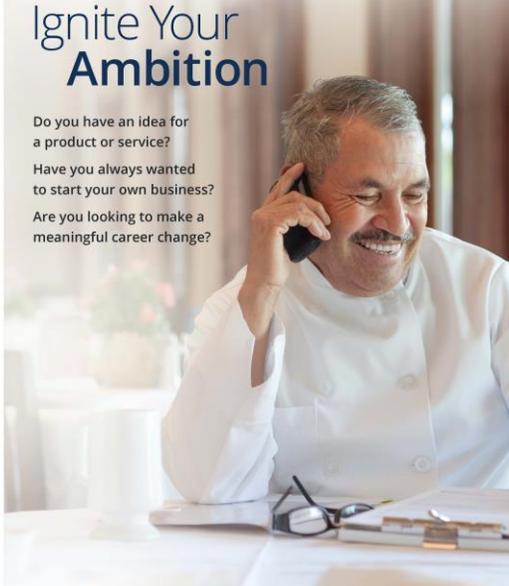
Online course available 24/7 from any computer or mobile device.



Posters

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Ask a librarian for more information.

Online course available 24/7 from any computer or mobile device.



## Learn how to think (and act) like an entrepreneur!

Ask a librarian about Entrepreneurial Mindset Training.




Bookmarks

# LibraryAware can also help libraries promote ELI

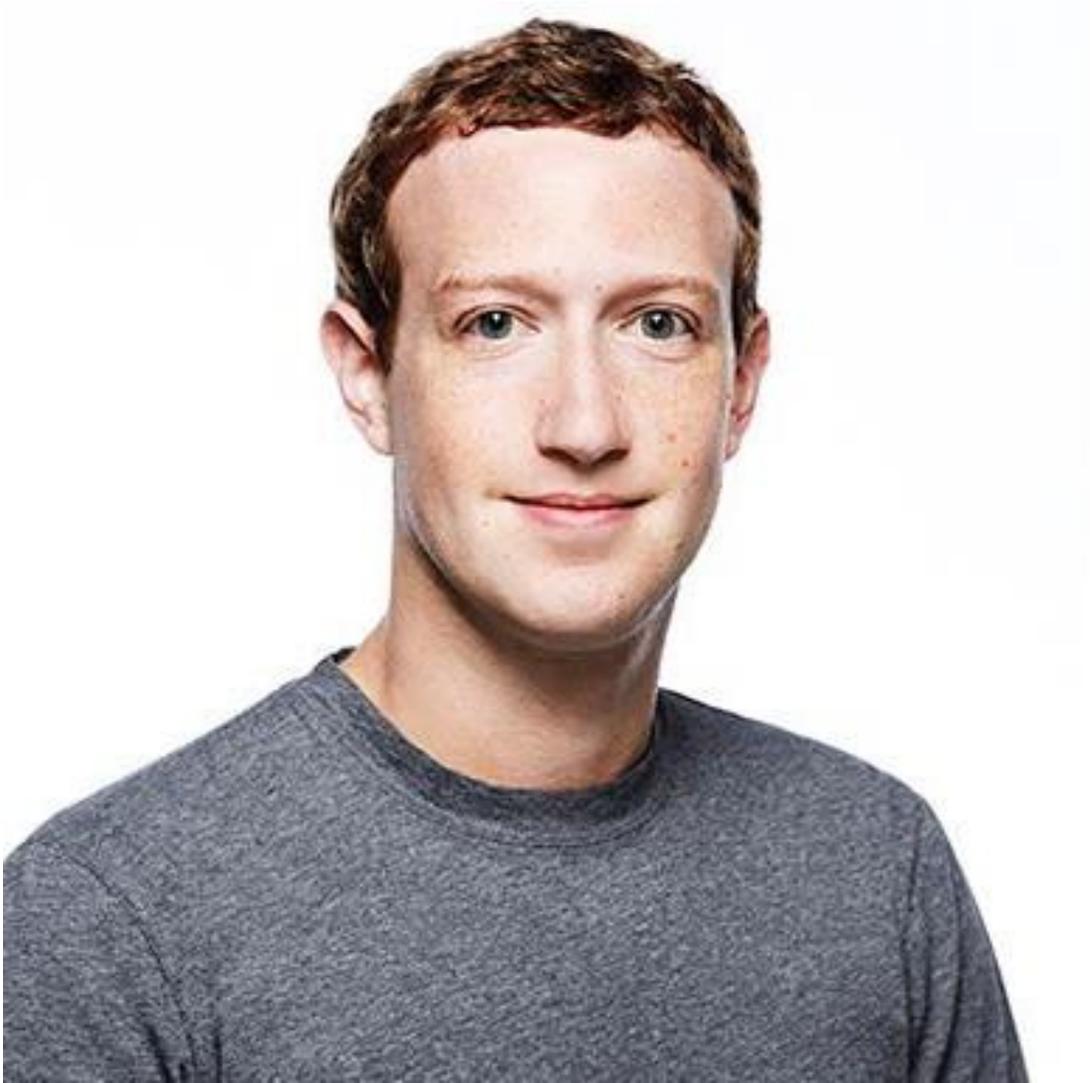
Promotional kits in LibraryAware give libraries effective ways to package their EBSCO resources, such as:

