

The Engler Mindset
EAEP 101
2 credits

Instructor:

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Meetings by appointment

Class Description:

Welcome to the Engler Mindset

The most important work we will do this semester can only be accomplished with your willingness to embrace the process and to take ownership of delving into the mindset of an entrepreneur. Consider the following excerpt from the Sudbury Valley School handbook -

“Responsibility means that each person has to carry the ball for himself. You, and you alone, must make your decisions, and you must live with them. No one should be thinking for you, and no one should be protecting you from the consequences of your actions. This is essential if you want to be independent, self-directed, and the master of your own destiny.”

Our vision is based on the belief that you are capable, actually far more capable than you even believe; that education is most useful when a person has a deep understanding of their core purpose and values; and that the best use of your time at UNL is to create, build, and pursue experiences that will add long-term value. This course is designed to take you on a journey of discovery, to help you clarify your purpose, strengths, and goals; to guide you as you claim authorship and accountability for your own story, and to explore the mindset of an entrepreneur. Each week is designed around a concept and each week you will be asked to actively engage in experiencing the concept followed by opportunities to reflect on what you have learned.

Are you ready?

Objectives to be achieved:

- Explore the Entrepreneur’s Mindset.
- Attain clarity around individual purpose and core values
- Develop self-awareness about personal strengths and blind spots.
- Build/add to the foundation of professional network.
- Confront fear, limits set by self and others, excuses and the status quo

Concepts to be explored by end of course:

- Wealth as a holistic approach
- Assumption testing
- Design, innovation and creativity

- Pride of ownership
- Trail blazing and discovery
- Opportunities, problems, customers
- Yes - No – Quitting

Experiences and Projects to be completed by end of the course:

- Interviewed a jr/sr Engler student
- Written personal manifesto
- Developed observational skills essential to design development
- Immersed in the Engler mindset
- Developed and written a brand statement
- Experienced idea storm training
- Grown my professional network
- Constructed and told my personal story
- Traded up for value
- Defined the concept of wealth in alignment with my values and purpose
- Developed an early stage action plan for managing personal finances
- Familiar with entrepreneurial resources in the Lincoln ecosystem – August 21-25

Performance Evaluation:

Here's a little secret – we care about learning and we believe that your personal journey of discovery matters quite a bit more than a grade. Nonetheless, grades are part of the current system of education so here's how we will assess your work.

Project work is required almost every week – each of those projects will carry some points – 50 for most. We will add those up at the end of the term and they will account for 70% of the grade, 20% of your grade will be determined by your work in the story-telling competition at the end of the term, and 10% will come from in-class participation. 90% or higher is an A, 80 to 89% a B, 70 to 79% a C; and anything lower means that you and I will be having a heart to heart discussion about your future!

Course Schedule:

Think of this as the Pirate Code – more suggestion than hard and fast rule! Thus expect this schedule to shift occasionally.

Date	Theme
August 22, 23	Treasure Hunt
August 29, 30	Pursuit of Purpose
September 5, 6	Strengths Focus
September 12, 13	Story Telling
September 19, 20	Brand You, Inc.
September 26, 27	Intentionality and Big Rocks
October 3, 4	Meaning of Wealth
October 10, 11	Financial Management
October 24, 25	Value Proposition
October 31, Nov. 1	Ideation
November 7, 8	The Engler Dialogue – The Zangger Family (Evening of Nov. 9 – no formal class)
November 14, 15, 16	Story Telling Contest
November 28, 29	Power of Observation – problem ID
December 5, 6	The Corp of Discovery
<i>No class on November 21 for section 1</i> <i>No class on October 18 for section 2</i>	

Assignments:

Date	Assignments Given	Due date
August 22, 23	Treasure Hunt	August 29 and 30
August 29, 30	www.strengthsquest.com/schoolaccess Personal Manifesto	Sept 5 and 6
September 5, 6	Story telling preparation	Sept 12 and 13
September 12, 13	Story Telling	Sept 19 and 20
September 19, 20	Brand You, Inc.	Sept 26 and 27
September 26, 27	Intentionality and Big Rocks	Oct 3 and 4
October 3, 4	Meaning of Wealth	Oct 10 and 11
October 10, 11	Financial Management	Oct 24 and 25
October 24, 25	Value Proposition	Oct 31 and Nov 1
October 31, Nov. 1	Ideation	In class
November 7, 8	The Engler Dialogue – The Zangger Family (Evening of Nov. 9 – no formal class)	

November 14, 15	The Corp of Discovery	Nov 28 and 29
November 28, 29	Power of Observation – problem ID	Dec 5 and 6
December 5, 6	Story Telling Contest	