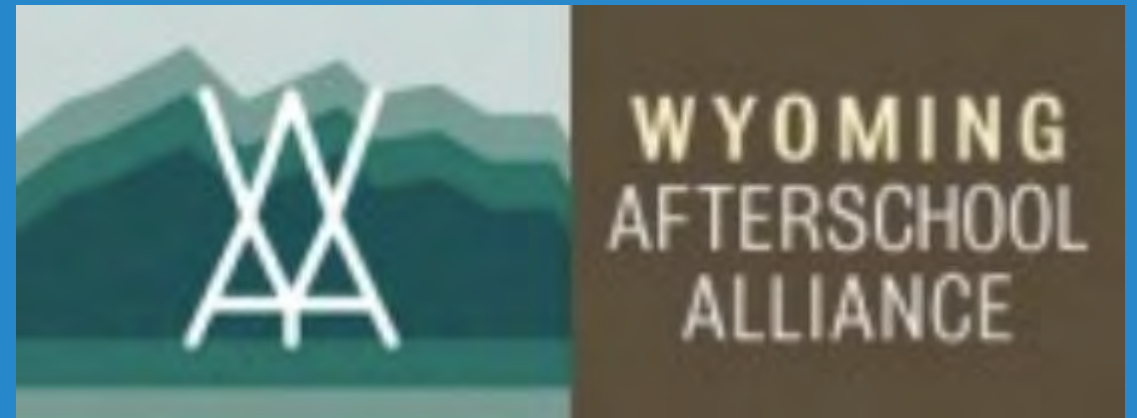




Creativity & Youth Entrepreneurship



50 State Afterschool Network



ABOUT THE WYOMING NETWORK

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.



