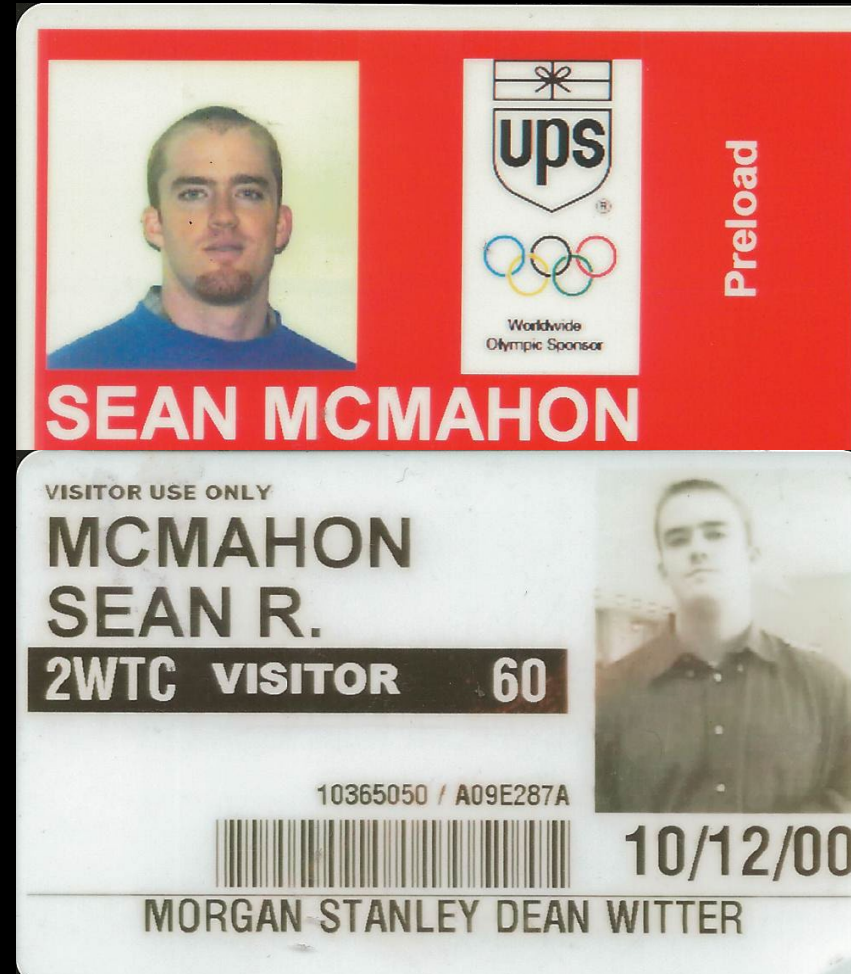


# Creativity & the Doer / Maker Mindset (ENT 250)

Sean R. McMahon  
Doherty Associate Professor of Entrepreneurship  
Martha and Spencer Love School of Business  
Elon University

The beginning.

