The Wyoming Afterschool Alliance (WYAA) was created to support and promote quality school-based and school-linked afterschool programs focused upon improving positive youth outcomes for youth and families throughout the state.
Our mission: To create the next generation of innovators & changemakers by spreading the entrepreneurial mindset around the world and empowering anyone to be a champion for entrepreneurial learning.
VentureLab Global Community

- 100+ countries
- All 50 US states
Youth find their spark!

Your passions/interests

Your strengths, skills, or expertise

Challenges/opportunities
The Entrepreneurial Mindsets & Skills

- Curiosity
- Growth Mindset
- Courage
- Persistence and Grit
- Opportunity-seeking
- Problem Solving
- Redefining Failure
- Optimism
- Resourcefulness
- Adaptability
- Empathy

- Creativity
- Teamwork
- Idea Generation
- Market Research
- Opportunity Analysis
- Design Thinking
- Prototyping
- Business Model
- Pitching
- Public Speaking
To see that...

- Creativity is a skill you can practice and improve.
- Creativity is a process, not a revelation.
- Creativity = Imaginative Play
- 90% of creativity is believing you’re creative.
What is creativity?
What does it look like?

1. Introduce yourself and create your team name
2. Answer the using the stems:
   *Creativity is…*
   *Creativity looks like…*
3. Elect 1 person to type your response in the main room chat and include your team’s name

From Me to Everyone:
Team Wy Oh Yes We Are!
Creativity is in the eye of the beholder.
Creativity looks like a mystery wrapped inside of an enigma.
Creativity is a skill you can practice and improve.
SCAMPER

- mnemonic device
- creativity as a process
- a way to practice

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>QUESTIONS</th>
<th>YOUR IDEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substitute</td>
<td>What materials or parts could you swap? Example: Change Marinara sauce to Alfredo.</td>
<td></td>
</tr>
<tr>
<td>Combine</td>
<td>Can you combine this item with another? Example: Try new topping combinations you haven’t had before.</td>
<td></td>
</tr>
<tr>
<td>Adapt</td>
<td>How could you adjust or change this product to serve a new purpose? Example: Cook your pizza like a pie or a flat-bread.</td>
<td></td>
</tr>
<tr>
<td>Modify</td>
<td>How could you change the shape, look, or feel of your product? Example: A personal pizza or large pizza.</td>
<td></td>
</tr>
<tr>
<td>Put to another use</td>
<td>Can you use this product somewhere else or in another way? Example: Compost the pizza.</td>
<td></td>
</tr>
<tr>
<td>Eliminate</td>
<td>What can make the item small, lighter, faster, or simpler? Example: Remove any ingredient.</td>
<td></td>
</tr>
<tr>
<td>Reverse</td>
<td>What if you changed the order? Could you reverse the order? Example: Adding a cheese crust.</td>
<td></td>
</tr>
</tbody>
</table>
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Future Ready!

Top 10 skills

in 2020
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015
1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

* World Economic Forum Jobs of the Future Report 2018
Creativity is a process, not a revelation.
Squiggle Birds

1. Draw 3 ‘squiggles’

Go for large quantities of ideas. *The more the better (1 out 100).*
Entrepreneurship = Thinking + Doing
Entrepreneurship = Mindset + Skillset
Creativity = Imaginative Play
Creativity: *This is Not A...*

1. Select ANY object.

   *This is not a* (pencil), *this is* (an elephant).

2. Movement & Sound: bring the pencil to your nose, pretending it’s an elephant trunk and make an elephant sound.

   There are no bad ideas. *Do not criticize or judge* (your own) ideas!
“Imagination is envisioning things that don’t exist.

**Creativity** is applying *imagination* to address a problem.

**Innovation** is applying *creativity* to form unique solutions.

**Entrepreneurship** is applying *innovation*, scaling the ideas.”

-Aspen Institute
Entrepreneurship is applied *innovation*. Scale the idea.

Innovation is applied *creativity*. Generate a unique solution.

Creativity is applying *imagination*. Address a challenge.

Imagination is envisioning things that don’t exist.

-Aspen Institute
90% of creativity is believing you’re creative.
“I’m not creative!”

- How do you respond when a student says this?
- Are you creative? What would you tell yourself?
Entrepreneurship is more than simply wanting to start a business

Entrepreneurship = Thinking + Doing

Entrepreneurship = Mindset + Skillset
Pitch Game

1. Three words: adjective, noun, verb

(_______), Wyoming, (_______)
(adj)       (n)       (verb)

2. Brainstorm a product and company name using the three words.

3. Develop a slogan and a 20 sec pitch.

Maria
Creativity: Pitch Game

(Jumping), Wyoming, (expansive)
Develop a slogan and 20 sec pitch.

• What is the challenge or need that you’re addressing?
• Why is it unique?
• Who benefits from your business or product?
• Who are you selling to? (your market)
• How much are you selling it for?

From Me to Everyone:
Team Pono: Tell a Story, Build a Bridge: An app that uses GPS and database that sends you notifications/ texts with facts/stories to listen to as you travel in and around the islands of Hawai’i.
Brainstorming Rules

1. Go for large quantities of ideas. *The more the better (1 out 100).*

2. There are no bad ideas. *Do not criticize or judge (your own) ideas!*


4. Capture everything - every idea must be recorded!