

Education Through Entrepreneurial Spirit, along with its levers of awareness, experimentation, acknowledgement and self-affirmation, is an excellent pedagogical approach that has a significant impact on student development by contributing to entrepreneurial culture, student perseverance and educational success, personal satisfaction and fulfillment, and career choice. Teaching practices observed over the past 20 years have made it possible to identify 4 intervention levers, along with their specific impacts which, when combined, extend their reach.

The 4 intervention levers in Education Through Entrepreneurial Spirit

Awareness

“The student sees examples of entrepreneurship.”

Offer awareness activities so that students can experience the human adventure of being an entrepreneur. Awareness contributes to the students’ entrepreneurial culture and translates into a greater tolerance for risk, openness to new things, awareness of the importance of buying locally, understanding of the complexity of the manufacture of goods, appreciation of human power in all forms of entrepreneurship, and words of encouragement to the project initiators around them.

Activity Ideas

- Visit to a business (e.g. a business in the neighbourhood, town or region)
- Presentation by an entrepreneur (e.g. Semaine des entrepreneurs à l'école)
- Conversation with an entrepreneur using web-based tools
- Leading of awareness-raising activities (e.g. on entrepreneurial qualities)
- Oral presentation on a typical local business
- Debate on the corporate values that could be chosen by businesses and their clients
- Etc.



Experimentation

“The student carries out an entrepreneurial project.”

Entrepreneurial experimentation means being at the heart of all actions and decisions. It is a process in which learning goes hand in hand with effort and fun. Entrepreneurial experimentation is a powerful tool for success. In addition to placing learning in context (what it’s for), experimentation helps to build identity (discover who I am), develop a feeling of competence (what I’m good at), provide career guidance (what I like to do) and create a sense of belonging (“my” class, school, community).

Entrepreneurial experimentation in class helps to build identity and a feeling of competence, in addition to motivating and orienting students and contributing to their sense of belonging and success in school. Education professionals who use entrepreneurial pedagogy affirm revitalizing their teaching practices, enjoying teaching more, and observing a decrease in behavioural problems and the time spent on class management. Over 6000 of these professionals adopt this approach every year.

Activity Ideas

- Carry out an entrepreneurial project
- Looking for ideas for entrepreneurial projects? Visit entreprendrecestapprendre.com (available in French only)



Acknowledgement

“The student’s involvement is highlighted.”

Acknowledgement activities highlight the initiatives that were carried out. Acknowledgement helps students to increase their levels of satisfaction, confidence and self-esteem by having their accomplishments recognized by others (family, peers, community). In addition to contributing to a vibrant school environment and inspiring other students to try their hand at entrepreneurship, third-party acknowledgement strengthens the relevance of the students’ efforts and enables them to become aware of their own path.



Activity Ideas

- Post an article or video presenting the entrepreneurial project (on the school or school board's website or Facebook page)
- Share photos of the entrepreneurial projects on the school's wall of fame, online, etc.
- Make an announcement over the intercom to make others aware of the entrepreneurial project
- Invite a journalist to a student activity
- Register the project for the OSEntreprendre Challenge
- Register the project for La grande journée des petits entrepreneurs in June
- Present a certificate/recognition tool in front of the student's peers (in class, at the end-of-year celebration, etc.)
- Etc.

Self-affirmation

“The student affirms his or her entrepreneurial qualities.”

By developing collaborative reflexes, increased agility, and the ability to innovate and become involved in order to be part of the solution, Education Through Entrepreneurial Spirit equips students to better handle today’s realities. For some, this will be an opportunity to discover their entrepreneurial identity (“Entrepreneurship, I’m Up for the Challenge!”), or to confirm their career aspirations based on a field of interest (“I want to run my own farming business”). Fostering these opportunities for self-affirmation helps people to recognize each other and take pride in themselves.



Activity Ideas

- Set up an activity in which students reflect on the skills and qualities developed.
- Organize a post-project evaluation that helps students to create their entrepreneurial profile
- Distribute tools related to a sense of belonging and identity (e.g. badges, t-shirts, etc.)
- Post a video in which students talk about their entrepreneurial experience (on the school or school board’s website or the Facebook page of the school, school board, etc.)
- Designate a dedicated “entrepreneurship” space in the school to provide visibility and even facilitate an entrepreneurs club
- Add Education Through Entrepreneurial Spirit to the school’s educational project
- Etc.