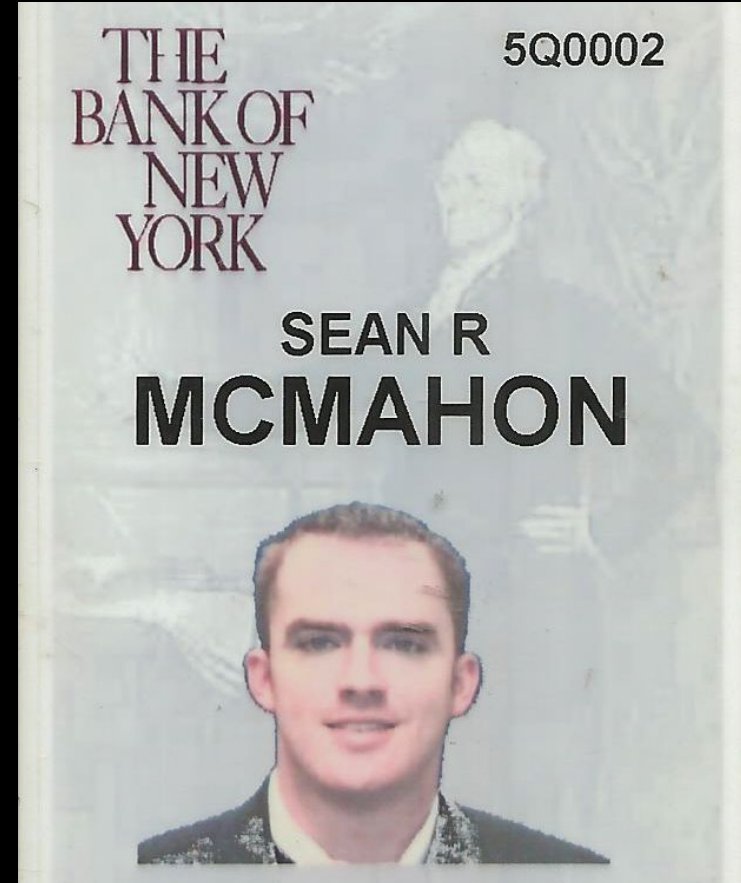


# The beginning.

## BNY Jaywalk

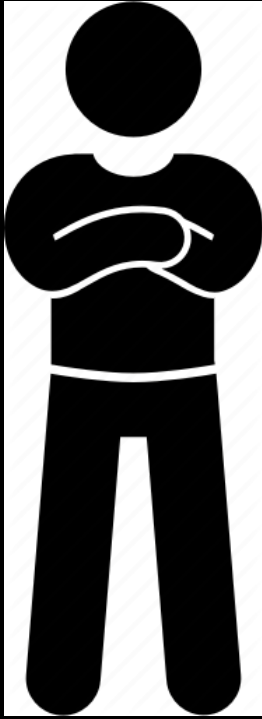
- \$32M revenues
- 150 partners
- Legal authorship
- Data analytics
- Business strategy
- SEC, NASD

PhD, Marriage, Family...



First, we were told...

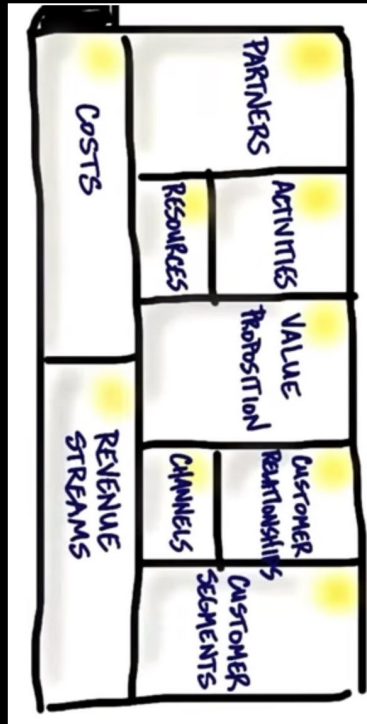
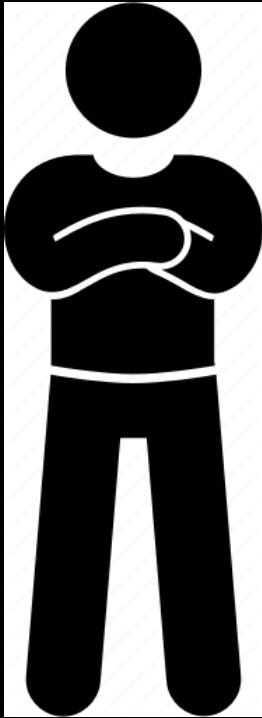
Be the  
entrepreneur



Visionary  
Renegade  
Leader  
Genius

Then, it was...

