

ENTREPRENEURIAL MINDSET



Workshop Focus:

UNRAVEL THE MYSTERIES AND EXPLORE THE REALITIES OF WHAT IT REALLY TAKES TO START AND GROW A SUCCESSFUL NEW BUSINESS.

Rather than focus on business plans and balance sheets, the Entrepreneurial Mindset workshop examines the world through the eyes of real-world entrepreneurs, who share how they think, how they are able to recognize opportunities, and the mindset that enabled them to transform those opportunities into successful new ventures. Facilitated discussions, guest lectures, group exercises, classroom exercises, individual activities, discussion forums, on-line materials, and rich media resources help you apply knowledge to real-life situations.

Expected Outcomes

- Understand entrepreneurship, entrepreneurs, and their role in economic growth
 - Realize the entrepreneurial advantage
 - Identify possibilities and potential as well as the perils and pitfalls of entrepreneurship
 - Learn about the old economy and its mindset, the changes that occurred, and the new entrepreneurial mindset that is emerging
 - Recognize the importance of embracing change and the dangers of denial
 - See the economic landscape through the eyes of entrepreneurs and develop insight into their abilities to recognize opportunities that others overlook
 - Understand and apply the essential habits, attitudes, and behaviors that enable entrepreneurs to transform opportunities into successful new ventures
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AUDIENCE

This course is designed for entrepreneurs who are considering starting a business or for those who have already started a business and would like to learn how to take their business to the next level of growth.

Participants in each workshop receive a Cisco Entrepreneur Institute certificate.

FACILITATOR AND GUEST SPEAKERS

Entrepreneurial Mindset is delivered by a successful Palestinian entrepreneur. The workshop includes multiple presentations by guest speakers and workshop advisors who are regional and local entrepreneurs or specialists on specific workshop topics.

INSTRUCTION

The total workshop duration is 34 hours which includes 20 hours of facilitated discussions, guest lectures, group exercises, classroom exercises, and individual activities; 8 hours of after class activities; and 6 hours of online course materials.

WORKSHOP MATERIALS

All individuals who participate in the workshop benefit from the specific workshop materials, as well as ongoing access to Cisco Entrepreneur Institute resources, including:

- **Entrepreneur Oasis Website** – *Connecting entrepreneurial people, ideas, and resources.*
- **Cisco** – Hundreds of helpful business videos, case studies, best practices, and more, including video clips of successful entrepreneurs from around the world.
- **Simulations** – Gain business experience risk-free with our business simulations: realistic, fun, and effective learning.

WORKSHOP SCHEDULE

To find out when the next workshop is scheduled, contact AMIDEAST or check the Cisco Entrepreneur Institute link on the AMIDEAST West Bank/Gaza page of the website. Workshop meeting dates and times are flexible to accommodate the needs of people who are already running businesses and those who want to launch new ventures.

FEE

This workshop, materials, and resources were developed by Cisco as part of its corporate social responsibility commitment. All Cisco Entrepreneurship Institute partners, including AMIDEAST, do not profit from the workshops. The fee for attending the workshop is set to cover the costs of providing this workshop. Before each new workshop is launched, workshop fees will be posted on our website.

VENUE

AMIDEAST Training Center, AMIDEAST Training Center in Ramallah/El-Bireh.



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