WYOMING
AFTERSCHOOL
ALLIANCE



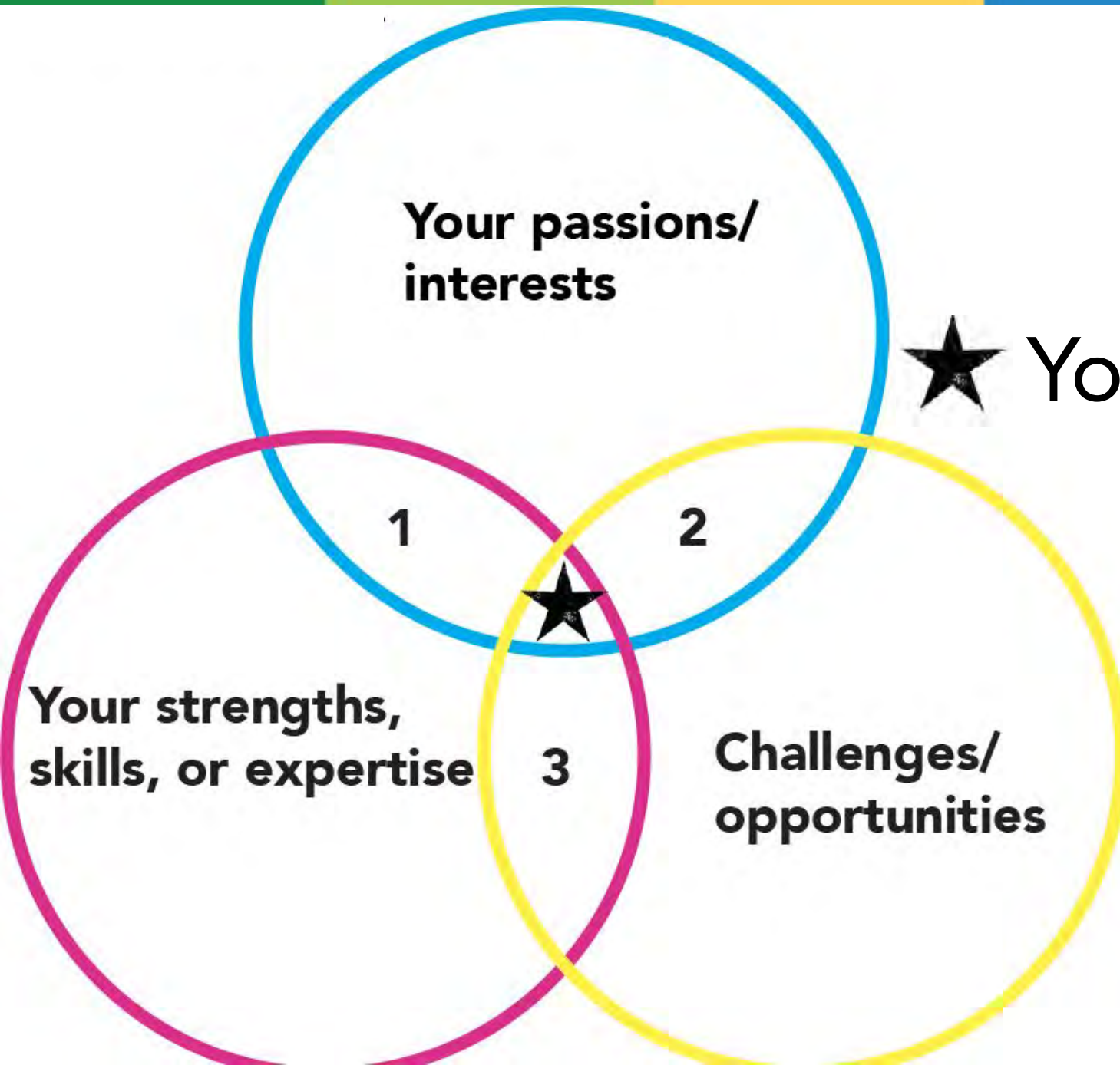
About VentureLab

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!