Have the  
startup



Business Model  
Networks  
Freemium  
Cap Table

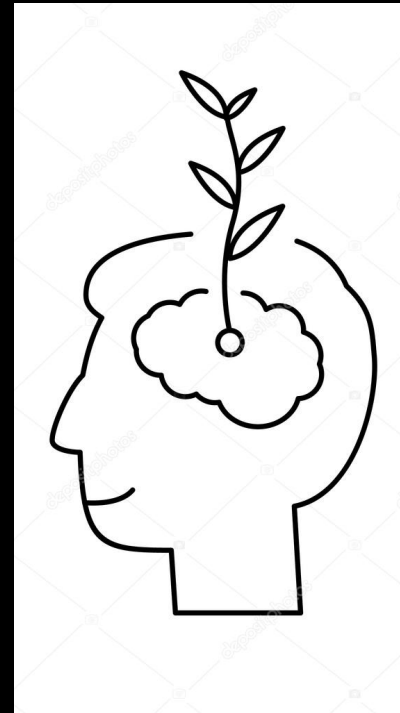
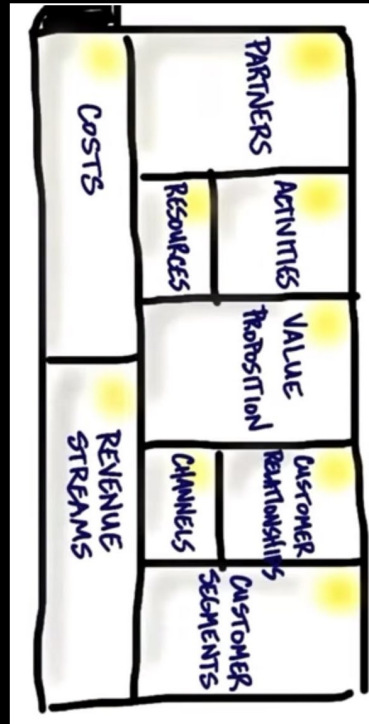
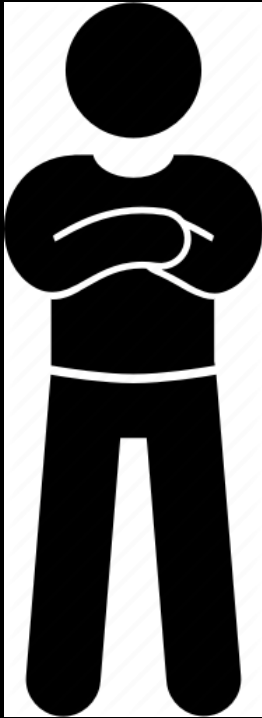


ELON UNIVERSITY



Next, it was...

Have the  
mindset

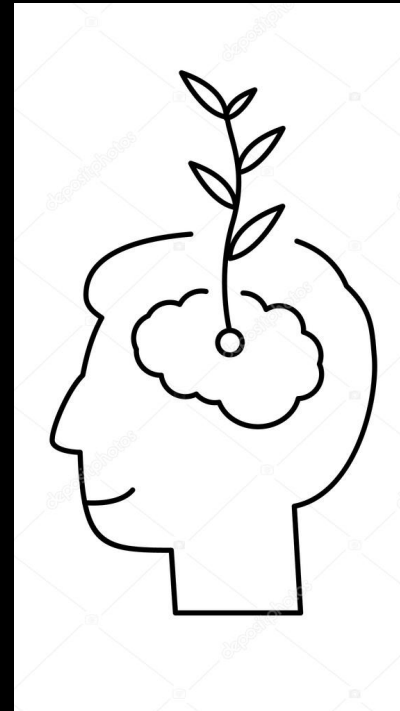
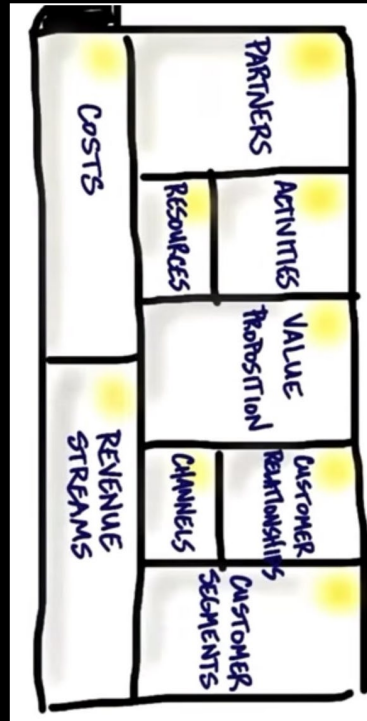
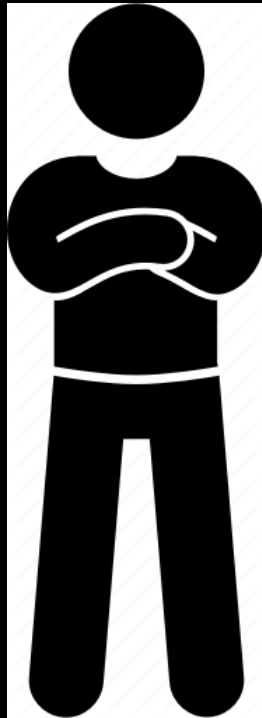


Positivity  
Comfort Zone  
Fail Fast  
Pivot

But, if you're 18 or 19, and not sure what you have, or who you will be, how about...

