



University of Pittsburgh

# ACI-REF Virtual Residency Workshop at the University of Oklahoma

August 9, 2016

Exploring the Entrepreneurial Mindset

10:45-12:00



# Exploring the Entrepreneurial Mindset

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Brian Stengel

Information **Technology**

COMPUTING SERVICES AND SYSTEMS DEVELOPMENT

Dr. Karl Johnson

**PITT** | SWANSON  
ENGINEERING



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# Related Talks/Panels

- Monday, August 8<sup>th</sup>: **PLENARY**: Effective Communication: How to Talk to Researchers about Their Research (Henry Neeman OU OSCER)
- Monday, August 8<sup>th</sup>: **PLENARY**: Faculty Tenure and Promotion (Bruce Mason, OU Physics)
- Tuesday, August 9<sup>th</sup> 3:45-4:30pm: Ongoing Assistance of Researchers - (Panel moderated by Lauren Michael UW-Madison)

# Introduction

- The purpose of this session is to explore the *persona profile* of faculty acting as “entrepreneurs” in our organizations.
- *Persona profiles* are an informed summary of the mindset, needs, and goals typically held by key stakeholders.
- Through stories and discussion we will present an archetype and explore distinguishing characteristics.
- This session is not about the practice of “entrepreneurship” or commercialization topics.
- Help participants recognize these types and begin to develop effective methods for engagements.



# Dr. J. Karl Johnson

*William Kepler Whiteford Professor  
Department of Chemical & Petroleum Engineering  
Swanson School of Engineering  
University of Pittsburgh*



**PITT** | SWANSON  
ENGINEERING

## EDUCATION

- Brigham Young University, Chemical Engineering, B.S. (magna cum laude), 1985.
- Brigham Young University, Chemical Engineering, M.S., 1987.
- Cornell University, Chemical Engineering, Minor in Computer Science, Ph.D., 1992.

## APPOINTMENTS

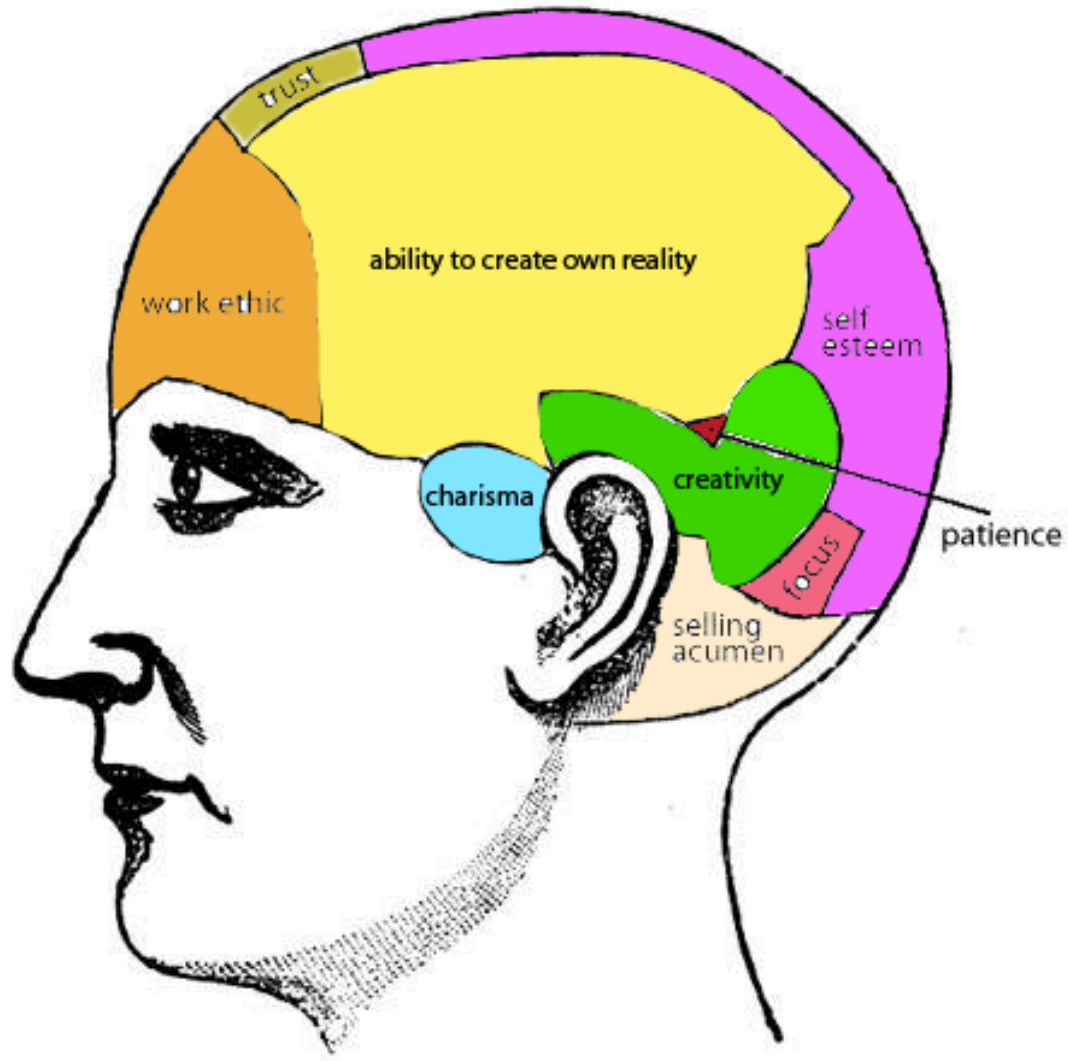
- Co-Director, Center for Simulation & Modeling, University of Pittsburgh, 2008-Present.
- William Kepler Whiteford Professor, Chemical & Petroleum Engineering, University of Pittsburgh, 2005-Present.
- Interim Chair, Chemical & Petroleum Engineering, University of Pittsburgh, 2008-2012.
- Associate Professor, Chemical & Petroleum Engineering, University of Pittsburgh, 2000-2005.
- Assistant Professor, Chemical & Petroleum Engineering, University of Pittsburgh, 1995-2000.
- National Research Council Research Associate, Naval Research Laboratory, 1992-1994.

