

# Entrepreneurial Thinking

*Identify and deliver new value for your organization by utilizing entrepreneurial thinking tools, models and frameworks.*

Business and organizational leaders rarely have an opportunity to develop their entrepreneurial thinking capacity. The Entrepreneurial Thinking program addresses this shortcoming by providing a venue where you can develop a working knowledge of what it means to think like an entrepreneur, and why such thinking is essential to you and your organization's innovation.

In this blended, executive development program, you will learn how Entrepreneurial Thinking (ET) provides organizations with a unique approach to engage and empower teams to identify and deliver incremental customer, client, employee or shareholder value. As well, you will learn how to foster and support the development of a more innovative culture within your team and/or organization. During this learning journey, you will develop your personal ET skills and begin practicing the concepts by completing an Action Learning Project.



**Program Delivery:** Blended

**Commitment:** 28 hours

**Investment:** \$3,075

This program is eligible for grant funding up to five weeks prior to program start.

**Register online: [haskayneexeced.ca](http://haskayneexeced.ca)**

*Program runs November 2019 to January 2020.*

*Refer to the last page for a detailed program schedule.*

## Individual Learning Objectives

Upon completing this program, you will:

- Develop an entrepreneurial mindset and build the capacity to identify opportunities and the innovative solutions necessary to realize potential opportunities
- Learn how embracing uncertainty and mitigating risk are the keys to the realization and delivery of novel sources of value
- Complete an Action Learning Project (ALP) that is both personally and organizationally relevant and valuable
- Learn how to foster and support a culture of innovation within your team and/or organization

## Organizational Learning Objectives

Upon completing this program, you will:

- Identify and realize greater value from your policies, procedures, processes and relationships
- Realize greater market value from enhanced product and service experiences
- Increase organizational engagement leading to improved talent attraction and retention

## Program Investment

Program investment is \$3,050 per participant and includes the following:

- Virtual program launch and orientation to the virtual learning platform;
- One (1) online learning module and one (1) live webinar;
- Two modules consisting of three (3) in-class sessions;
- One (1) individual ALP mentoring clinic with faculty expert, Dr. Derek Hassay; and
- All program materials, simulations and copyrights

Organizations that enrol multiple participants in the program receive the added benefit of disrupting “siloed thinking” by embedding the tenets of entrepreneurial thinking across organizational departments and business functions.

## Grant Funding

By registering for this program, your organization could be eligible to receive the Canada Alberta Job Grant which will cover up to 2/3 of the program costs. The funding model for Entrepreneurial Thinking is an initial investment of \$3,075. The government will reimburse approximately \$2,050 of that investment, making the final investment approximately \$1025. An Executive Education team member will be able to assist with the grant application process. For more information: [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)



*Entrepreneurial Thinking offered a forum that was thought provoking, creative and made learning fun and interesting with great networking”*

**Keith Steeves**

Haskayne MBA Alumni and CFO, NAL Resources



*The program has given me what I need. We will be using ET to brave the new world in which our company now operates.”*

**Kevin Krausert**

Haskayne GEEMBA Alumni and President and CEO, Beaver Drilling Ltd.

## Learning Journey

### Program launch

Orientation to virtual learning platform

### Pre-Module Online

Guided online unit:  
Entrepreneurial  
Thinking 101



### Module One

A deep dive into the powerful  
Entrepreneurial Thinking tool kit.  
Engage in experiential learning  
activities and reflective classroom  
discussions.



### Action Learning Project (ALP)

Apply tools and  
concepts a workplace  
project to create new  
value for your  
organization. Participate  
in the **Persuasive  
Presentation Webinar**.



### Module Two: ALP Capstone Presentations

Present your ALP to an  
industry panel to gain  
valuable feedback and  
develop your ability to  
sell new value ideas  
within your  
organization.



### Mentoring Clinic

Receive one-on-one  
mentorship from Derek  
Hassay, PhD. to develop  
a stronger ALP.



**Entrepreneurial Thinking  
on-going practice and integration**

### Post-Program Follow Up

Pursue ALP implementation in your  
organization and continue to  
identify new opportunities using  
Entrepreneurial Thinking.

# Entrepreneurial Thinking

Program Schedule: November 2019 - January 2020\*

Date	Learning activities	Format	Commitment
week of 4-Nov	Program launch; access to virtual learning platform	Online	30 minutes
12-Nov to 24-Nov	<b>Unit One:</b> Entrepreneurial Thinking 101	Online	2 hours
27-Nov to 28-Nov	<b>Module One:</b> E/T tools, experiential exercises, rapid prototyping, innovation culture, ALP set-up and effective narratives	In class	7 hours 7 hours
29-Nov to 14-Jan	<b>Unit Two:</b> ALP Homework including ALP proposal, research, and presentation preparation	Online	4-5 hours
11-Dec	ALP Mentoring Clinic	One-on-one	30 minutes
18-Dec	<b>Webinar:</b> Persuasive presentations	Online	1 hour
15-Jan	Module Two: ALP Capstone Presentations	In class	4-6 hours
Post program	ALP integration and follow-up		

\*Schedule subject to change  
† Blended learning components

## Faculty

Derek Hassay PhD. is the RBC Teaching Professor of Entrepreneurial Thinking at the Haskayne School of Business. An award-winning instructor, active small business and corporate advisor and program academic director, Derek's passion is teaching and research at the interface between Entrepreneurship and Marketing.

**REGISTER NOW:**  
[haskayneexeced.ca](http://haskayneexeced.ca)

Call 403.220.6600 for group registrations.

For more information on Executive Education at Haskayne School of Business

**T:** 403.220.6600  
**E:** [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

### Haskayne Executive Education

University of Calgary  
Downtown Campus  
6th Floor, 906 – 8th Avenue SW  
Calgary, AB T2P 1H9



**UNIVERSITY OF CALGARY**  
HASKAYNE SCHOOL OF BUSINESS  
Executive Education