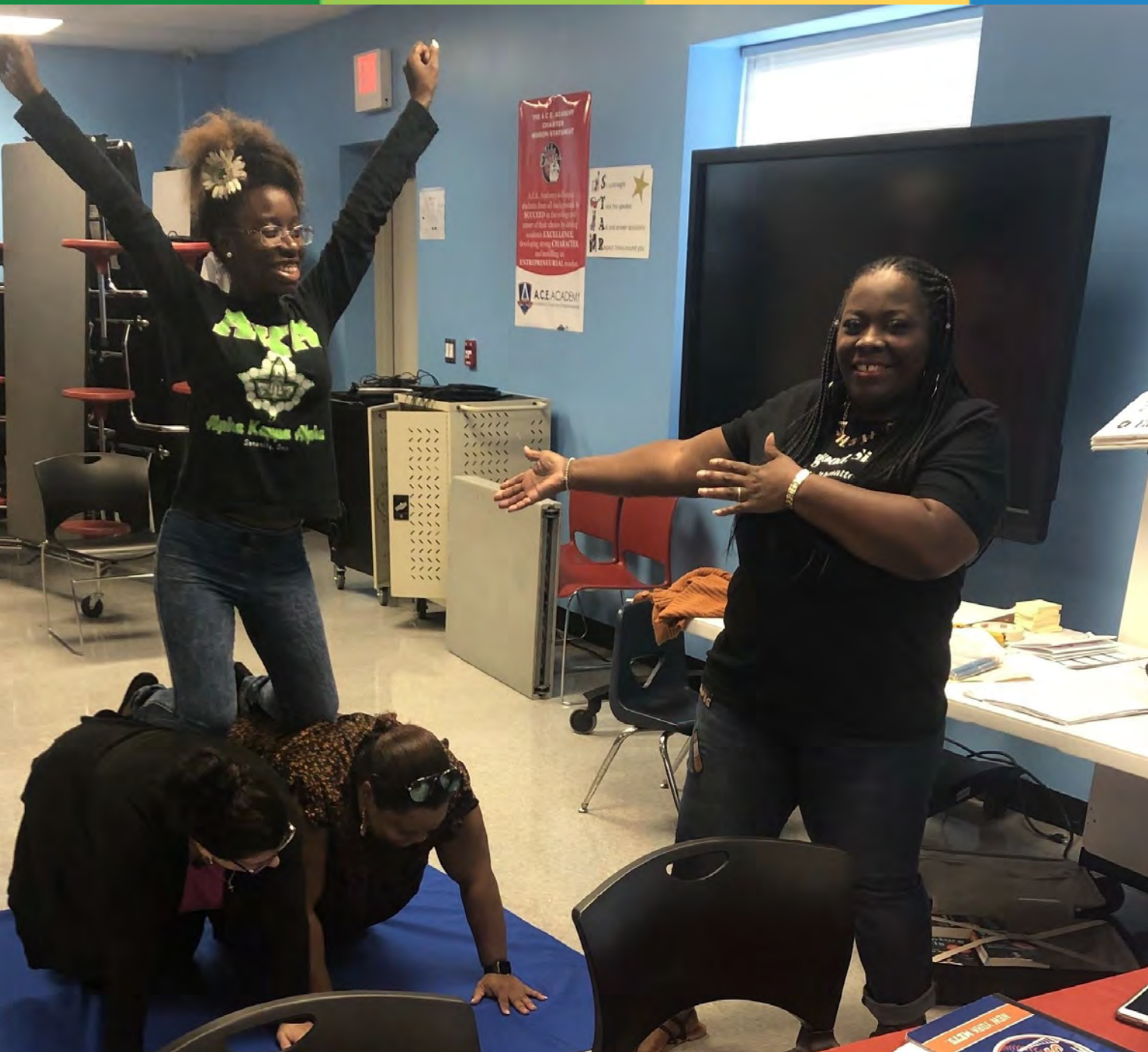
The Entrepreneurial Mindsets & Skills

- 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?