- *ELI Entrepreneurial Mindset Training*
- *Small Business Reference Center*
- *Business Source Complete*
- and more!

[Get great leave behinds on the NoveList website](#)

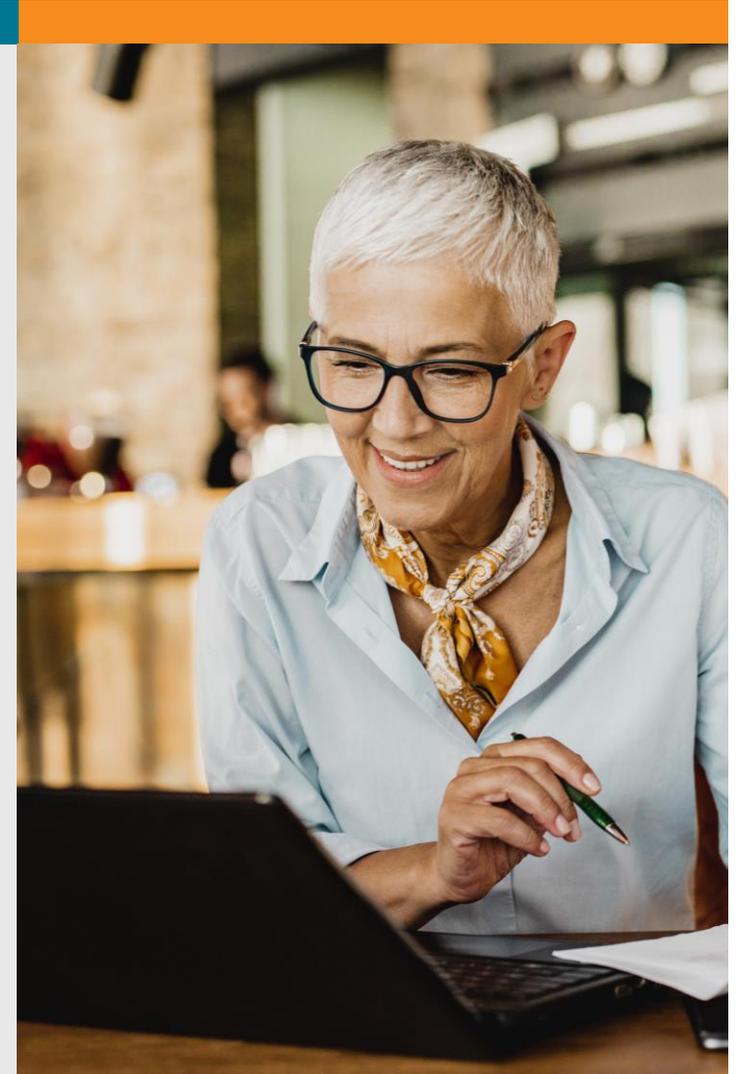


True or False: This is your typical entrepreneur:



# Your community's entrepreneurs share these traits:

- They keep their “day job”
- They micro-experiment
- Only 0.6% receive venture capital funding
- They are generally funded from personal savings/credit
- “Overnight success” takes 25 years
- Community support and mentorship is critical
- Mindset is the key to their success



# Five Keys to Startup Success:

1. Take a balanced approach to growth.
2. Charge for the value they deliver at the start.
3. Build resiliency into their models.
4. Focus on growth and profitability.
5. Take a long-term outlook.

Source: “Beyond Silicon Valley” by Alex Lazarow (*Harvard Business Review*, March/April 2020)

We are all on the frontier, and we need to ask ourselves these questions:

- Are we as a library going to be entrepreneurial?
- How can we help our patrons realize their entrepreneurial potential?

# According to America's Small Business Development Centers...

- 62% of Millennials say they have a dream business they would love to start
- 41% of Americans say they would quit their jobs and start a business in the next six months if they had the knowledge and resources



Help your patrons turn their dreams into reality with the **ELI Entrepreneurial Mindset Training Course.**

# EBSCO

## Questions?