

# ‘Entrepreneurial Learning’

## Personal Development & Empowerment



**Fenny Lücker**

F(+)CUS  
mens • werk • organisatie



**Entrepreneurship**

is about personal development in an  
entrepreneurial  
context...



INSTITUUT  
voor  
inspiratie  
innovatie



# **I can't teach entrepreneurship**



**This is the best thing that can happen....**



**Empowerment....**



**Entrepreneurs are**



**INSTITUUT**  
**voor**

**inspiratie**

**innovatie**

# Reading 'Kopf schlägt Kapital'

I'am not crazy at all....

My learning process  
distinguish between  
economics and business  
administration....



# Reading 'Kopf schlägt Kapital'

- I help my students to find their passion (... are you in the right track?)
- Creativity training (teaching into creativity, Ken Robinson)



# Reading 'Kopf schlägt Kapital'

Concepting as a



# Reading 'Kopf schlägt Kapital'

And... I try to find components, because of my own lack of knowledge...



# Reading 'Kopf schlägt Kapital'

Summary: I try to help my students to find their way in an entrepreneurial context

## **THEME of Entrepreneurial Learning**



**THE ANSWER IS  
YES!!!**

**YOU NEED TO BE A**



**inspiratie**

**innovatie**

**The only reason to go on with  
this kind of learning  
were students...**

**KOEN ATEMA**



**... a virtual incubator**

<http://www.slideshare.net/fullscreen/koenatema/20111022-online-inc/>



## A component

Many incubators are just buildings with  
companies

The virtual incubator facilitates young  
entrepreneurs in Business Model  
Generation