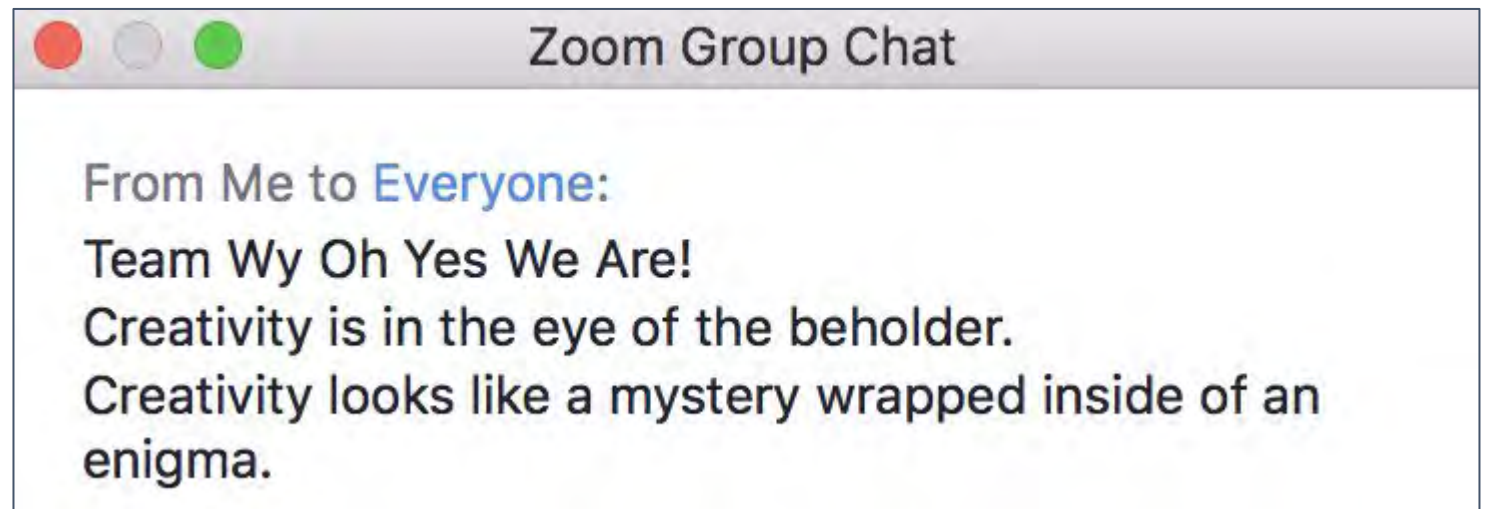


1. Introduce yourself and create your team name
2. Answer the using the stems:

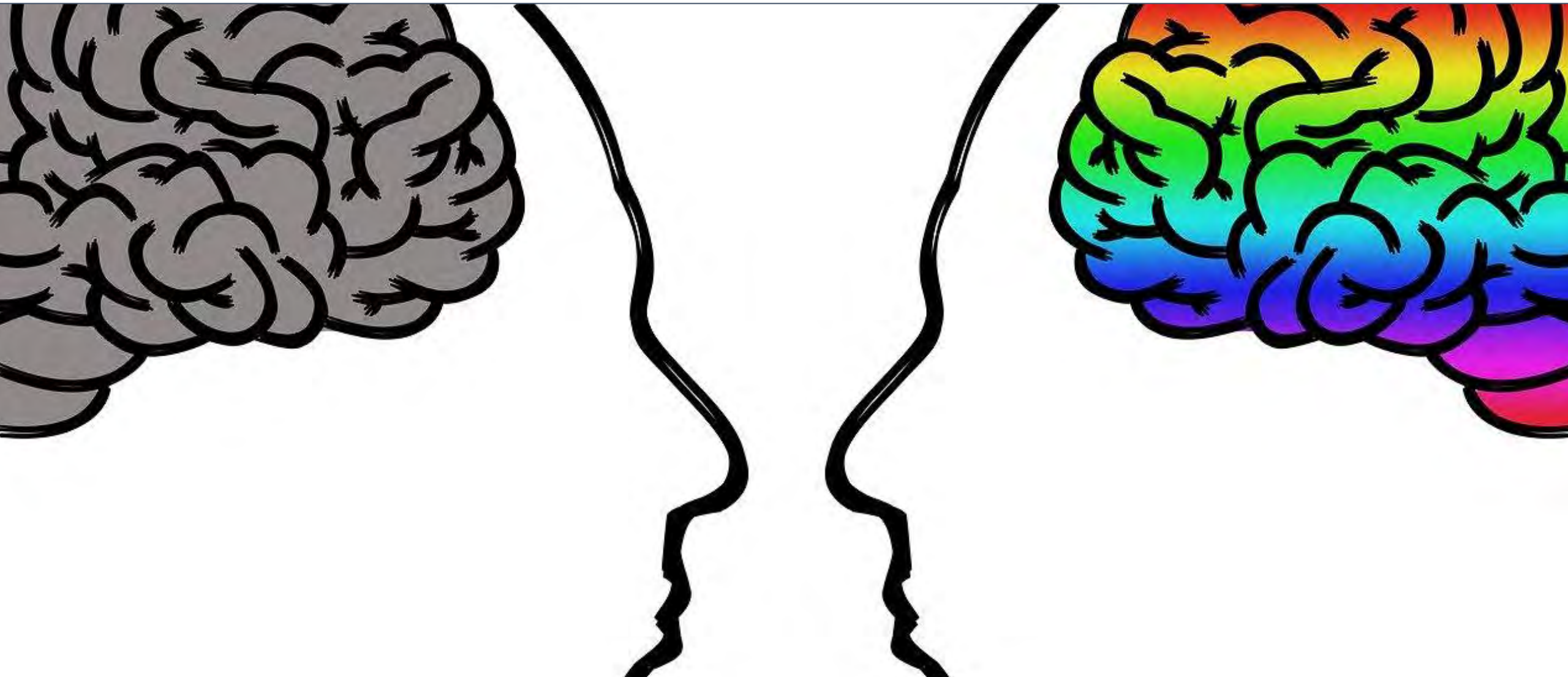
Creativity is...