A campfire made of sticks is burning brightly on a sandy beach. The background shows a sunset sky with orange, pink, and purple hues, and a calm sea. The text 'WELCOME TO CAMPFIRE' is overlaid on the image in two white boxes.

**WELCOME TO**

**CAMPFIRE**

# Phrenology of an Entrepreneur



# Entrepreneurs – Distinguishing Characteristics

- Traditionally, an entrepreneur has been defined as a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk.
- Rather than working as an employee, an entrepreneur runs a small business and assumes all the risk and reward of a given business venture, idea, good, or service offered.





# Continued

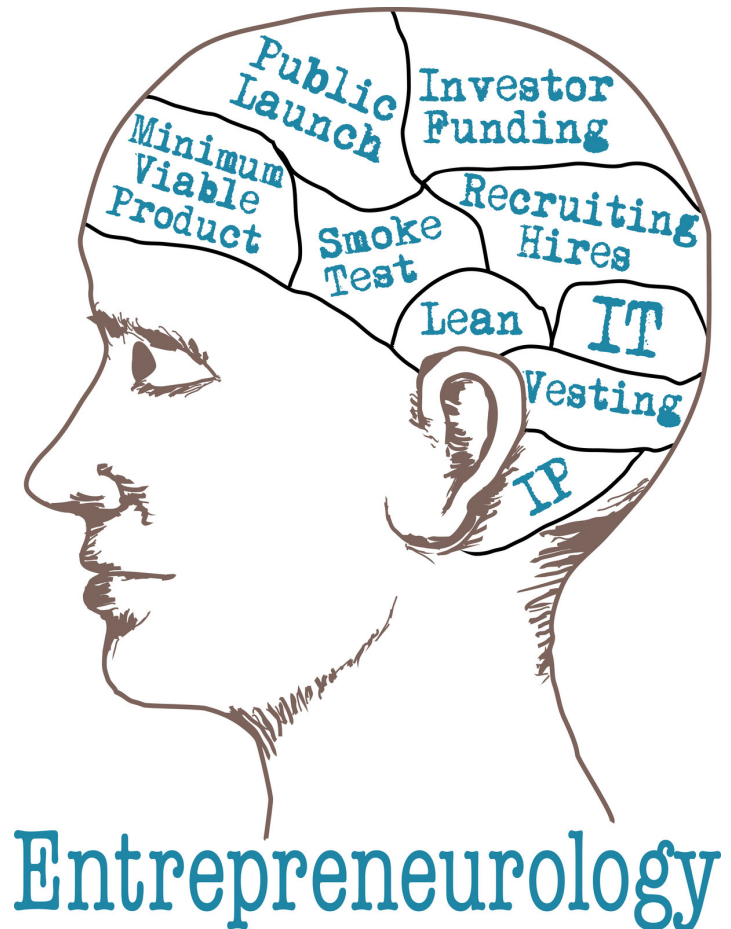
- Entrepreneurial spirit is characterized by innovation and risk-taking.
- Entrepreneurs tend to be good at perceiving new opportunities and often exhibit positive biases in their perception... and a pro-risk-taking attitude that makes them more likely to exploit the opportunity.
- An entrepreneur is typically in control of a commercial undertaking, directing the factors of production – the human, financial, and material resources that are required to exploit a business opportunity.

