

# #1

**IN ENTREPRENEURSHIP  
FOR 28 CONSECUTIVE YEARS**

— *U.S. News & World Report*

#### **DATES:**

Online July 19–22, 2021

#### **COURSE COST: \$995**

- » Check with your school administrator to see if you qualify for a Collaborative Member discount code.
- » Upon completion of the program, students will receive a certificate of participation from the Babson Academy.

#### **REGISTRATION DEADLINE**

July 12, 2021, or until registration reaches capacity

#### **FACULTY DIRECTOR:**

Jay Rao, Ph.D., Professor in the Operations & Information Management Division at Babson College.

#### **TO REGISTER:**

[babson.edu/betaworkshop](http://babson.edu/betaworkshop)

#### **QUESTIONS:**

[BabsonAcademy@babson.edu](mailto:BabsonAcademy@babson.edu)

#### **SCHEDULE:**

This workshop consists of eight, live 90-minute sessions 8–9:30 a.m. (EDT) and 10–11:30 a.m. (EDT) each of the four days, and 4 hours of Group work. In addition, you will have about 4 hours of independent work through Babson's online learning portal, Canvas.

# Babson Entrepreneurial Thought & Action® (BETA) Workshop

In times of uncertainty, entrepreneurial leaders know how to make an impact, take action, and innovate. History shows that crises and economic downturns are fertile grounds for entrepreneurship and innovation. Entrepreneurial leaders share three defining characteristics that make them different from every other type of leader. They are experts in managing risks, they develop an exceptional ability to navigate uncertainty, and they are highly skilled explorers of ambiguity, leaving no stone unturned. This workshop will help graduate students, future entrepreneurial leaders, with concrete resources for success, from building a team of entrepreneurial leaders to rapid prototyping and testing business models that can achieve scale profitability.



Entrepreneurial leaders are not just risk managers; they are ambidextrous and are experts at navigating uncertainty. They have a positive outlook about the future, as they are always trying to improve things.”

— Professor Jay Rao, PhD

#### **WHO SHOULD ATTEND:**

This workshop is designed for graduate-level students from all disciplines who want to develop an entrepreneurial mindset and learn how to create and identify new business opportunities.

#### **KEY BENEFITS:**

- » Learn the essentials of Babson Entrepreneurial Thought & Action® (ET&A™)—thinking your way into new action and acting your way into new thinking.
- » Sharpen your entrepreneurial leadership skills of opportunity identification, opportunity development, opportunity articulation and capture.
- » Appreciate the challenges of going from a startup to a scale-up.
- » Build your network with graduate students from around the world while putting your newly acquired skills into practice.

#### **PROGRAM FORMAT:**

This interactive online workshop includes live webinars, independent exercises, group work, and final presentations.