Creativity looks like...

3. Elect 1 person to type your response in the main room chat and include your team's name




Creativity is a skill you can practice and improve.



SCAMPER

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

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

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- **Creativity**
- Teamwork
- Idea Generation
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Future Ready!

Top 10 skills

in 2020

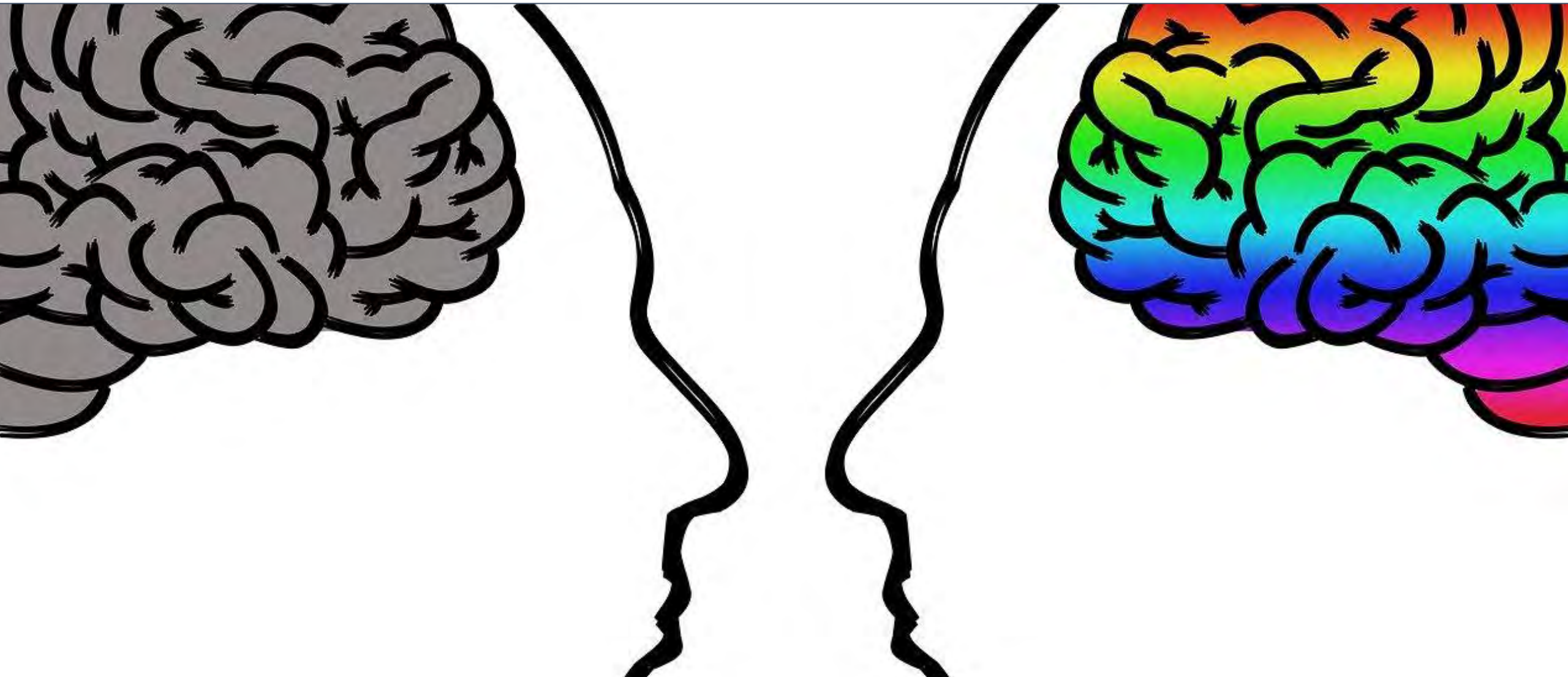
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