Do.

Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Your life is the innovation.

Do.

Make.





# Creativity & the Doer/Maker Mindset (ENT 250)

Your life is the innovation.

The entrepreneurial competencies you employ across time, jobs, teams, and experiences will help you prosper, *period*.

Do.

Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Your life is the innovation.

The entrepreneurial competencies you employ across time, jobs, teams, and experiences will help you prosper, *period*.

ENT 250 asks students to enhance how they approach, examine, and engage *everything*; it is the ultimate introduction to entrepreneurship course.

Do.

Make.



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# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%

Do.

Make.



ELON UNIVERSITY



# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up **45%**

Do.  
Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up 45%
- Entrepreneurship minors up 120%

Do.  
Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up **45%**
- Entrepreneurship minors up **120%**
- Job placement from 68% to **100%**

Do.  
Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up **45%**
- Entrepreneurship minors up **120%**
- Job placement from 68% to **100%**
- Females up from 33% to **54%**

Do.  
Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up **45%**
- Entrepreneurship minors up **120%**
- Job placement from 68% to **100%**
- Females up from 33% to **54%**
- Student evals (1-6) rate ENT 250:
  - **5.83** vs. 5.26 dept. (course items)

Do.  
Make.





# Creativity & the Doer/Maker Mindset (ENT 250)

Since the launch of ENT 250:

- Elon student body up 14%
- Entrepreneurship majors up **45%**
- Entrepreneurship minors up **120%**
- Job placement from 68% to **100%**
- Females up from 33% to **54%**
- Student evals (1-6) rate ENT 250:
  - **5.83** vs. 5.26 dept. (course items)
  - **5.60** vs. 5.34 dept. (effort item)

Do.  
Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

*“Quick, fast, and exciting. I was pumped up for this class every Monday morning. Yeah...a college sophomore excited about class!”*

Do.

Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

*“Everything we did in this class required critical, analytical, & creative thinking which was great!”*

Do.

Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

*“Making us put in the effort even when no one wanted to. Awesome!”*

*“I came to class slightly terrified each day but I appreciate that you pushed us out of our comfort zones.”*

Do.

Make.



# Creativity & the Doer/Maker Mindset (ENT 250)

*“Literally changed the way I think about education, business, and creativity. Changed my life and instilled an entrepreneurial hunger in me.”*

*“Everything. The course title speaks for itself...learning through creativity”.*

Do.

Make.



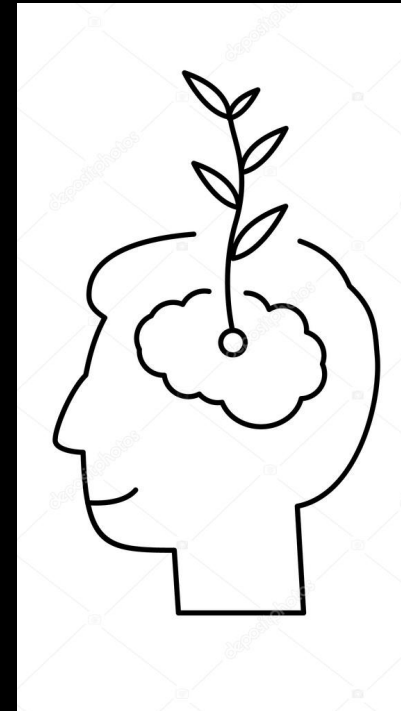
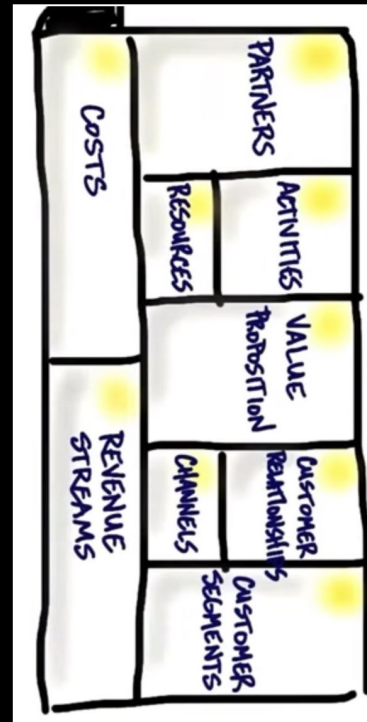
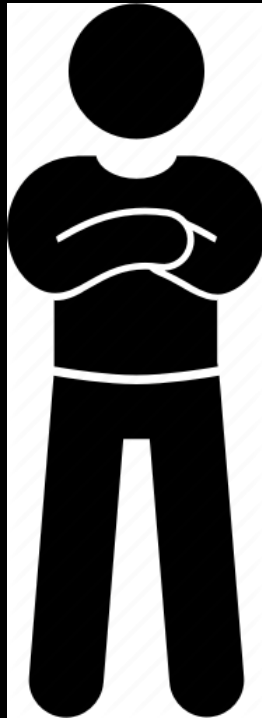
ELON UNIVERSITY



