Entrepreneurship Education
The Power of Measurement

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How not to foster entrepreneurship
Great ideas, great technology will drive innovation
No difference between success of great or poor ideas
Money and resources make ideas happen
Entrepreneurs attract money and resources
Great planning makes ideas happen.
No
Business planning reduces chance of success.
Well educated people make ideas happen
NO
Some education helps but masters and PhD less likely to innovate
Developing “can do” “make it happen” people
Yes
“Can do” “make it happen” people are the key
How do “Can Do” people think?
IQ

• Linear line up of neurons like Christmas lights
• Rational
• Logical
• Precise
• Accurate
• Reliable
• Rule bound thinking
• Eg Process for 736 X 542
  Eg Process for research
• Measurable
IQ – Know that you Know
EQ

- Emotional Quotient
- Associate information
- Build with experience
- Recognise patterns
- Create pathways through a bundle of 100,000 neurons
- Hard to explain what you know
- Hard to measure
- Eg what mood is in a person’s face?
EQ

Have to experience it

Get Wet!
SQ

- Oscillate cells in the brain at the same frequency – slow
- Meditation and musing thinking brain speed
- Creative
- Insightful
- Intrinsic motivation
- Break rules & make rules
- Reframe
- Give meaning
- Sense of knowing
- Hard to measure
SQ – Break Out
<table>
<thead>
<tr>
<th>Qualities</th>
<th>Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation, synthesis, judgement, insight,</td>
<td>SQ</td>
</tr>
<tr>
<td>creativity, problem solving, intuition,</td>
<td></td>
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<tr>
<td>breakthrough thinking, inspiration, vision,</td>
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<td>commitment, resilience, self belief, enjoyment,</td>
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<tr>
<td>flow</td>
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<tr>
<td>Teamwork, leadership, awareness, action,</td>
<td>EQ</td>
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<tr>
<td>relationship management, emotional wellbeing,</td>
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<tr>
<td>physical wellbeing, optimism, skills, experience</td>
<td></td>
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<tr>
<td>Knowledge, understanding, application, analysis,</td>
<td></td>
</tr>
<tr>
<td>planning</td>
<td>IQ</td>
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Are you best at IQ, EQ or SQ?
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Problem for entrepreneurship education is measurement

Easy, consistent and accurate, .. ...or alive and real?
Danger of PISA (Programme for International Student Achievement) and University League Tables

- PISA league tables for literacy, numeracy and science tested with multi choice and short answer questions
- Universities league mainly about publications
What you measure is what you will get more of and less of
So if have narrow measures for:

- Knowledge
- Understanding
- Application
- Analysis
- Planning
So our standardised measures will give us less

- Insight
- Judgement
- Creativity
- Complex problem solving
- Values
- Leadership
- Resilience
- Teamwork
- Ability to make a difference
Is the tail wagging the dog?
Need to create mechanisms to assess for higher order learning

- Students
- Teachers
- Education institutions
Recommend UNESCO create measures to compete with current league tables.
Can try my Higher Order Learning Audit
see www.windeaters.co.nz
or create your own