



BABSON COLLEGE

| Babson Academy Youth Impact Lab

Empowering Tomorrow's Leaders: Rethinking Entrepreneurship Education in Schools

Dr. Beth Goldstein
Senior Director, Academic Strategy
Babson Academy Youth Impact Lab



Dr. Beth Goldstein

Senior Director, Academic Strategy

BABSON COLLEGE

| Babson Academy Youth Impact Lab

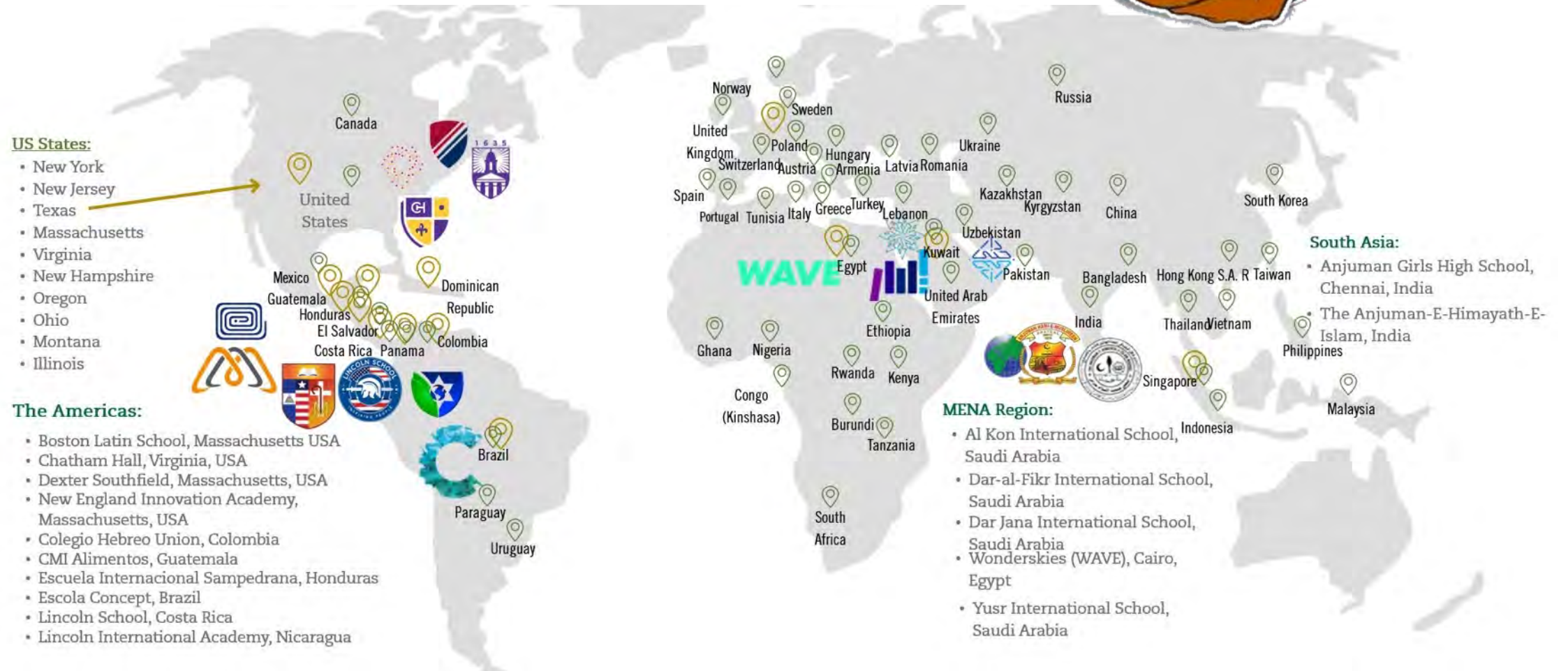


US States:

- New York
- New Jersey
- Texas
- Massachusetts
- Virginia
- New Hampshire
- Oregon
- Ohio
- Montana
- Illinois

The Americas:

- Boston Latin School, Massachusetts USA
- Chatham Hall, Virginia, USA
- Dexter Southfield, Massachusetts, USA
- New England Innovation Academy, Massachusetts, USA
- Colegio Hebreo Union, Colombia
- CMI Alimentos, Guatemala
- Escuela Internacional Sampedrana, Honduras
- Escola Concept, Brazil
- Lincoln School, Costa Rica
- Lincoln International Academy, Nicaragua





#1

in Entrepreneurship
for 28 consecutive years

— *U.S. News & World Report*, 2024

#1

for Return on Investment,
Business School

— *Payscale*, 2024

#2

Best College
In the United States

— *The Wall Street Journal*, 2025

#1

in Career
Preparedness

— *The Wall Street Journal*, 2024

BABSON COLLEGE

Are YOU an entrepreneur?



HOW MANY OF YOU WANT...

**Your teachers
and fellow
school leaders
to be
entrepreneurs?**



HOW MANY OF YOU WANT...

**Your
students
to be
entrepreneurs?**



Finish this sentence

**Entrepreneurs are
people who...**



ENTREPRENEURIAL THINKING

It is a mindset, vision, and approach to problem solving that is required in an increasingly unpredictable and unknowable world

**THIS APPROACH TO PROBLEM SOLVING CAN
AND SHOULD BE APPLIED TO EVERY TOPIC
(BEYOND BUSINESS CLASSES)**

**HOW DO
you teach
entrepreneurial
thinking?**

**THE ONLY THING
THAT INTERFERES
WITH MY LEARNING
IS MY EDUCATION.**



Albert Einstein

German Theoretical-Physicist

(1879-1955)

PUT ON YOUR
STUDENT HATS

SHARE YOUR
MOST
MEMORABLE &
IMPACTFUL
LEARNING
EXPERIENCE

The Good, The Bad, The Ugly



How many of
these great
learning
moments
included...

Multiple
opportunities to
reflect upon
concrete learning
experiences

Opportunities for
reciprocity and
exchange of **ideas**
through **team**
work

Continuous
opportunities for
situated,
experiential
learning

A **student-centric**
and safe learning
environment
(failure is
supported)



TIPS TO PROMOTE ENTREPRENEURIAL THINKING

1. **Promote Active Experimentation** – let them discover things on their own
2. **Embrace Failure** – resiliency cannot develop without obstacles so DO NOT REMOVE every barrier
3. **Identify Multiple Solutions** – therefore failure is NOT the end... simply one of many ideas that did not work as planned
4. **Avoid Micromanagement** – you focus on the outcome while your students focus on the journey ‘how to get there’

**This applies to students, children, teachers,
staff, and peers**

Source: Allen, Matt, 2022. *How Parents Can Promote Resilience in the Family Business*





What Skills Do Businesses Prioritize Given The UNKNOWABLE Future Workplace?

Businesses' top 10 skill priorities for 2027



1.  Analytical thinking
2.  Creative thinking
3.  AI and big data
4.  Leadership and social influence
5.  Resilience, flexibility and agility
6.  Curiosity and lifelong learning
7.  Technological literacy
8.  Design and user experience
9.  Motivation and self-awareness
10.  Empathy and active listening

Type of skill

 Cognitive skills  Self-efficacy  Technology skills  Working with others

Source

World Economic Forum, Future of Jobs Report 2023

Note

The skills which organizations will prioritize in workforce development initiatives from 2023 to 2027

Entrepreneurial Skills

Source: World Economic Forum

WHERE DO
ENTREPRENEURS FIND

PROBLEMS &
OPPORTUNITIES?



When Experimenting – Testing Ideas Without Fear of Failure

Ready to Experiment?

Leonard Zakim Bridge, Boston

INDIVIDUALLY (NO TALKING, PLEASE)

Draw this bridge

Try to capture most of the features



Based on an exercise developed by Dr. Candida Brush

- How did you start?
- What did you look at?
- Did you follow a formula?
- Did you draw lines first....?
- Was it helpful to have a model to follow?