But, if you're 18 or 19, and not sure what you have, or who you will be, how about...

Do.

Make.



Which direction am I facing?

- A. North
- B. East
- C. South
- D. West

Which direction am I facing?

- A. North
- B. East
- C. South
- D. West

If you can't be a compass, if you can't have your phone, what do you do?

How do you make a decision?



# Course Architecture

## 0. Curriculum Placement

- Prerequisites
- Majors vs. Minors
- Course Numbering

# Course Architecture

## 0. Curriculum Placement

- Prerequisites

*Before:* a la carte  
redundancy  
frustration

*Now:* ENT core sequence

### ENT Core Sequence

ENT 250: Creativity & the  
Doer/Maker Mindset



ENT 340: Entrepreneurial  
Finance



ENT 460: Bringing the  
Venture to Life

# Course Architecture

## 0. Curriculum Placement

- Prerequisites
- Majors vs. Minors
- Course Numbering

# Course Architecture

## 0. Curriculum Placement

- Majors vs. Minors

*Before:* 2 paths  
homogeneity  
staffing issues  
*Now:* Cross-pollination

### ENT Core Sequence

ENT 250: Creativity & the  
Doer/Maker Mindset



ENT 340: Entrepreneurial  
Finance



ENT 460: Bringing the  
Venture to Life

# Course Architecture

## 0. Curriculum Placement

- Prerequisites
- Majors vs. Minors
- Course Numbering

# Course Architecture

## 0. Curriculum Placement

- Course Numbering

*Before:* Started as juniors

Less evolving

Less of a 'cohort'

*Now:* ENT lens for college

### ENT Core Sequence

ENT 250: Creativity & the  
Doer/Maker Mindset



ENT 340: Entrepreneurial  
Finance



ENT 460: Bringing the  
Venture to Life

# Course Architecture

## 1. Eleven Quizzes

- Almost one per week
- 10 questions on 20 pages from textbook
- 2 questions on 3 innovation-related articles
- 1 break-even or ROI calculation
- 1 Fermi estimation

# Course Architecture

## 1. Eleven Quizzes...*WHY?*

- *“The repetition and constant practice has helped me retain the material and concepts we learn not just for quizzes but for good and for future practices.”*
- *“I liked having a quiz each week because it forced me to read.”*



and then play...