# Virtual Incubators in

## The Netherlands

## United States

## South Africa

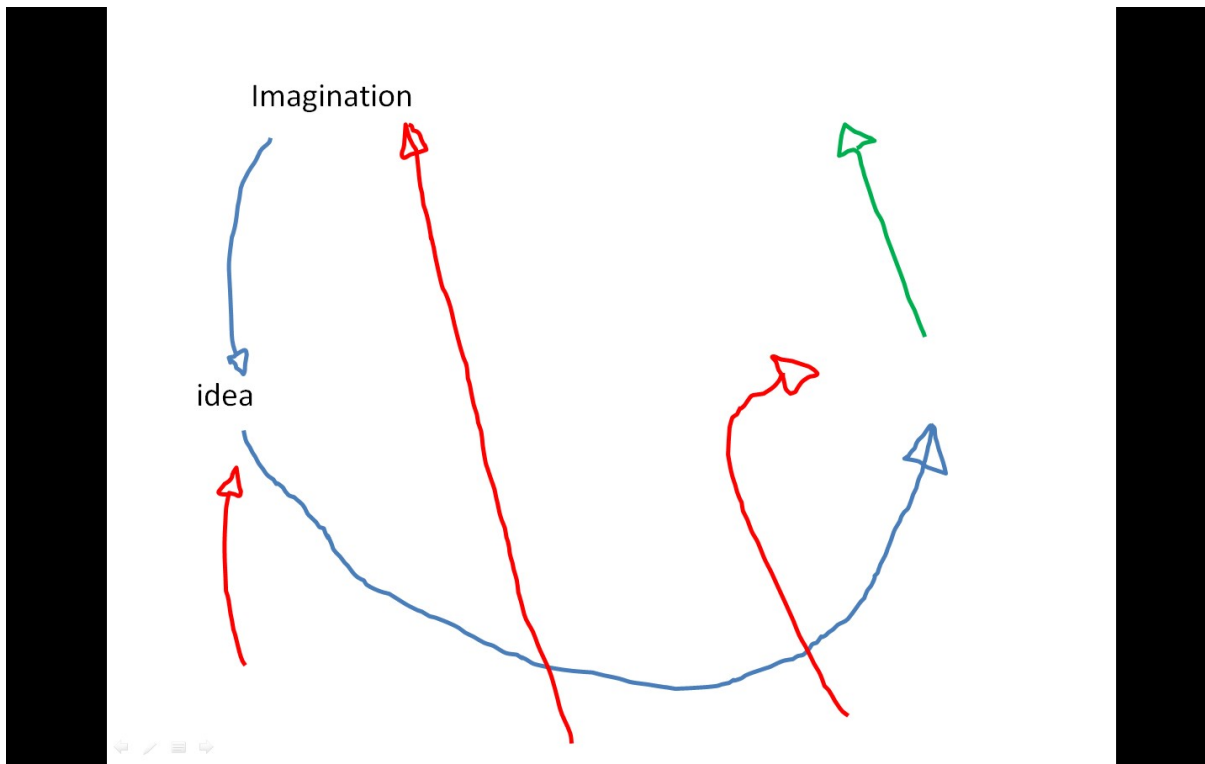


# Empowerment

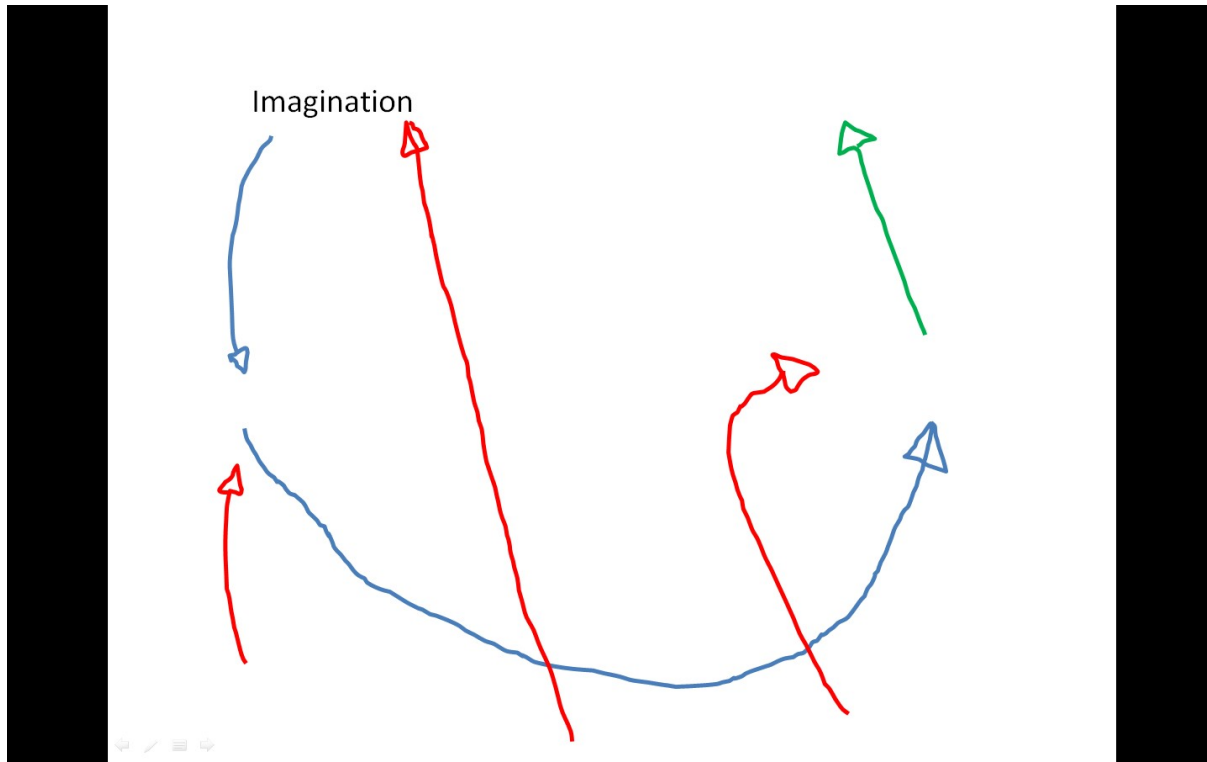
- Try to find the passion
- Listen to stories / Story telling
- Creative techniques
- Creating an selection environment