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.

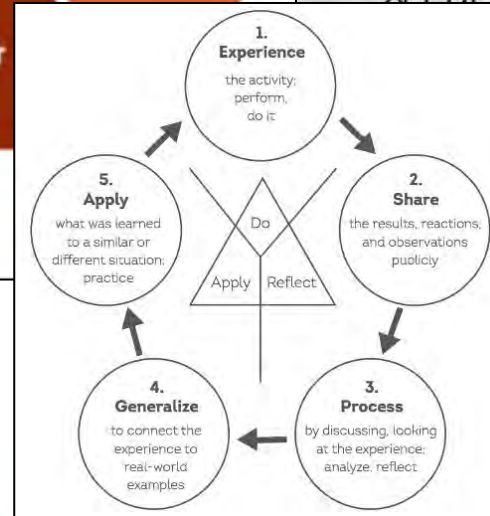
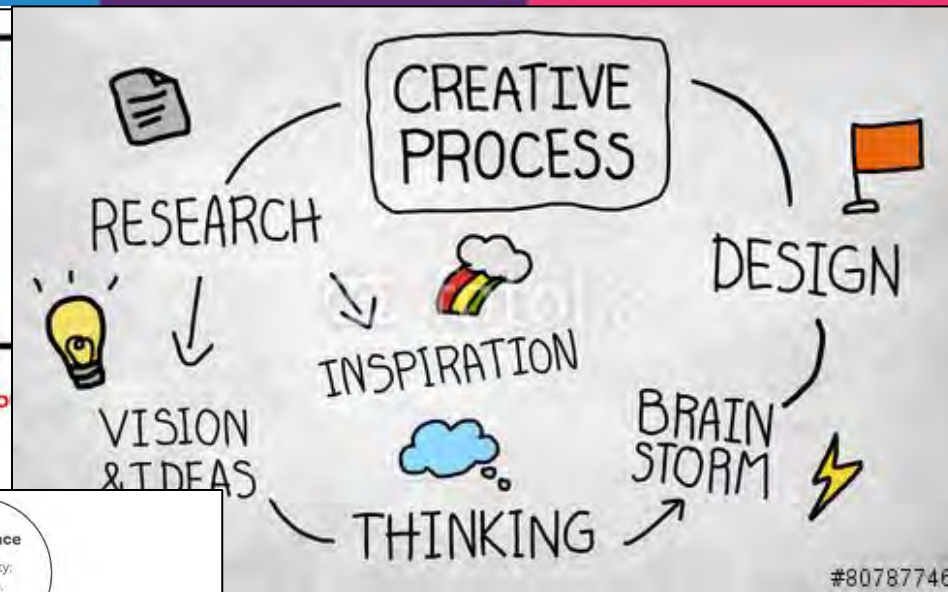
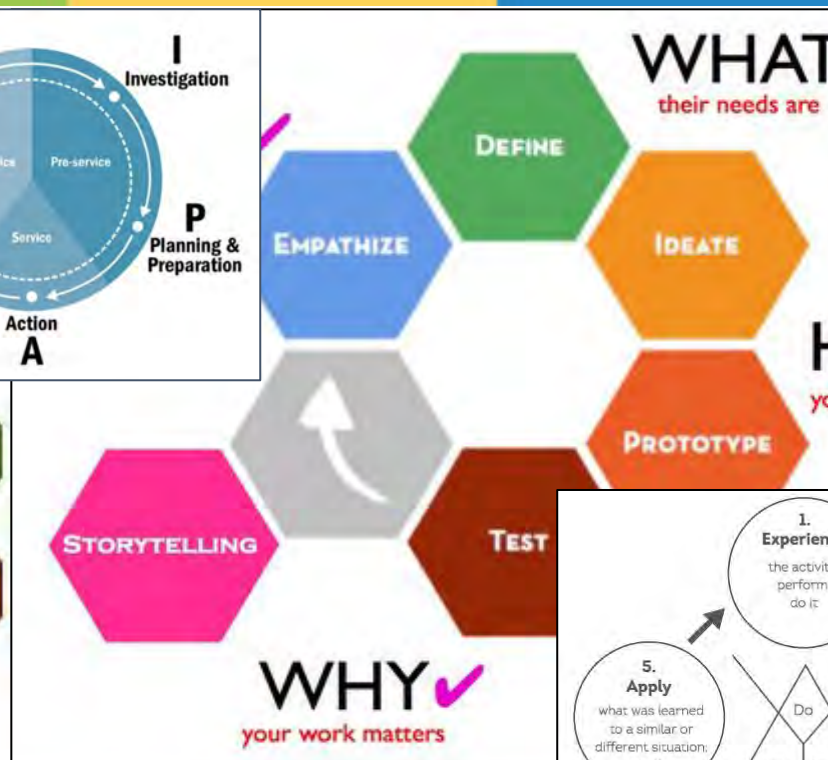
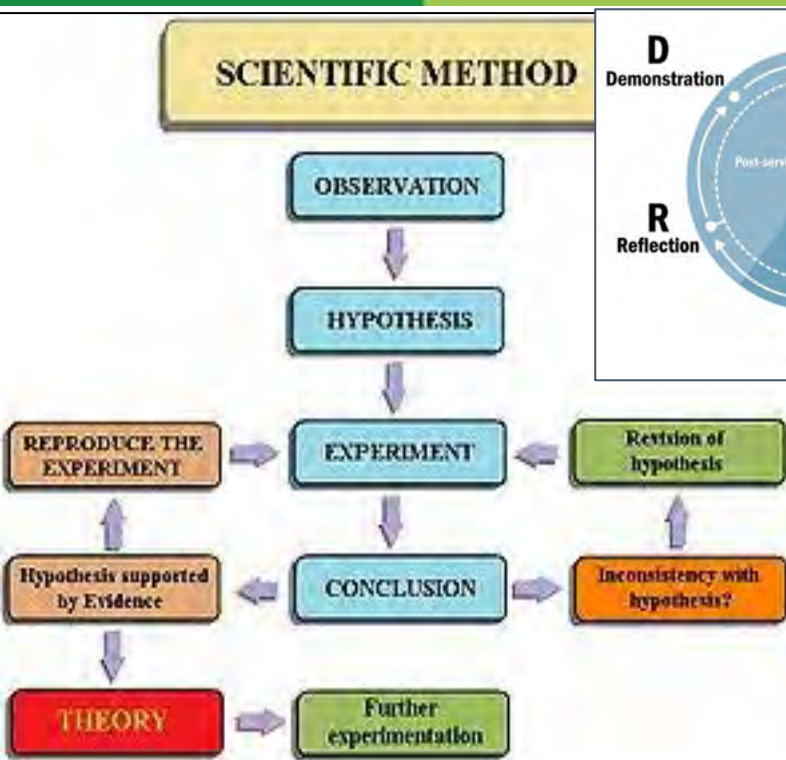


