

The Orange of Entrepreneurship®

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IDEA

The Orange of Entrepreneurship® is an experiential and educational journey, that can be delivered to teachers, students, startupper and potential/established entrepreneurs who intend to **rediscover the potential of productive initiative** that each of us has with a methodology inspired by the Anglo-Saxon approach. The teachers work with the participants to develop their entrepreneurial mindset through reflection on the importance of the features that over the centuries have distinguished entrepreneurs and training them.

The Orange of Entrepreneurship® is a **journey of introspection, discovery and awareness of the entrepreneurial attitudes** and introduces a series of **techniques and exercises** to train them, providing participants with the tools to strengthen them, at any time in their lives.

Why The Orange of Entrepreneurship®? Because just practicing together the skills you can develop harmoniously the propensity for entrepreneurship, filling each segment in order to generate a rich and "vitaminic" squeeze, to transform dreams and visions into reality. **To become entrepreneurs of themselves.**

Learning Aims and Outcomes

The Orange of Entrepreneurship®'s aim is to plant the seeds of consciousness to help people in developing and training an entrepreneurial mindset.

The course gives the participants the tools to work by themselves on their attitudes and a lot of informations and materials.

At the moment, the course has produced great results on start-uppers and students of high schools, that are more aware of what entrepreneurship demand in terms of mindset. The impact evaluations show that participants are more motivated on their objectives, less frightened by failures, more conscious of the fact that to obtain what they want is not just a matter of what they know (hardware) but also of how they behave and face life (software or non-cognitive skills). The course has been delivered in several schools and incubators in Italy.

Exploring background, target group and method

Over the past decade, the European Commission insisted with various documents and researches on the subject of the **development of education and training for entrepreneurship**. Entrepreneurship, however, is not only intended as the opening of new companies, but as a broader concept related to the behaviors that characterize the entrepreneurial action and that can be learned and adapted to all spheres of life. The European Union defines this concept as "**the ability of an individual to turn ideas into action**" and includes "creativity, innovation, risk-taking, ability to plan and manage projects to achieve their goals."

In recent years, cognitive psychologists who have studied the traits that characterize the entrepreneur argue that the formation of personal ability comes through exogenous factors, namely through a process of external influence. This means that the entrepreneurial mindset is not an innate characteristic, but on the contrary can be learned and trained.

The Orange of Entrepreneurship® works providing stimuli to train the attitudes related to proactivity, initiative, courage, taking of responsibility, resilience, motivation, behavioral attitudes that lead to have an entrepreneurial mindset. Providing consciousness is the way, the target can be students, seachers, employees, aspiring entrepreneurs and start-uppers.

Conclusion

The Orange of Entrepreneurship® is good methodology to train young people in stimulating their entrepreneurial mindset and an excellent course to support traditional start-up training to complete hard skills (marketing, business plan, etc.) with more consciousness on mindset skills.

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