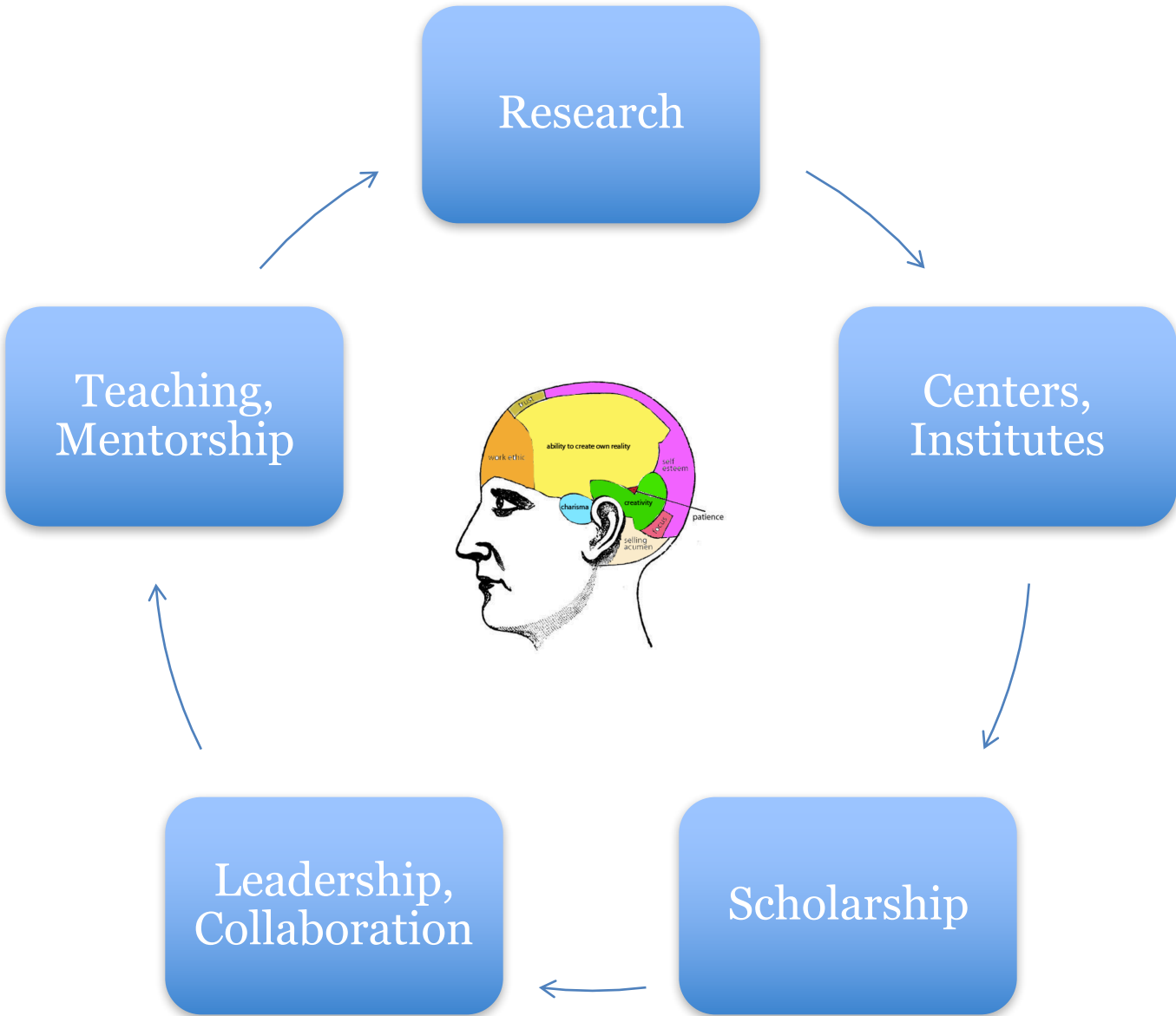
# Intrapreneur?