Squiggle Birds

1. Draw 3 'squiggles'

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

Writing Process



Problem Solving Method

Defining the Problem:

"Is there a problem?"

"What is it?"

"How significant?"

Analyzing the Problem:

"Why is it happening?"

Determining What to Do:

"What shall we do about it?"

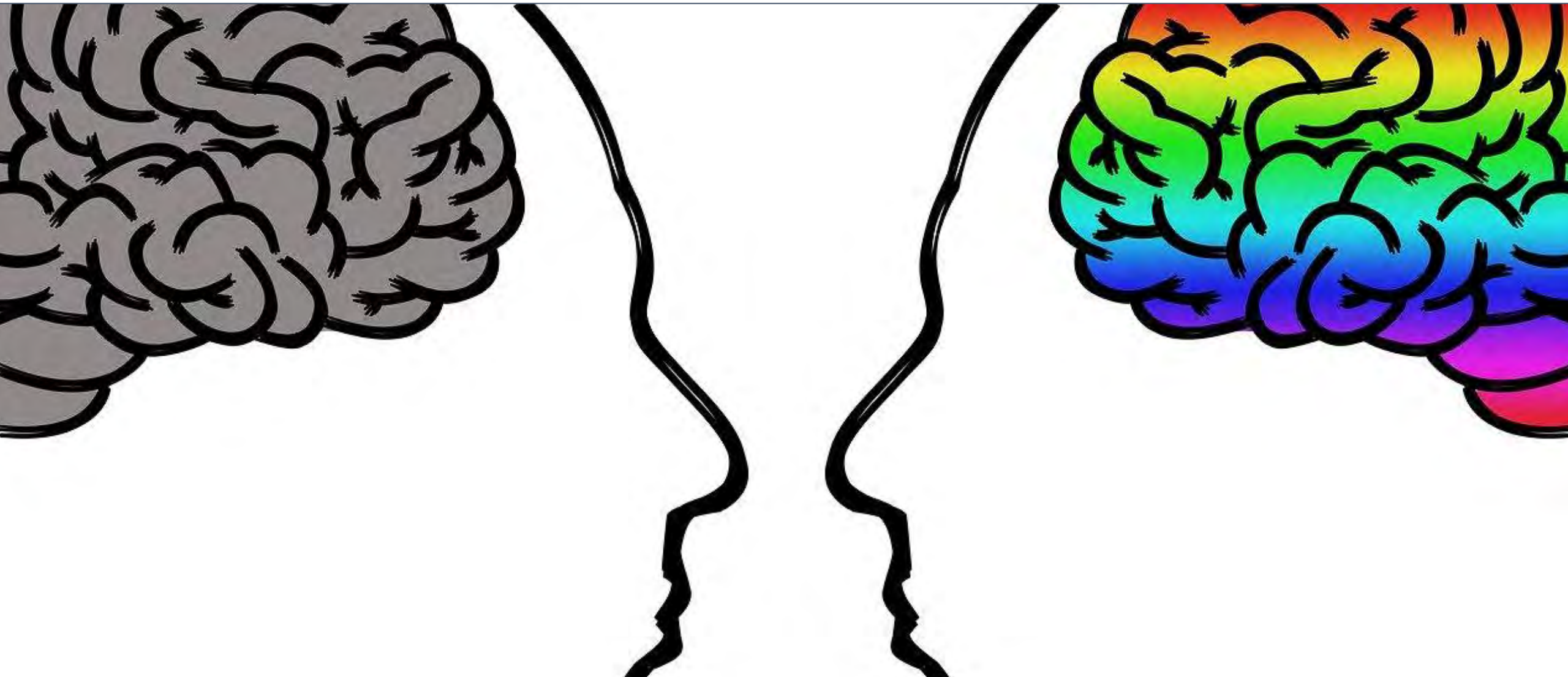
Implementing the Plan

with Fidelity:

"Are you doing what you said you would do? How do you know?"



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.

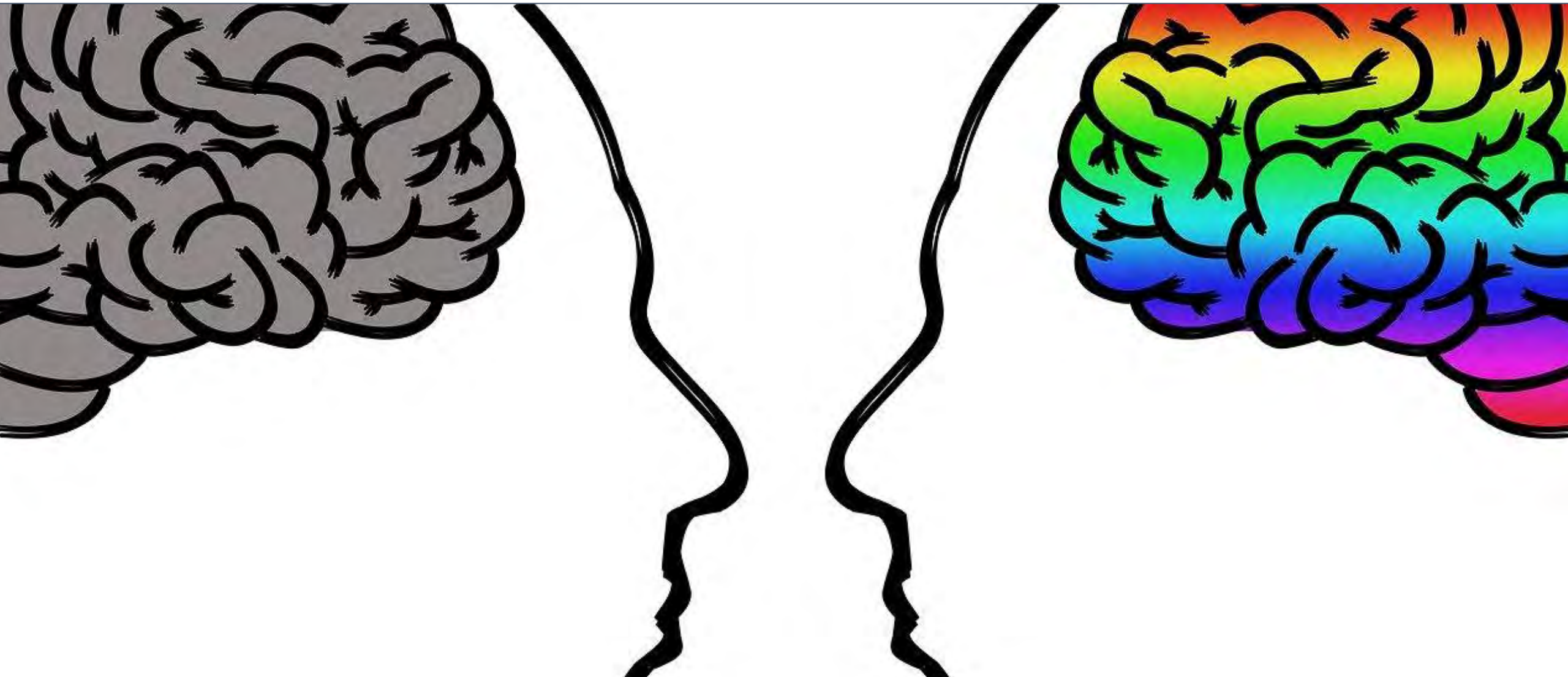
Innovation is applied *creativity*. Generate a unique solution.

