



"The gift of an entrepreneurial mindset could be life saving for disenfranchised populations. They desperately want to support their families but are not being taught that they have other options. They need to hear about the freedom of entrepreneurship to give them hope. Thank you for equipping me."

"The resources provided were amazing and can easily be adapted to any student level in a variety of subjects. Our ability to collaborate with such diverse educators throughout the nation was priceless. What an amazing opportunity to learn from colleagues each class via breakout rooms. Thank You for this life-changing educational opportunity."

"This class provided a wealth of information about how the entrepreneur mindset can be used in every subject taught and how it will benefit students in life overall, even if they are not interested in being an entrepreneur. These are real life skills and that is what I want to bring into every class I teach."

COABE NATIONAL ONLINE ENTREPRENEURSHIP INSTITUTE FOR ADULT EDUCATORS & SERVICE PROVIDERS

Put HSE and workforce skills to work (literally) for your adult learners!
(no background knowledge or experience in business required)

Entrepreneurship is an excellent multidisciplinary, real-world context for teaching literacy, basic skills, and HSE core academic subjects (English, math, social studies, science) while simultaneously developing workforce-based skills. Developing an entrepreneurial mindset (opportunity recognition, critical thinking, problem solving, creativity, innovation, adaptability, initiative, collaboration, etc.) prepares individuals to also become better employees in any career field (intrapreneurship) and solve community problems (social entrepreneurship). Entrepreneurship also seamlessly integrates across workforce development programs and optimizes engagement by unleashing individual potential to pursue unique interests, hobbies, and passions in the new Innovation/Gig Economy. Self-employment is a real game-changer for disenfranchised individuals living in impoverished areas because it offers freedom, hope, and empowerment via more personally fulfilling career options while capitalizing on and affirming existing skills and talents. Important life skills are also developed (intrinsic motivation, growth mindset, resourcefulness, resiliency, calculated risk-taking, agency, etc.) by starting simple "side hustles" requiring minimal start-up costs to earn additional income that may lead to full-time careers.

Using experiential learning theory and a free field-tested curriculum, Institute participants simultaneously learn basic entrepreneurship content and instructional best-practices by reviewing classroom-ready resources (news articles, videos, podcasts, infographics, textbooks, lessons, PPT slides, test bank, etc.) and completing assignments that they can turnaround and use with their adult learners with little to no further preparation. The Institute content is extremely flexible and accessible to a variety of adult programs and easily customizable to organizational missions and target populations. Online modules are mostly self-paced and live Zoom classes feature introductions to supportive community resources, grassroots entrepreneurs who share "lessons learned," and breakout groups for WIOA and cross-state/agency networking, collaboration, resource sharing, and planning. Practical module assignments result in a collection of co-created lessons and workforce-based activities (Part A) and a business plan first draft (Part B) to inspire creative strategies for high quality education and employment outcomes. *Participants may complete both Part A and Part B in any order for COABE Certification or just complete either Part for professional development hours.* COABE Entrepreneurship Educator Certification, Certificate of Completion, and Digital Badge included.

Who Should Attend?

Any adult service provider who works in adult education, basic skills, HSE programs, literacy, career coaching, workforce development, employment centers, social services, aging and vocational rehabilitation, benefits/work incentives, disability services, corrections, veterans affairs, American Job Centers, Goodwill Industries, United Way, immigrant services, disenfranchised youth programs (alternative education, juvenile justice, Job Corps, etc.), foster care, substance recovery programs, homelessness aide, community colleges, and other like-minded nonprofit and government organizations.

**400+ Free, Online
Resources**

**Real-world
Instructional Context for
HSE Academic Subjects**

**Skills-based
Workforce Preparation**

**National Live Zoom Breakout
Groups for WIOA & Peer
Collaboration**

PART A: Entrepreneurial Mindset

Sept 25 – Nov 10, 2023*

5 Weeks ♦ 25 Hours ♦ \$275

5 Zoom Classes on Tues 3-5 ET**

Sept 26, Oct 10, 17, 31, Nov 7

NO CLASS / BREAK on Oct 3, 24

Types of Entrepreneurship
Workplace Intrapreneurship
Entrepreneurial Mindset
Economic Way of Thinking
Entrepreneur Personal Finance
Entrepreneur Self-Assessment
Opportunity Recognition
Innovation & Design Thinking
Lean Canvas

PART B: Business Plan

Jan 22 – Mar 22, 2024

6 Weeks ♦ 30 Hours ♦ \$275

6 Zoom Classes on Tues 3-5 ET

Jan 23, Feb 6, 13, 27, Mar 5, 19

NO CLASS / BREAK on Jan 30, Feb 20, Mar 12

Business Plan
Marketing
Operations
Management
Start-up Costs
Funding Sources
Financial Statements
Business Structures
Elevator Pitch

*Optional work-ahead reading list and assignment due date extensions available to accommodate participants' busy schedules.

**Class recordings also available.

TO REGISTER & PAYMENT INFO

<https://tinyurl.com/COABE23-24EntreInstitute>

QUESTIONS

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COABE

This Institute is generously sponsored by the Coalition on Adult Basic Education, the leading professional association in the field of adult education.