An intrapreneur is an employee who is given the authority and support to create a new product without having to be concerned about whether or not the product will actually become a source of revenue for the company. Unlike an entrepreneur, who faces personal risk when a product fails to produce revenue, an intrapreneur will continue to receive a salary even if the product fails to make it to production.

Source: Wikipedia

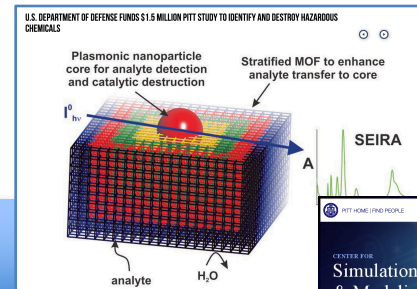
# Start Up?



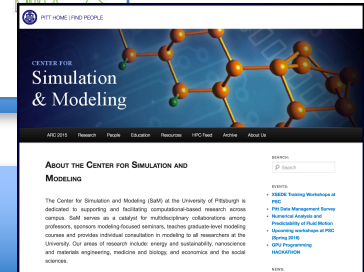


# U-preneurs

Research



Centers, Institutes



Scholarship



U-preneur

Leadership, Collaboration



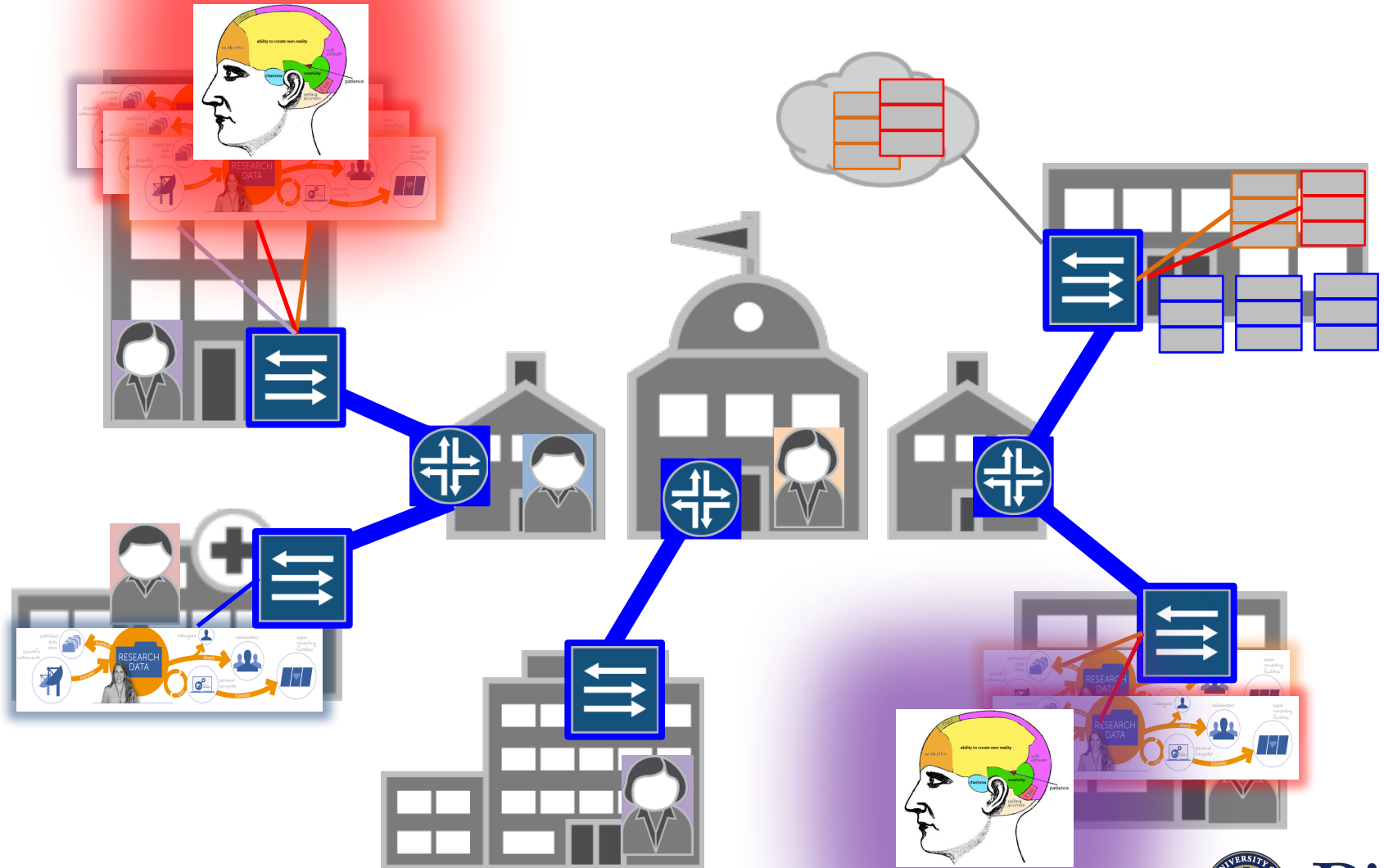
Teaching, Mentoring



# Cyberinfrastructure Landscape

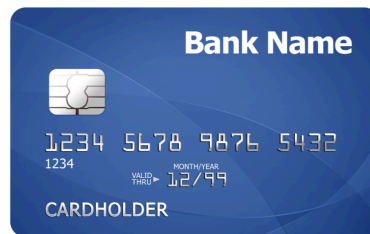
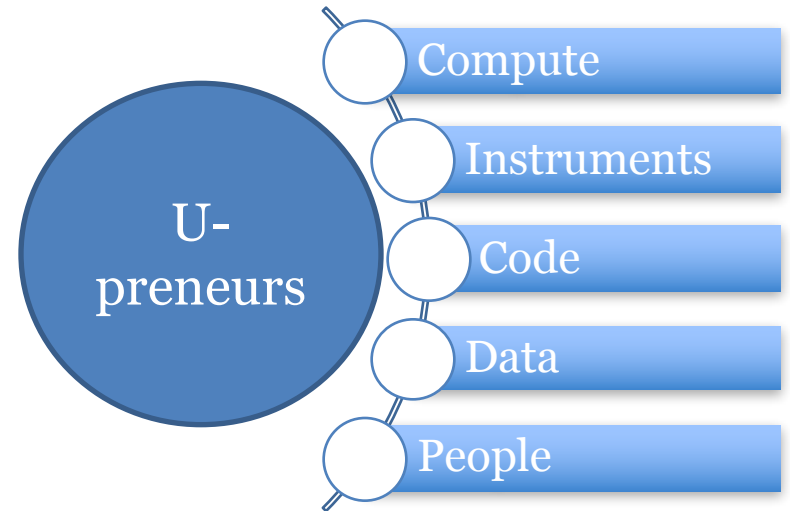


# Cyberinfrastructure in the .edu



# U-preneurs = our customers

- Their “business” is increasingly reliant on CI
- Can be providers of CI in our institutions
- Can be influencers, disruptors, partners
- Not necessarily high-consumption users
- Can go elsewhere for their CI needs



# Deep Dive

- Risk
- Competition
- Personnel
- Collaborating
- Engagement
- Decision making
- What about commercialization?