Leonard Zakim Bridge, Boston

INDIVIDUALLY (AGAIN - NO TALKING)

Draw a way to get across
the Charles River



Leonard Zakim Bridge, Boston

With your table – discuss your
options and draw a UNIQUE,
CREATIVE, AND INNOVATIVE way
to get across the Charles River



**What happened when you
collaborated with others?**



London Bridge



Sheikh Zayed Bridge? Abu Dhabi, UAE



Vietnam



Solar Wind, Italy



Wind and Rain, China



Friendship Bridge, Kyoto, Japan









ENTREPRENEURS USE DIFFERENT TYPES OF LOGIC

Predictive Logic (Draw the bridge)

- Define the opportunity with **known information**
- **Predict** and control

Creative Logic (Draw a way across)

- Focus on what is **available**
- React to **unexpectedly**
- **Shape** the opportunity overtime

Which approach do entrepreneurs favor?



BOTH APPROACHES ARE IMPORTANT!

Entrepreneurial
leaders use these
in different
situations!



BABSON COLLEGE

| Babson Academy Youth Impact Lab

About the Youth Impact Lab

We Challenge Students, Educators, School
Leaders, and Parents to Look at
Problems/Opportunities in a **Different Way**

**Widening Gap in Equal
Access to Education**

**Increasing Global
Learning Poverty**

**Plunging Math &
Reading Scores**

**Lower Self-Esteem
& Confidence**

**Falling Resiliency
Levels**

**Increased Stress
& Anxiety**

**Rising Mental
Health Issues**

**A
Generation
In Crisis**

Our WHY

4 Years Post Pandemic...

Facts about Pre-College Youth

1

Increased global learning poverty with **70% of 10-year-olds in developing countries are unable to understand a simple written text** (World Bank and UNESCO, 2022)

- This was 57% pre-pandemic

2

Surging mental health issues (U.S. Surgeon General, 2023, OECD, 2022) with **87% of GenZ youth describing regular mental health challenges** such as stress, anxiety, and depression (Blue Shield California, Harris Poll, 2023)

3

Unprecedented drop in average math and reading scores with **widening score gap for socio-economically disadvantaged students** (OECD, 2023)