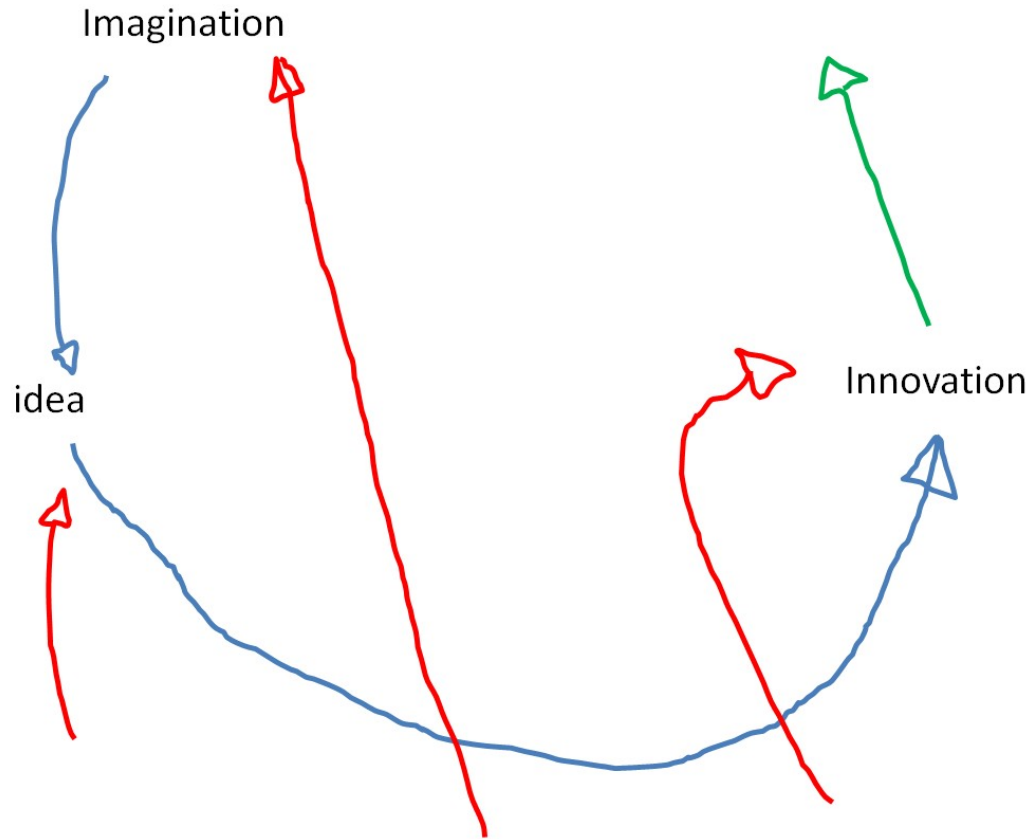
# Creating an selection environment



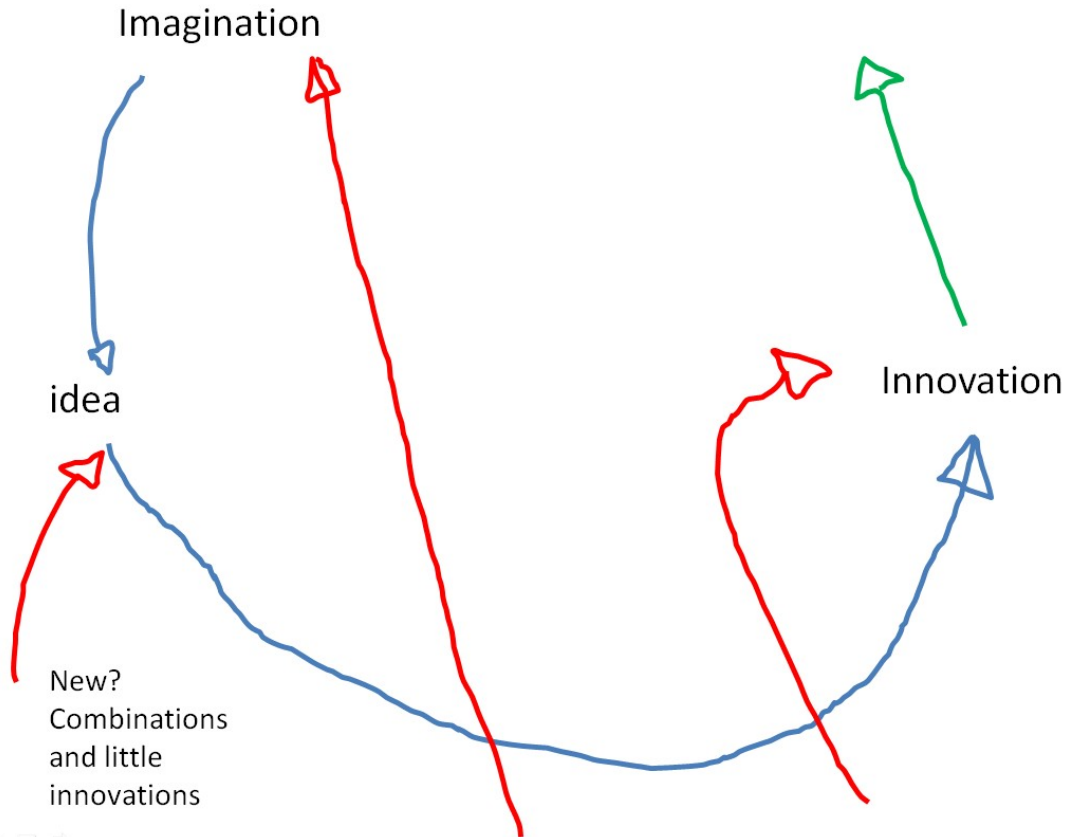
