telesian
TECHNOLOGY

Revitalize Your Organization with the Entrepreneurial Tools of Transformation

Entrepreneurial Mindset
Design Thinking
Iterative Prototyping
Business Model Innovation

Learn how to empower your organization with the creativity, passion, and innovation that infuses an entrepreneurial mindset. The **Entrepreneurship Business Academy** at Telesian Technology immerses organizations in entrepreneurial thinking and the corresponding methods for executing innovation strategies.

In our full-day and half-day sessions, theory is combined with practice and in-class activities to provide opportunities for participants to develop and test theories, models, and strategies learned. Topics include:

- Developing an entrepreneurial mindset focused on creativity and innovation
- Embracing the 3 Ps of Entrepreneurship: Passion, Persistence, and Pivoting
- Applying passion to create more innovative and productive teams
- Recognizing and screening innovative opportunities
- Identifying and more deeply understanding customers and value propositions
- Embracing iterative prototyping: a build-test-pivot approach
- Developing and applying innovative business models

COURSE CURRICULUM

Choose from the following topics to build customized half-day (3 hour), full-day (6 hour), or multi-day sessions. Hybrid and on-site options available.

A. Entrepreneurial Mindset

Entrepreneurship is about opportunities to create value within new ventures, existing organizations, and the global community. The entrepreneurial process begins

with the entrepreneur, an individual or group that creates something new – new idea, new product, new market, new business model. This module provides a foundational understanding of the elements of an entrepreneurial mindset. The focus will be on creating value for stakeholders. You will learn about how you can use this mindset to recognize business opportunities for starting a new venture as well as to contribute value to existing corporations, whether small, medium, or large.

- Opportunity recognition
- Elements of entrepreneurial thinking
- Fostering creativity and innovation
- Applying passion, persistence, and pivoting

B. Passion and Innovation

Passionate employees are more likely to work harder, be creative, overcome roadblocks, achieve their objectives, and enjoy their work. Passion is deeply tied to identity and can be highly contagious. While generally positive, passion can also lead to negative outcomes. In this module, you will learn about the different types of passion, the underpinnings of passion, and ways to foster its positive effects in the workplace. Furthermore, we will explore how passion can effectively be used to gain the buy-in of subordinates, supervisors, customers, and other stakeholders.

- Types of entrepreneurial passion
- The connection between passion and identity
- The contagious nature of passion
- Fostering passion in the workplace

C. Design Thinking Soup to Nuts: Empathize, Define, Ideate, Prototype, Test

Design Thinking is a 5-stage problem-solving process that puts understanding people's needs First, a variety of tools are employed to help project teams:

- Better understand customer problems
- Identify and define needs
- Brainstorm creative ways to solve these problems
- Create valuable products and services.

You will learn how to employ observations, insights, experiments, iterations, and actions to drive real change in your organization.

D. Brainstorming and Ideation

This module focuses on Stage 3 of the Design Thinking process: Ideation. This is a creative process where team members generate ideas for solving an identified customer problem. Participants gather with open minds to explore options in a judgement-free environment. We will focus on a selection of ideation tools to generate ideas and refine options, including brainstorming, divergent-convergent thinking, SCAMPER, and clustering.

E. Iterative Prototyping

The best-laid plans do not always turn out as we expect. This can sometimes be due to the planning and design process itself. Iterative prototyping is a design process that allows the planner to fail early, ferret out assumptions, and apply a lean approach to the design process. This module will review the tenets of an iterative prototyping process, consider factors that make it most effective, and compare it to other planning processes.

- What is iterative prototyping?
- How does it compare to other planning processes?
- How can it be used in everyday work?
- Multiple in-class activities

F. Business Model Design

A business model is management's hypothesis about what customers want, how they want it, what they will pay, and how to best organize the company to meet customers' needs. The business model incorporates four key elements:

- Customer: WHO are the target customers (the heart of all business models)?
- Value Proposition: WHAT we offer to customers?
- Value Chain: HOW do we produce our offerings?
- Profit Mechanism: WHY does it generates value?
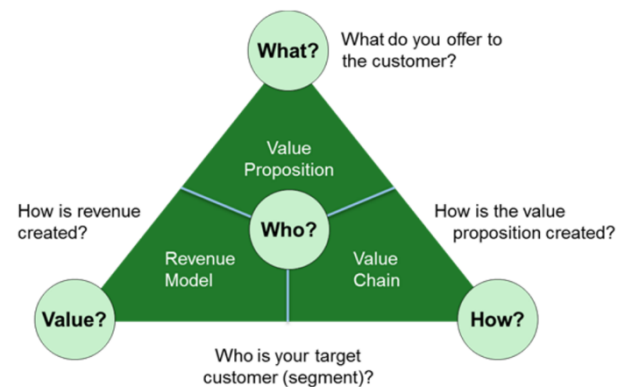
Developing a business model can be a complex task, given the uncertainty and risk inherent in rapidly changing technologies. In this module, your team will analyze the core components of the business and construct a model of its inner workings in the form of a Business Model Canvas. They will then analyze the strengths and weaknesses of the current organization.

G. Business Model innovation

The ability to adapt or "pivot" a company's business model is critical to business success. This pivoting behavior, also referred to as business model innovation, can take many forms. This includes behaviors such as a small change to internal processes, a larger modification of the firm's revenue capture mechanisms, or a radical change in the product offered.

In this module, your team will analyze the organization's business model and learn different ways to create and capture customer value or to modify or improve one or more of the company's core value dimensions, such as value creation or value proposition. Team members will learn ways to create a stronger competitive advantage by:

- Sensing new opportunities and threats
- Making strategic choices based on these opportunities and business models
- Transforming the firm's resources, structure, and capabilities

Shari LS Worthington, MBA, PhD

Dr. Worthington's interests lie in both research and practice. She is a serial entrepreneur with over 25 years of experience in management and marketing in the technology industries. Her management and marketing consulting firm, Telesian Technology, works with startups as well as Fortune 500 firms, including Apple, Raytheon, Rogers Corp., Honeywell, and MKS Instruments. She is an international speaker on the topics of business model strategy, commercialization strategies, product management, search marketing, social media, and B2B marketing.

Shari teaches graduate and undergraduate courses at Suffolk University Boston, including Innovative Teaming, Entrepreneurial Mindset, Design Thinking, EMBA Entrepreneurship, and EMBA Leading Innovation. She is also the Associate Director of the Suffolk Center for Entrepreneurship. Shari's academic research focuses on entrepreneurial decision-making at the intersection of strategy, entrepreneurship, and psychology. Specific interests include business model innovation, founder identity, and entrepreneurial marketing.

Chaim Letwin, Esq, PhD

Dr. Letwin's primary research interests focus on the ways through which entrepreneurs interact with funders, coaches, and other stakeholders in the resource acquisition process. His recent work considers how entrepreneurs are selected by and interact with their coaches. He has published in *The Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, *The Journal of Applied Psychology*, *The Journal of Business Ethics*, *Harvard Business Review*, and more.

Chaim has also applied his interest in resource acquisition to the classroom and co-created one of the first live crowdfunding classes in the nation. He currently holds the Carol Sawyer Parks Endowed Chair for Entrepreneurial Studies at Suffolk University Boston and is the Director of the Suffolk Center for Entrepreneurship and Academic Programs for Entrepreneurship.

Pricing (*All training includes both instructors*)
- Half-day session (3 hours): $ 7,000
- Full-day session (6 hours): $12,000

To set up a workshop or series of sessions, contact one of our corporate trainers:
- Shari Worthington at 508-397-6345 or email sharilee@telesian.com
- Chaim Letwin at cletwin@suffolk.edu