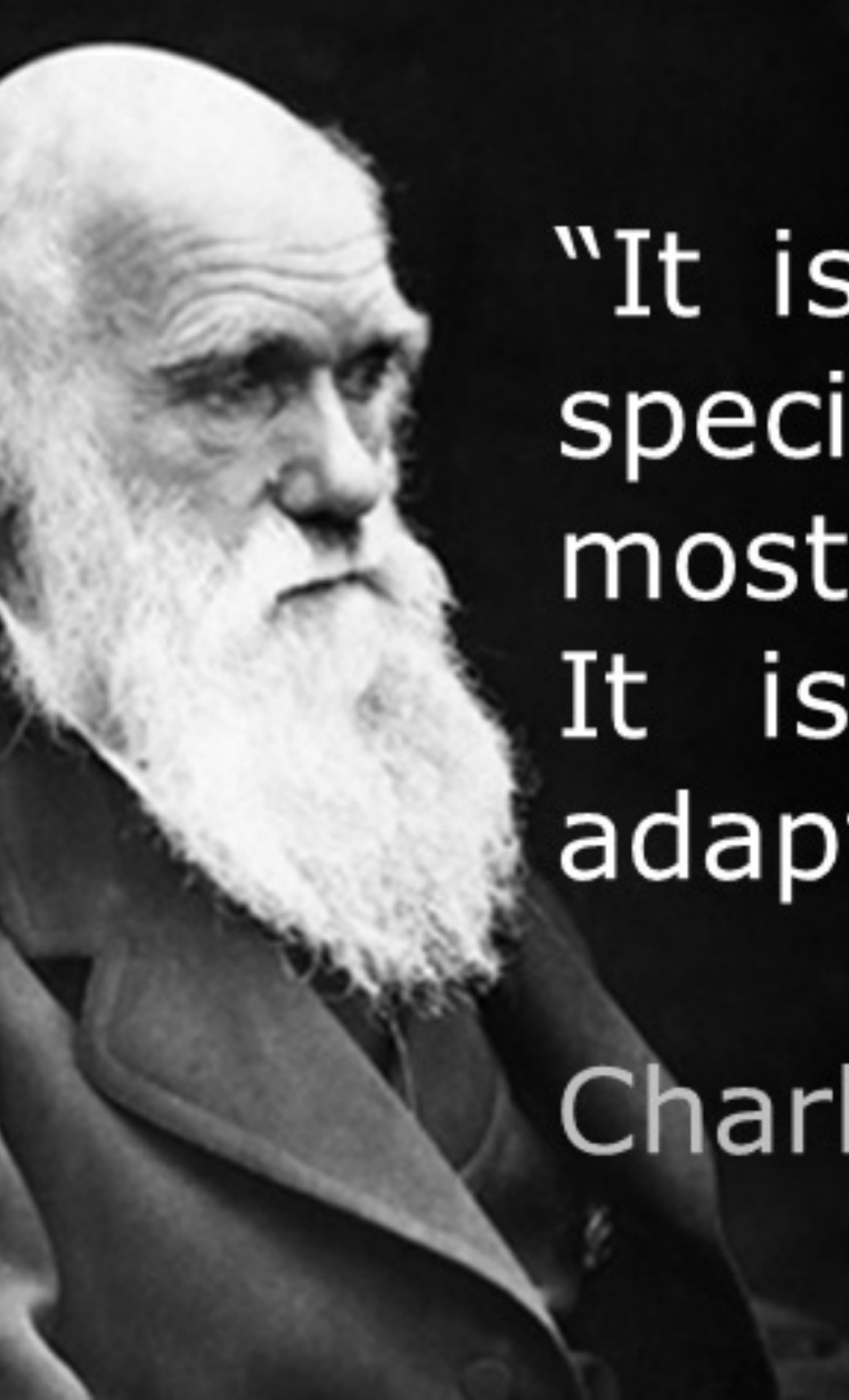
4

70% of youth rated their **ability to cope with challenges** as **medium** to **very low** (Boys & Girls Clubs of America, 2023)

Money Alone Will NOT Address This Crisis

*“For many OECD countries that spend more per student, there is **no relationship** between extra investment and student performance.” (OECD, 2023)*

Source: OECD (2023), PISA 2022 Results (Volume I)



"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."

Charles Darwin (1809 – 1882)

ADAPTION REQUIRES...

Power Skills = Social-Emotional
Skills = Soft Skills

=

Entrepreneurial Skills

Empowered (ENTREPRENEURIAL) learners are more likely to experience...



- 1 Increased high school **graduation rates, academic achievement** and **college enrollment/graduation** rates
- 2 Greater potential in regard to future **employability** and **earnings**
- 3 Decreases in **incarceration** and **drug/alcohol** use
- 4 Decreases in **anxiety, depression, and mental health issues**

ENTREPRENEURIAL TEACHERS AND SCHOOL LEADERS WITH STRONG TEACHER SELF-EFFICACY

A woman with long brown hair, wearing a light blue button-down shirt, is smiling and looking towards the camera. She is in a classroom setting, with a whiteboard and various papers pinned to the wall in the background.

Are confident in their
ability to positively
impact their students'
learning and
development.

EPIC: Entrepreneurship Program for Innovators & Changemakers

Social Impact Project

Marketing, Finance, Operations,
Emotional Intelligence

Ideation, Leadership & Social
Justice Rocket Pitches

Inspiration & Empathy

U.N Global Goals

Entrepreneurial Thought & Action



The BIG HOW



EPIC Is a

Balance Between

**Social-Emotional &
Leadership Skill-
Building Activities**

**Business Knowledge
& Team/
Organization-
Building Activities**

OUTCOMES THAT MATTER FOR STUDENTS & TEACHERS

**CHANGES IN
BEHAVIORS,
BELIEFS,
ACTIONS &
ATTITUDES**

Student Agency Success

Statistically significant increases in:

- ✓ Entrepreneurial self-efficacy
- ✓ Critical thinking and social awareness

Increases in students'

- ✓ Grit and learning self-efficacy
- ✓ Growth mindset

Almost 90% said
that EPIC gave
them useful
preparation for
what they plan to
do in life

OVER 80%

of the students shared that working hard in the course
increased their ability to be successful
in their overall academic achievements.