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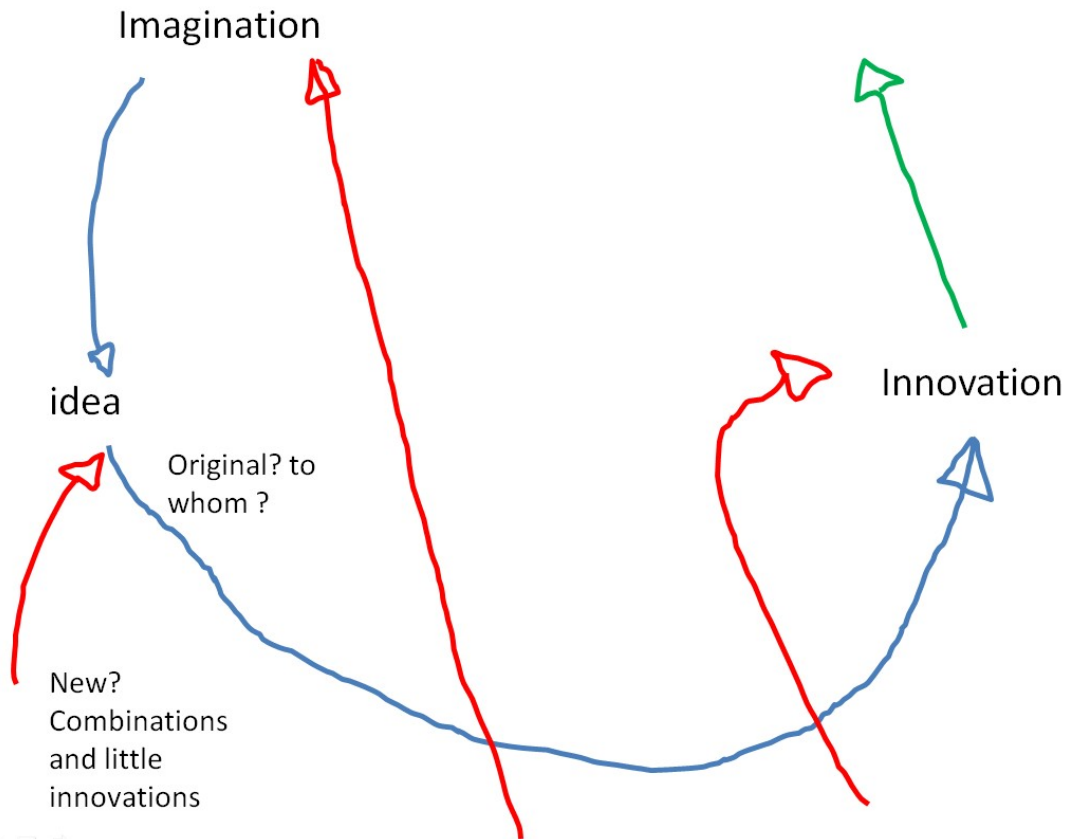
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