1. Fermi Estimation

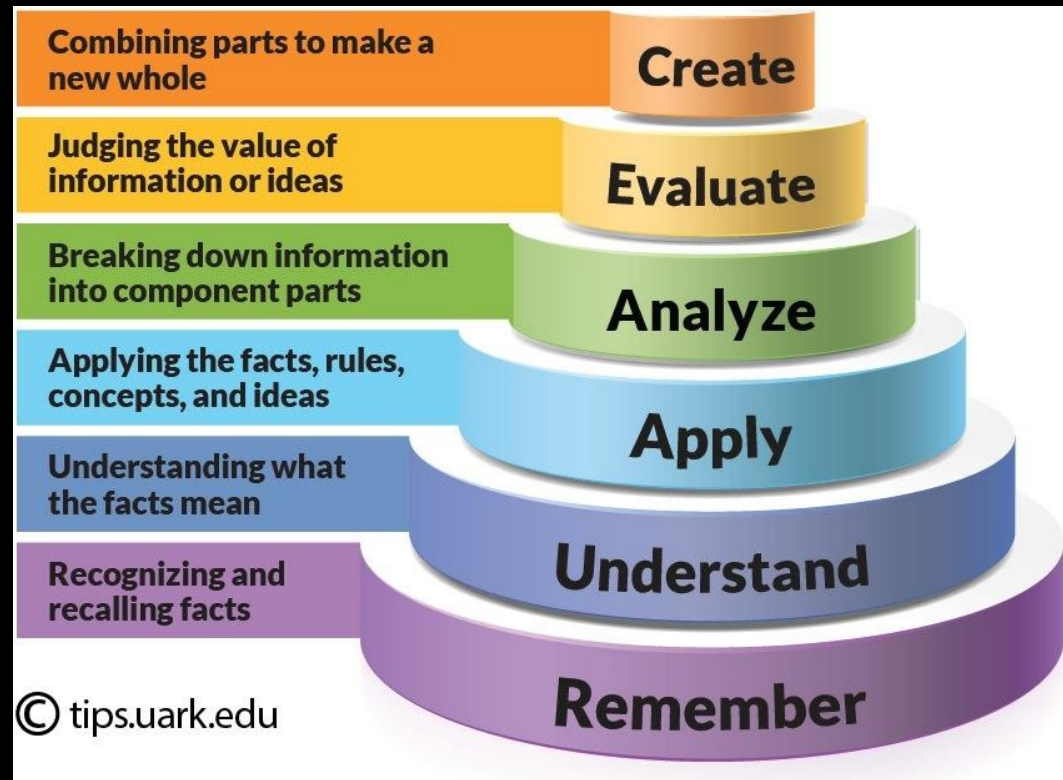
2. System Dynamics

- *“In class activities like play, really helped develop thinking skills.”*
- *“It effectively taught me to think outside the box.”*

# Course Architecture

## 2. Nine Ted Talks

- Higher Order Thinking
- Precise memos
- Engaging big ideas
- Go, No-Go grading



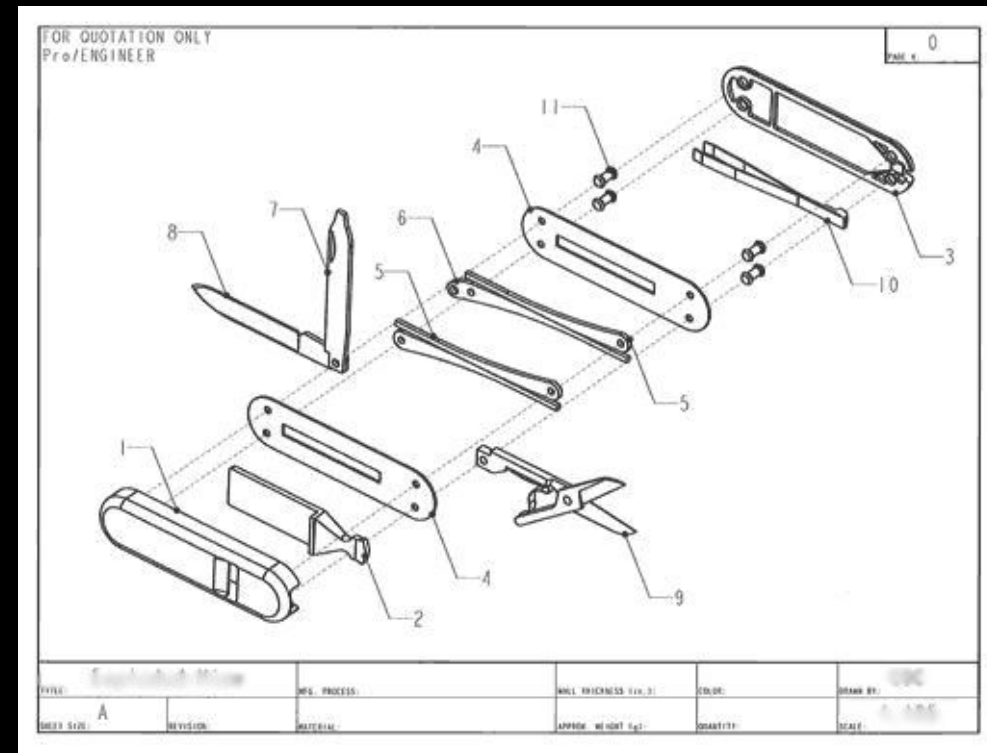
# Course Architecture

## 2. Nine Ted Talks...*WHY?*

- *“Pushing students to think for themselves.”*
- *“Ted Talks were great – and hearing from others was informative and engaging.”*
- *“Even though we have a schedule for the class and I know what’s coming, every single class was different.”*

and then play...

