

ENTREPRENEURSHIP EDUCATION: BUILDING FOR THE FUTURE

Today with the cry for entrepreneurs to restore our economy and the emergence of many entrepreneurial courses being taught from early elementary years to doctoral institutions, the design and implementation of these courses and/or curricula is of increasing importance. Research has indicated to us that the traditional approaches to curriculum design and the traditional pedagogical approaches do not work for entrepreneurs. By not being aware of the differences inherent in the entrepreneurial psyche, we could steal from our future by not educating our students for that unknown future. Here is one method which has been psychically rewarding, but may not be generalizable.

Today almost everyone is hearing about that which most of us in entrepreneurship already knew: entrepreneurship is the backbone of the economy and the economic engine which is necessary to restore economic success to a nation suffering from spiraling costs and job losses. News pundits and politicians are now touting that which entrepreneurship educators have preached for decades: the sources of jobs in America and elsewhere are the small businesses, not the large. Now, they are preaching to us that innovation springs from the minds and hands of individual entrepreneurs who risk their all to prove that their inventions work or that their dreams can become realities. One would think that with such expressions so boldly pronounced on the nightly news that entrepreneurship education would abound. One might surmise that entrepreneurship education appears everywhere and everywhen! There is no doubt that entrepreneurship programs have grown dramatically across the United States, yet they are far from ubiquitous, and with good reason. Designing and executing an entrepreneurship program is extremely challenging. We live in a day and age in which empowerment and individuality are embraced, and this mindset is only gaining momentum. The future without a doubt belongs to entrepreneurs and this is something to be really excited about. Long gone will be the days in which our commerce was dominated and monopolized by big box corporations and in will come heart-centered businesses in which people will be offering services and products full of

passion. As a generation that values happiness over 9-5 cubicle paychecks envelops upon us, we begin to understand the bold transformation of the business world.

Currently, statistics show that amazingly five out of seven job holders in the U.S. will become entrepreneurs in the future, and the reasons behind this are hard to argue with. When you become an entrepreneur, you are your biggest and loudest critic, which brings forth some of the best, highest quality work in the world. Consumers are definitely privy to this fact, and more and more, they are taking their business to a thriving entrepreneur over a corporate entity. If the basic idea of being your own boss isn't appealing enough, all of the other perks that come along with building a brand that belongs all to your blood, sweat, and tears should seriously make you reconsider your career path. The future of entrepreneurship is headed in a direction we've never seen before, and the changes are vastly innovative and fast-approaching. So what changes can you expect in the entrepreneurship world? Here are just a few of the momentous shifts happening.

1. Digital Nomads: This is the embodiment of what it means to be an entrepreneur within the paradigm of the small business. These types of entrepreneurs have been gaining tremendous propulsion as of late, and will only continue to dominate the small business sector. What is a digital nomad? This is someone who offers intangible services through the Internet. They can work from anywhere, at any time, and for any client anywhere in the world. Being a digital nomad means being in a business that virtually has no limits and here, someone can do what they are most passionate about on their own terms.

2. Aggression Dissolves: In the future of entrepreneurship, we say goodbye to aggressive sales people. We say goodbye to pushy marketing ploys and invasive selling techniques. Entrepreneurs are in touch with a certain type of business value that focuses on the relationships with their customers rather than just the monetary side of things.

3. Personal Brands: One of the best parts of being your own boss is that you have the power to stay true to your personal brand. The integrity of what you build, what you represent, and the passion that you have to offer people doesn't have to be sacrificed when you're the one in charge. For instance, if you're an entrepreneurial writer, you want to stay

true to your written word and there is no traditional publishing company or third party that stands in your way of the market. Your customers get to see the authenticity of what you have to offer and that goes a long way in the terms of value and loyalty.

4. Banding Together: While the entrepreneur of the future will be open and forward thinking when it comes to enlisting a mentorship with a coach, collaboration and partnerships will be key to entrepreneurship successes as well.

5. Networks Become Currency: Community is everything when it comes to being an entrepreneur in this world and especially in the future. In a business in which you work for yourself and making money while you sleep becomes a reality, you have to make sure you're honing in on the right networks for your market to aid in that success.

Entrepreneurs will focus on networking with other entrepreneurs that can help them expand their business and add even more value to it.

6. Internet of Things: This fascinating technology has become more and more popular over the last handful of years and it doesn't show any signs of slowing down. In the age of convenience and instant results, the Internet of Things is something that speeds up our world. What exactly is "The Internet of Things"? It is the concept of which anything with power is connected to the Internet and vice versa. Whether it's in regards to a toaster or a jet engine, the Internet of Things creates relationships between things and people, or with things-to-things amazingly. The future of this simply, but profoundly states that "anything that can be connected will be connected".

8. Heart-Centric Businesses: Entrepreneurs will turn their businesses into something centered around their hearts, as they are doing what they are born to do. When passion and natural born gifts drive the momentum of a business, there is no better quality of a product or service in this world. Simply by embracing the power of the heart-centric business, entrepreneurs add real value to the world in ways we've never seen before. While most people are good at many things, there are only certain gifts we come by naturally and utilizing these to the fullest means the spectrum of entrepreneurship becomes the game changer in global commerce.

9. Choices Become All Your Own: No matter what niche the business is in, an entrepreneur will be able to run that business anywhere in the world of their choosing. There is something to be said about inner happiness and prosperity when it comes to being about to live, work, and breathe where you want. There is nothing more empowering than creating a dream around a place in which you are comfortable and fulfilled. This will give entrepreneurs the ultimate flexibility to create systems in which they can offer the best products and services to the customer while not having to sacrifice their true home. The future of entrepreneurship is a huge life transformation for anyone on board. It's scary, it's exciting, and above all, the most rewarding thing you might ever do. To turn your career into something that is one hundred percent true to your core, your gifts, and your spirit is something that we rarely saw in the past. We are coming to a point in time in which more and more people are running full force into that new way of life and giving into doing what they love. The conviction to make an inner passion a career is growing more and more every day, and it is humbly and widely accepted by other fellow entrepreneurs and potential customers. Much like the business these future entrepreneurs will create, their lives will bloom into what they were always meant for and this will translate into bold, inspiring, and cutting edge businesses.