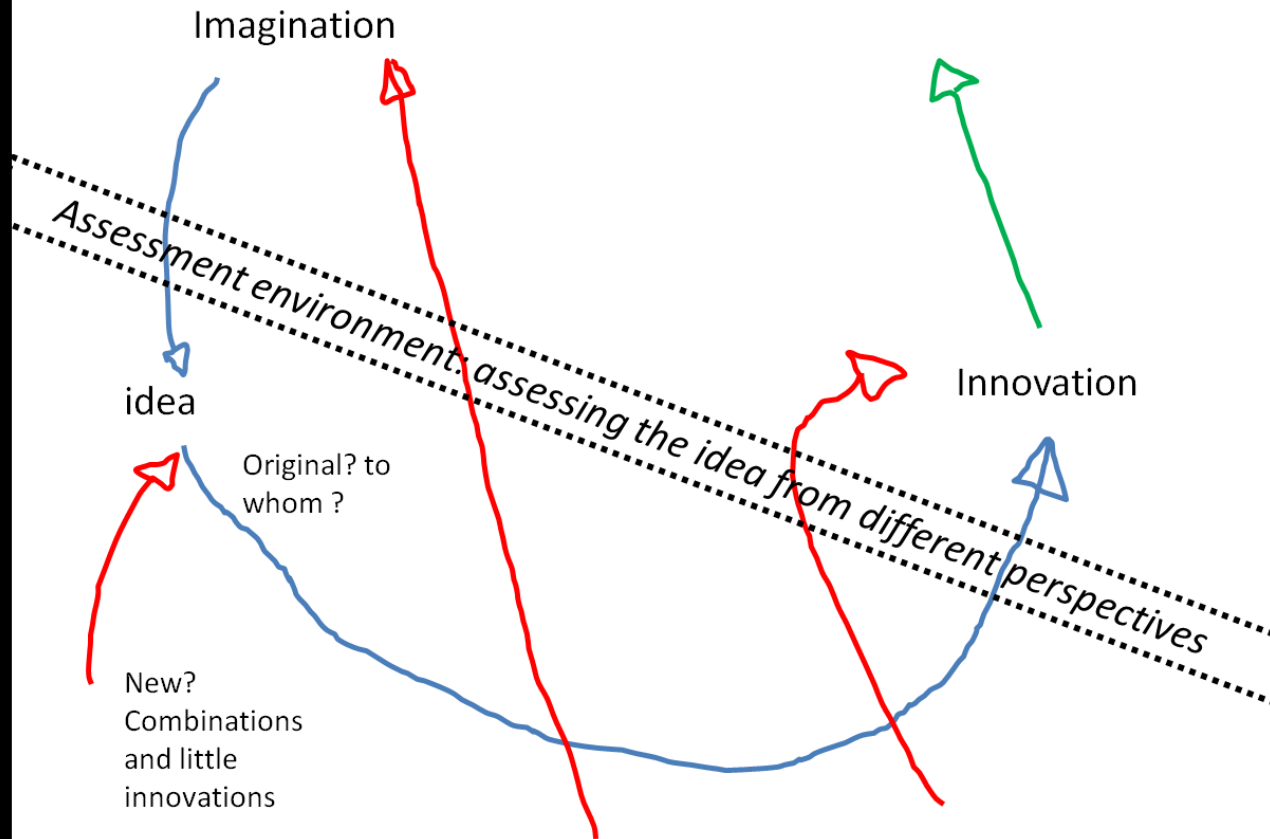
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