

Contents

<i>About the editors</i>	vii
<i>List of contributors</i>	x
1 Introduction to <i>Teaching Entrepreneurship, Volume Two</i> <i>Heidi M. Neck, Candida G. Brush and Patricia G. Greene</i>	1
2 Are you teaching entrepreneurially? A self-assessment <i>Heidi M. Neck, Candida G. Brush and Patricia G. Greene</i>	17
3 Exercises to practice play	21
Collaborative art	22
The Babson Airplane Company	28
Puzzles and stories	35
Seated bucket ball	47
Words with frenemies	53
The bake-off playwriting activity	73
Overcoming your fears through art	79
The geometric challenge	85
4 Exercises to practice empathy	91
A day in the life	92
Idea generation – a family affair	98
Successful pitching styles	108
Customer journey mapping	114
AEIOU observation	123
What if I were my own customer?	128
Fumbling in the dark	134
Sylvia Waterston interactive case	141
Investor negotiation	155
Target market buyer personas	170
5 Exercises to practice creation	176
Exploring growth options	177
Creating the future through the UN Sustainable Development Goals	184
Give–get for resource acquisition	189

Pitching with the 4H Framework	196
Idea board	204
Tell me about . . . an interview role-play for need identification	210
What should public policy be for entrepreneurs?	218
Hot seat	223
6 Exercises to practice experimentation	231
Building gender acumen as an inclusive entrepreneurial leadership competence	232
Idea testing using the business model canvas	245
Mindshifts	253
Supply chain innovation to reduce ecological impact	257
The relevance and value of pivoting – which company would you invest in?	266
Testing small in order to grow big	271
Opportunity evaluation checklist	280
Sweating the small stuff	288
Ideas in motion	300
7 Exercises to practice reflection	306
Envisioning the future	307
Why should I invest in you?	316
Uncertainty and corporate entrepreneurship – the TMRO (Tomorrow) Framework	321
Looking in – founder identity in new venture creation	332
Babson activity analysis	338
Designing the authentic brand called you	348
The organizational culture design game	359
Five strangers	366
Appendix: exercises categorized by topic	373
<i>Index</i>	377