1. Fermi Estimation
2. System Dynamics
3. Pop-top Zoom



# Course Architecture

## 3. Three Maker Hub Artifacts

- Solder an LED flip light
- Design vinyl-cut sticker
- 3D-printed artifact
- Sew something



# Course Architecture

## 3. Three Maker Hub Artifacts...*WHY?*

- *“Before the assignment, I was intimidated and felt like I didn’t know enough to use the space. But, I soon learned that it is okay to not know, it is okay to ask questions, and it is okay to experiment when you are in the Maker Hub.”*
- *“The ability to see yourself create something you are proud of from scratch was very fulfilling.”*

and then play...

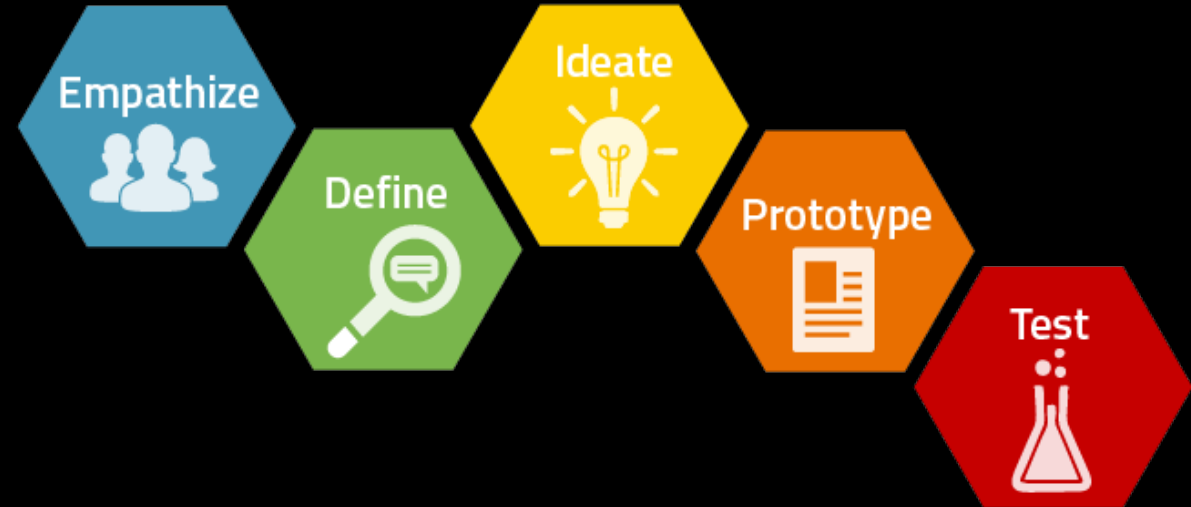
1. Fermi Estimation
2. System Dynamics
3. Pop-top Zoom
4. Creative Fluency...



# Course Architecture

## 4. 3 → 2 → 1 Ideas

- Conceptualizing problems/needs
- Comparing classmates ideas
- Comparing business models
- Customer discovery
- Research
- Design Thinking





# Course Architecture

## 4. $3 \rightarrow 2 \rightarrow 1$ Ideas ...*WHY?*

- *“I really enjoyed how I was able to step out of my thinking process to come up with ideas throughout this class. It allowed me to think differently in many ways.”*
- *“After taking this class, the first thing that comes to my mind when I encounter a problem is various ways this problem could be remedied.”*

and then play...

- Laura Orr integrated her passion for horses as a banker serving equine veterinary practices.
- Jesse Calo is in law school at the University of Minnesota (#20 in U.S. News).
- Austin Krauss loves analytics and philosophy; now a public sector consultant at IBM in D.C.
- Jay Faires earned high honors, but will make his way in music production and recording.
- Courtney Chambers using her startup success to establish and fund foster parents and programs.

# Questions?

Do.  
Make.