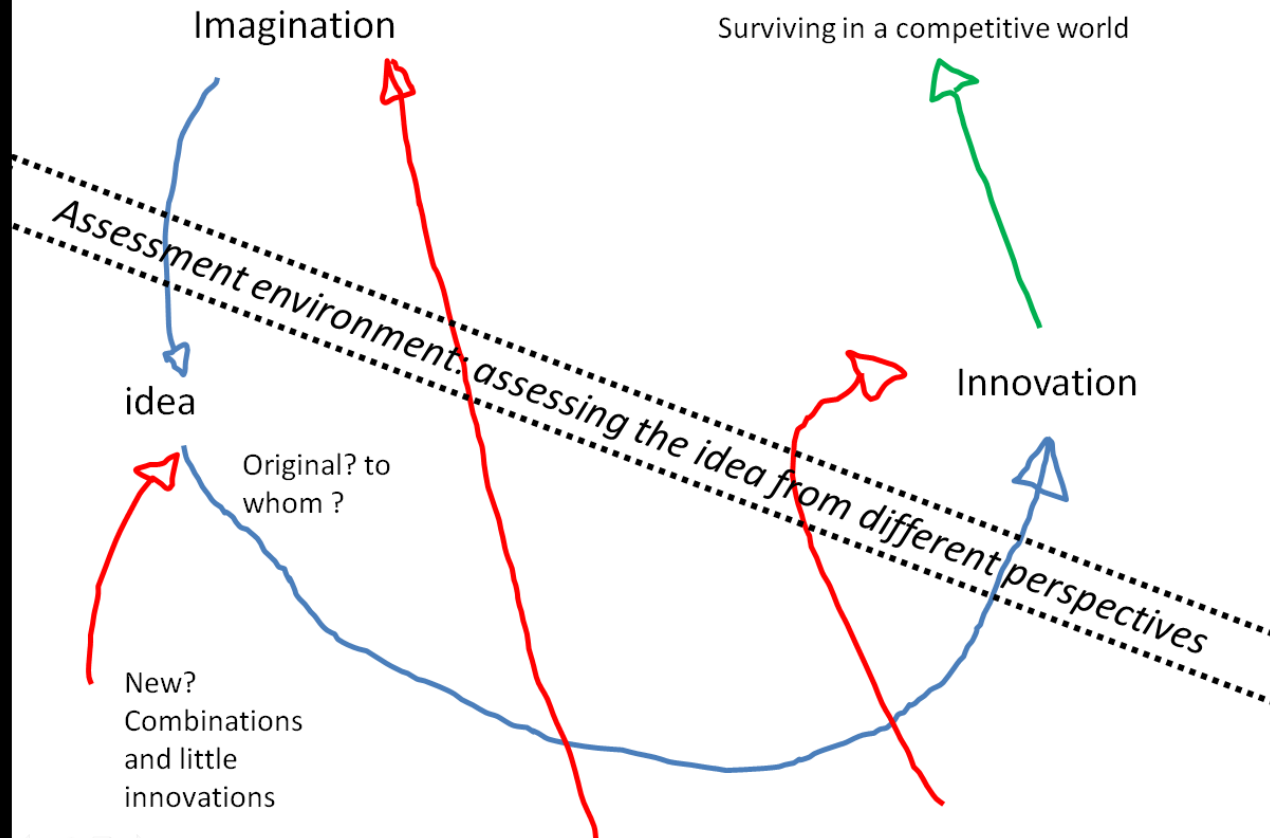
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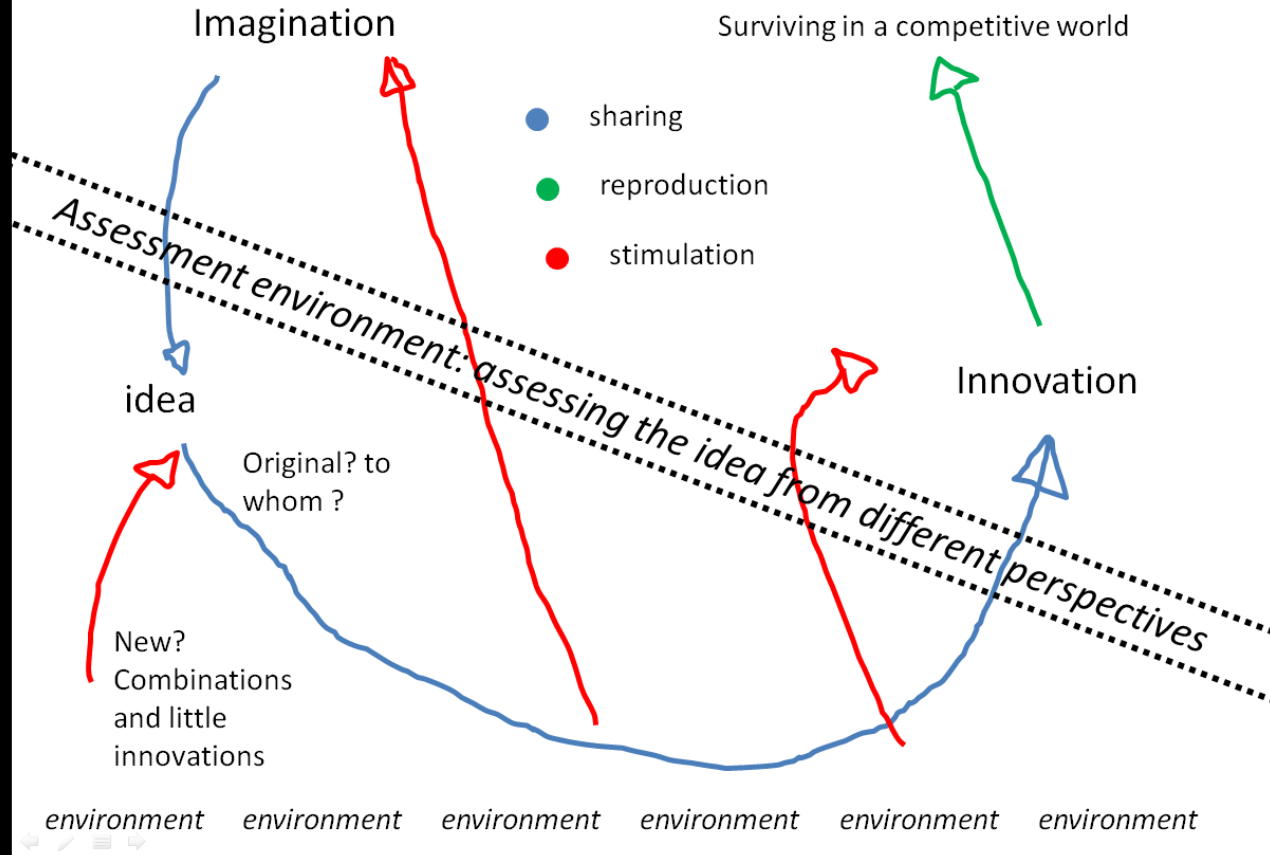