94% shared that EPIC
taught them valuable
life skills

The Impact Doesn't Stop with Students

Since 2020 - we have worked with
400+ educators & youth
professionals from 14 countries

Statistically significant increases in educators'

- ✓ Teaching self-efficacy in the entrepreneurship domain
- ✓ Entrepreneurial self-efficacy
- ✓ Entrepreneurial identity
- ✓ General self-efficacy

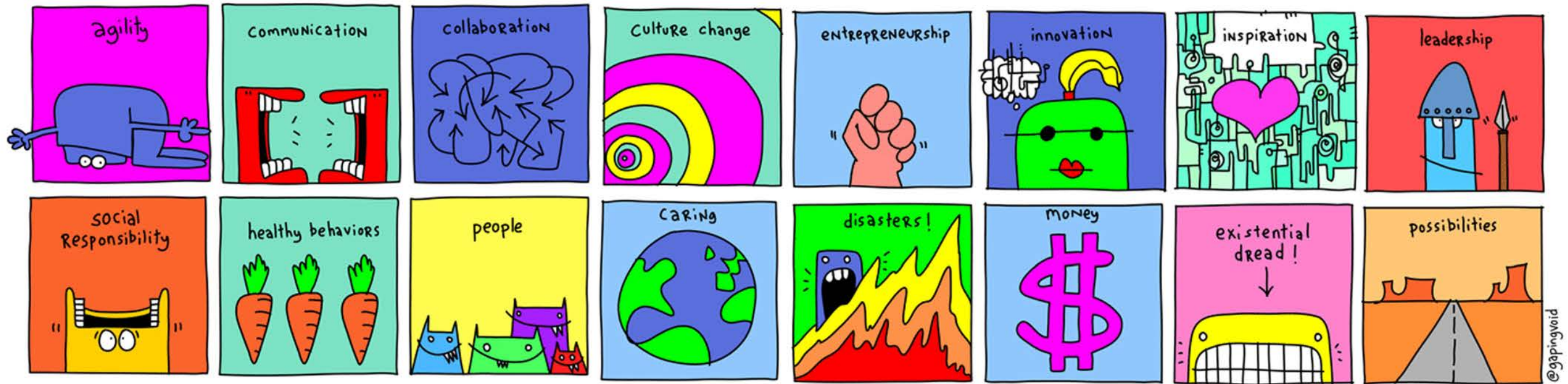


TEACHERS WITH STRONG TEACHER SELF- EFFICACY EXPERIENCE...

- Greater levels of **job satisfaction**, **lower stress**, and are better able to support their **students' learning** (Caprara et al., 2003)
- Improved **mental health** and strengthen their **students' academic performance** (Bandura, 1977)
- Increases in their ability to be **innovative**, **commitment** to teaching, **enthusiasm** for teaching, and **confidence** in influencing **student achievement** (Burton et al., 2005; George, 2016)



How Can Babson Support YOUR Ability to Ignite Tomorrow's Changemakers Who...



"DO SOMETHING THAT MATTERS!"

1. Let's set up time to talk!

2. Listen to or share
YOUR school's story
on our Podcast:
EPIC Youth



3. Learn how to teach entrepreneurially through our *Certificate in Youth Entrepreneurship Education Program*

*Spring 2025: Hybrid Course:
Feb 25 – Mar 16, 2025*

- 2, 2-hour online sessions +
- 2.5 Days in person in Miami

Dr. Beth Goldstein

✉ BGoldstein@Babson.edu

📍 Babson.edu/YouthImpact

BABSON COLLEGE

| Babson Academy Youth Impact Lab

Interested in a copy of the
Presentation and Sample EPIC
Lesson Plan?

- Share your email or business card OR fill out our online form