# What to do next!

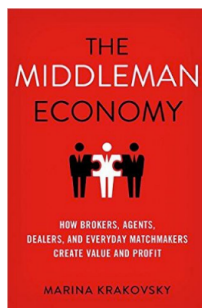


# Go find one



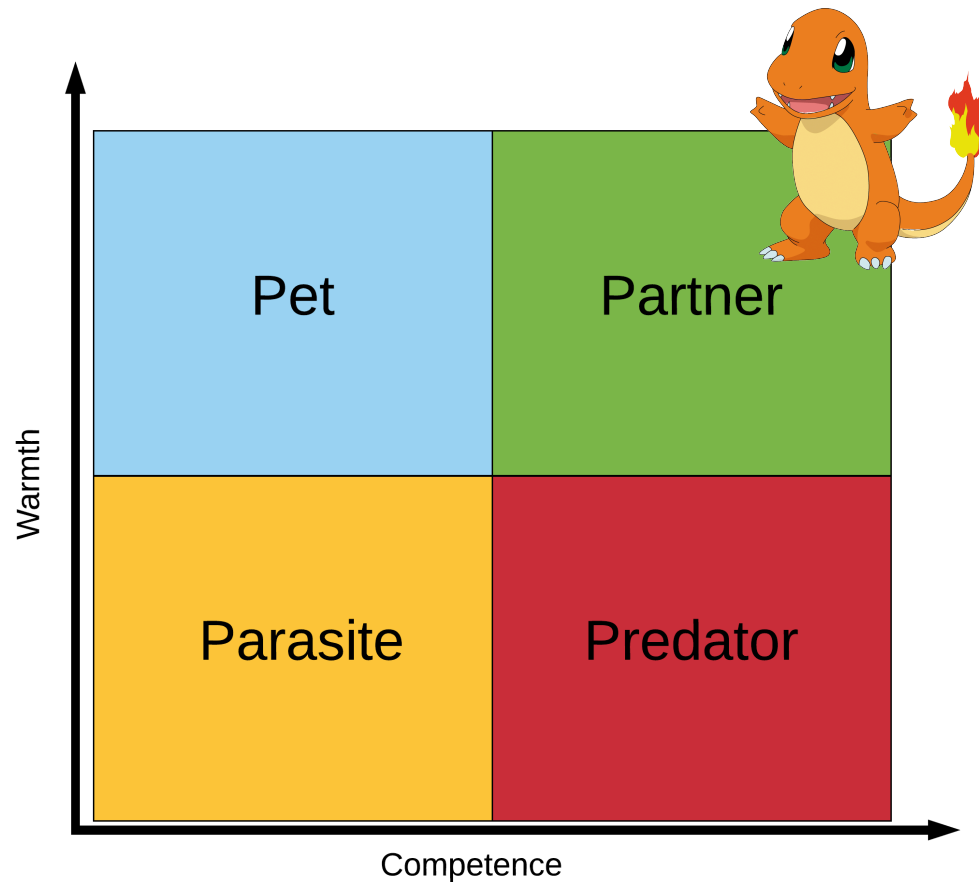
# Assume the Role of a Middleman

- **The Bridge** - promotes trade by reducing physical, social, or temporal distance
- **The Certifier** – separates the wheat from the chaff and gives buyers reassuring information about the seller’s underlying quality
- **The Enforcer** – makes sure buyers and sellers put forth full effort, cooperate, and stay honest
- **The Risk Bearer** – reduces fluctuations and other forms of uncertainty, especially for risk-averse trading partners
- **The Concierge** – reduces hassles and helps clients make good decisions in the face of information overload
- **The Insulator** – helps clients get what they want without the stigma of being thought too greedy, self-promotional, or confrontational



The Middleman Economy. How Brokers, Agents, Dealers and Everyday Matchmakers Create Value and Profit. Marina Krakovsky.

# Try to catch one...



Each quadrant represents a unique combination of warmth and competence. The Partner, combining warmth and competence, inspires admiration. Its opposite, the Parasite, inspires contempt or disgust. The Predator and Pet inspire ambivalent feelings; the cold and competent Predator breeds resentment, while the warm and incompetent Pet inspires pity.

Source: The Middleman Economy, Marina Krakovsky.

# Keep your eyes open for changes

View original

Flag media

Derick Winkworth retweeted

Alan Lepofsky @alanlepo 20h  
No more social, mobile and cloud. The #FutureofWork is: -Context - Intelligence -User Experience -Content #socblz  
pic.twitter.com/WBLIdQ1z17

## New Worker Categories

- Micro-Workers
- Dream Builders
- Amplified Entrepreneurs
- Makers and Hackers

New Workers, New Skills. Marina Gorbis. Educause Review. 5/16

# Additional Resources

- Innovating for People – Handbook of Human-Centered Design Methods, LUMA Institute
- ACI-REF - [http://aci-ref.github.io/facilitation\\_best\\_practices/](http://aci-ref.github.io/facilitation_best_practices/)
- Econtalk podcast - <http://www.econtalk.org/> Hosted by Russ Roberts

The background of the slide is a light blue-tinted photograph of a university campus. On the right side, a tall, Gothic-style tower with multiple levels of windows and a pointed top is the most prominent feature. In the lower center, there is a large, classical-style building with a prominent portico supported by columns. The overall scene is captured from a low angle, looking up at the buildings.

**Thank You!**

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