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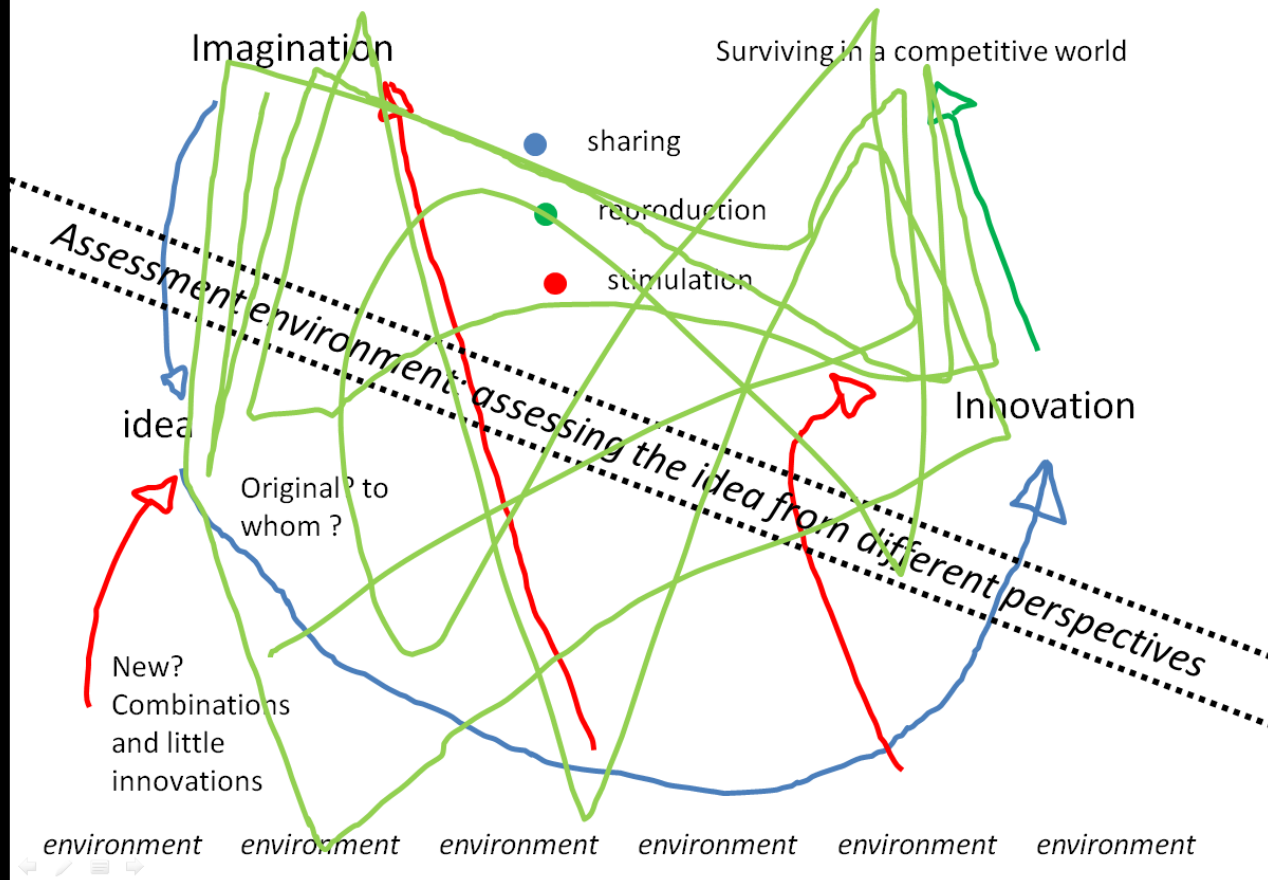
# Creating an selection environment