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.

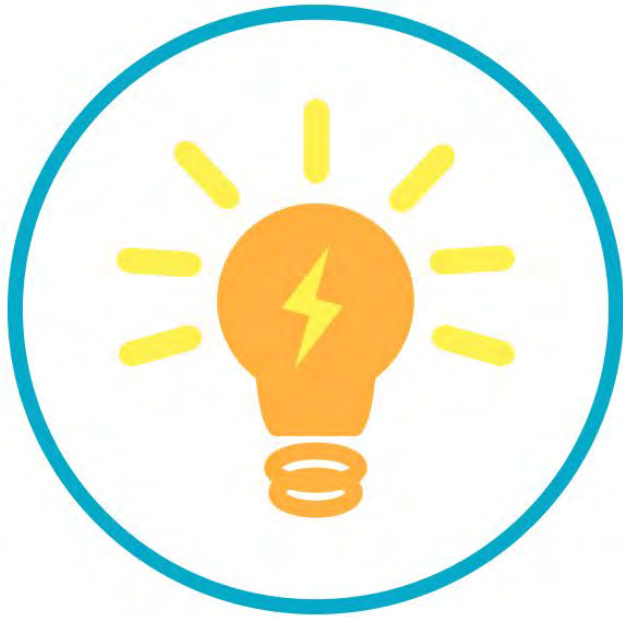


"I'm not creative!"

- 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)

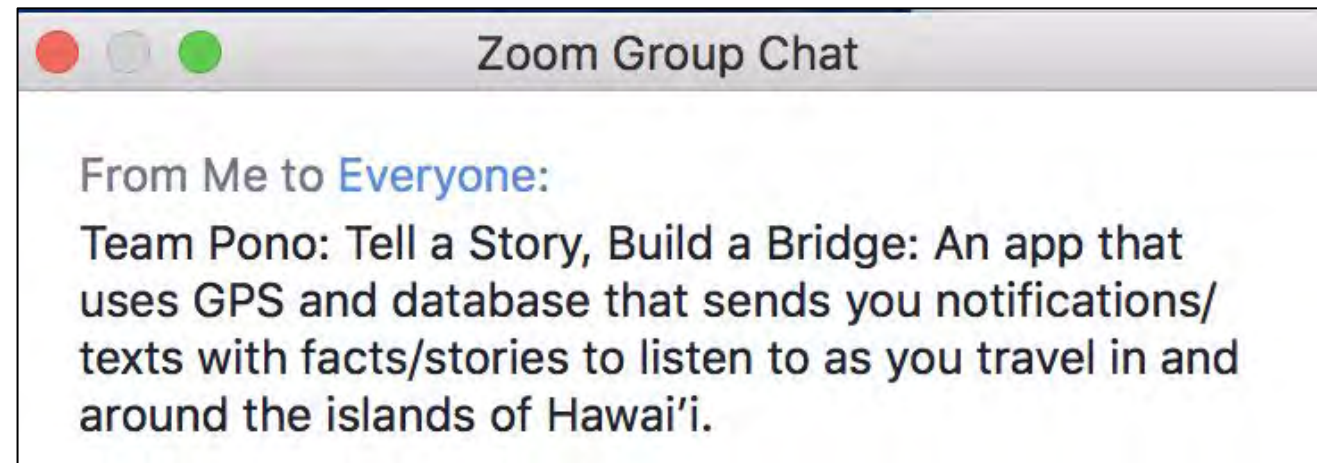
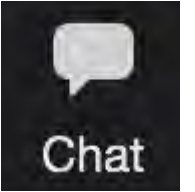
2. Brainstorm a product and company name using the three words.
3. Develop a slogan and a 20 sec pitch.

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?



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!*
3. Wild, exaggerated, unlikely ideas. *Anything goes. Suspend reality.*
4. Capture everything - every idea must be recorded!