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

Brian Stengel

Dr. Karl Johnson
Related Talks/Panels

- **Monday, August 8th**: **PLENARY**: Effective Communication: How to Talk to Researchers about Their Research (Henry Neeman OU OSCER)

- **Monday, August 8th**: **PLENARY**: Faculty Tenure and Promotion (Bruce Mason, OU Physics)

- **Tuesday, August 9th 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.
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.
WELCOME TO CAMPFIRE
Phrenology of an Entrepreneur

- Trust
- Ability to create own reality
- Work ethic
- Self-esteem
- Creativity
- Focus
- Patience
- Charisma
- Selling acumen
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.
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.

U-preneurs

Research

Centers, Institutes

Scholarship

Leadership, Collaboration

Teaching, Mentoring

U-preneur
Cyberinfrastructure Landscape

Source: Globus
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

Try to catch one...

Each quadrant represents a unique combination of warmth and competence. The Partner, combining warmth and competence, inspires admiration. It's 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

New Worker Categories

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

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

Future of Work
Additional Resources

• Innovating for People – Handbook of Human-Centered Design Methods, LUMA Institute


• Econtalk podcast - [http://www.econtalk.org/](http://www.econtalk.org/) Hosted by Russ Roberts
Thank You!

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