# Creating an selection environment



# Creating an selection Environment



# Innovation Professionals



# **Titles for entrepreneurial learning**

- **Looking for passion**

- **Generating Happiness**

- **The entrepreneurial**



# Entrepreneurial learning / Entrepreneurship teaching

| Learning                                   | Teaching                         |
|--|----------------------------------|
| Lifestyle                                  | Work                             |
| Entrepreneur/ innovator                    | Manager                          |
| Learning for life                          | Life long learning               |
| Questions                                  | Answers                          |
| Teacher Designer<br>Director Coach Trainer | Teacher                          |
| Learning from life                         | B Learning from books/<br>theory |
| Teamteaching (Hotspot)                     | Teacher as soloist               |

# Entrepreneurial Learning

**Bird in the hand**



**Crazy Quilt**



**Affordable Loss**



**Lemonade**



**Pilot in the plane**



# Entrepreneurial Learning is about personal development

[http://www.ted.com/talks/ken\\_robinson\\_says\\_schools\\_kill\\_creativity.html](http://www.ted.com/talks/ken_robinson_says_schools_kill_creativity.html)

Our educational system is very contraproductiv for entrepreneurial learning (output cont



# Concepts



[www.minordavinci.nl](http://www.minordavinci.nl)  
20 weeks, 25 students, a  
professional  
environment, idea based  
working, Concepting



# BRIGHT FUTURES



1 week, 15 Students, intensiv  
training...

Being an entrepreneur for one  
day, Entrepreneurial Event...

# Companies

Poelestraat 8

**StadsGarderobe**

voor jas en tas



## ***Connect the World and Ignite Ambitions'***

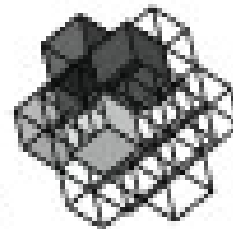
That's the goal of Igniting Ambitions. We want to inspire, stimulate, guide and facilitate others to ignite their ambitions. We have a great network of International universities and companies. During several projects we connect these parties and we create synergy. We give (international) young talented students the chance to achieve their ambitions by connecting them with entrepreneurs.



WORK CONFERENCE

# WHOSE CRAZY IDEA IS IT ANYWAY —

Reinventing  
University  
Education

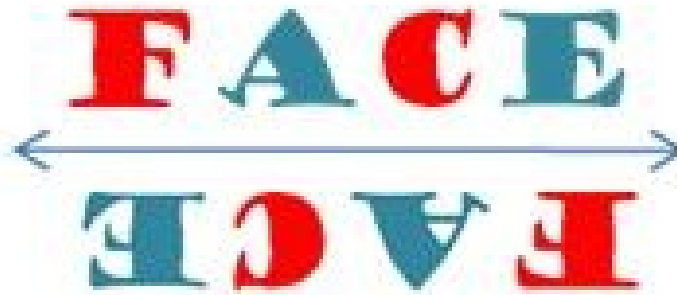


Amsterdam Center for Entrepreneurship

ACE

# New concepts in Groningen





**Intensive International Program  
about personal development in  
Creativity, Entrepreneurship &  
Leadership.  
Start Summer 2012**

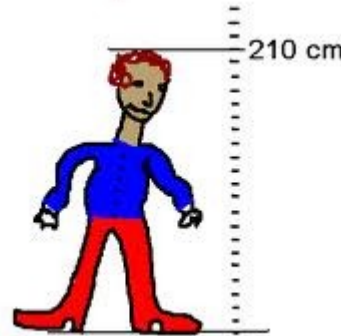
# **CEO Creatief Entrepreneurship Ontwikkelen**

Aim: entrepreneurial Mindset  
for art students;

- Development to the  
entrepreneur 3.0
- Connection with the creative  
city of Groningen



# Development of an instrument to measure entrepreneurial growth...



**Thanx for your attention**

**Enjoy Entrepreneurship!**