



HACKING ENTREPRENEURSHIP

for high schoolers



Virtual Summer Class
June - August 2020

WELCOME

Dear Prospective Students and Families,

We are looking for dreamers, doers, creators, pioneers, trailblazers, explorers, inventors, risktakers, changemakers, visionaries, and idealists who will use this summer to prepare themselves to build tomorrow by strengthening their entrepreneurial skill set.

2020 is more than just the start of a new decade. It also marks a beginning of rewriting the way we live. In order for high school students to be successful in this new era, they need to create their own opportunities.

To help students rapidly adapt to this new reality, we've created the Hacking Entrepreneurship class for high schoolers. This virtual course is taught by Lecturer in Management at Stanford Graduate School of Business and best-selling author of "The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs," Amy Wilkinson, and an all Stanford team of Teaching Assistants.

Join us this summer to learn the secrets of innovation and to build essential skills that will help you thrive in the years to come.



WHAT WE'RE ABOUT

Unleashing Entrepreneurial Success

The Hacking Entrepreneurship class is an immersive online workshop that teaches participants the "Six Essential Skills" framework which is based on five years of research at Harvard and over 200 interviews with today's top entrepreneurs including the founders of LinkedIn, Airbnb, SpaceX and Tesla Motors, Under Armour, Chipotle, Dropbox, Yelp, and JetBlue, among others.



Each day of Hacking Entrepreneurship opens with a lively concept lecture by Stanford Graduate School of Business Lecturer Amy Wilkinson followed by a combination of interactive skill-building exercises, social learning, and concrete take-aways tailored to the interests of high school students. Current Stanford University students work as Teaching Assistants and lead breakout sessions of up to ten participants.

Participants who engage in Hacking Entrepreneurship will leave having gained knowledge of how to spot opportunities, make quick decisions, and build on each other's ideas. On the last day, participants pitch their ideas in a Shark Tank style competition to say why their start-ups will be wildly successful in the world.

Hacking Entrepreneurship Class

DURATION

2 weeks, 2 hrs/day

BREAKOUT TEAM SIZE

10 max

TIMELINE

June 15-26 June 29-July 10
July 13-24 July 27-August 7

PRICING

\$1,000 for a two-week session
(Early bird pricing \$800 before 6/1)

HACKING ENTREPRENEURSHIP FUNDAMENTALS



MASTERCLASSES

Delivered by Stanford GSB Lecturer Amy Wilkinson

- 20 minute live concept lectures given every session
- Interactive live-chat, group polls, real-time question & answer
- One core concept per day tailored with real-world application



BREAKOUT TEAMS

Led by Stanford students and recent alumni

- Participants meet in teams of ten for skills exercises and hands-on work
- Teams form strong bonds through iterating ideas, peer-to-peer feedback, and collaboration exercises



COACHING

Expert guidance and support on a daily basis

- Individualized coaching within breakout teams
- Feedback on idea formation, business fundamentals, and pitches
- Support to carry forward startup ideas beyond the summer class



TOOLS

Creator's Code curriculum, workbook, and video refreshers

- *The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs* provides the foundation for our curriculum
- Workbook guides participants on how to apply the skills to any situation
- Video exercises delivered in 2-3 minute video clips reinforce learning



COMMUNITY

Alumni network of participants and parents

- Lasting relationships built that carry forward through high school, college, and beyond
- Alumni database and web-connected community foster ongoing collaboration
- Quarterly webinar refreshers for "alumni" on the Six Essential Skills

HACKING ENTREPRENEURSHIP: A DAY IN THE LIFE

MORNING SESSION (Pacific Standard Time)

09:00-9:20am Masterclass by Amy Wilkinson

09:20-10:00am Breakout Team Skill Building Exercises

10:00-10:30am Debate of the Day / Fireside Chat with Entrepreneur

10:30-10:50am Peer-to-Peer Social Learning Activities

10:50-11:00am Take-home Challenge Assigned

AFTERNOON SESSION (Pacific Standard Time)

1:00-1:20pm Masterclass by Amy Wilkinson

1:20-2:00pm Breakout Team Skill Building Exercises

2:00-2:30pm Debate of the Day / Fireside Chat with Entrepreneur

2:30-2:50pm Peer-to-peer Social Learning Activities

2:50-3:00pm Take-home Challenge Assigned



TWO WEEKS AT A GLANCE

Week 1

Week 2

M What Kind of Entrepreneur Are You?
Introductions, Start with Purpose,
Curiosity Challenge

Network Minds, Building on Each Other's
Ideas, Flash Teams, How Can You Best
Crack a Problem?

T Find the Gap, Scratch the Itch of
Curiosity, Are you a Sunbird?
Architect? Or Integrator?

Gift Small Goods, How Generosity Unlocks
Productivity, Five Minute Favors,
Reciprocity Rings

W Drive for Daylight, Aim High in Steering,
To-Go Thinking, Focus on the Horizon

The Power of Six, Business Basics, What
Makes a Pitch Compelling?, Pitch
Preparation

Th Fly the OODA Loop, Observe, Orient,
Decide & Act, Your Learning Loop, The
Fighter Pilot Test

How to Swim with the Sharks, Peer to Peer
Feedback, Resilience Hacks, How Will You
Change the World?

F Fail Wisely, Place Small Bets, Growth
Mindset, What is Your Failure Ratio?

Believe in Yourself and Your Idea, Shark
Tank Style Competition, Awards & Staying
in Touch

S/S Individual Task Completion



SIX ESSENTIAL SKILLS FRAMEWORK



Through the interactive program, participants will acquire the skills to:

FIND THE GAP

To open their eyes to fresh potential. They will use one of three distinct techniques: transplanting ideas across divides, designing a new way forward, or merging disparate concepts.

DRIVE FOR DAYLIGHT

To focus on the future and harness momentum to propel business forward. They will focus on the horizon, scan the edges, and avoid nostalgia to set the pace in a fast-moving marketplace.

FLY THE OODA LOOP

To continuously update their assumptions by rapidly observing, orienting, deciding, and acting. This allows for fast-cycle iteration and in short order they gain an edge over less agile competitors.

FAIL WISELY

To avoid catastrophic mistakes by setting failure ratios, placing small bets, honing resilience and developing the dexterity to turn setbacks into successes.

NETWORK MINDS

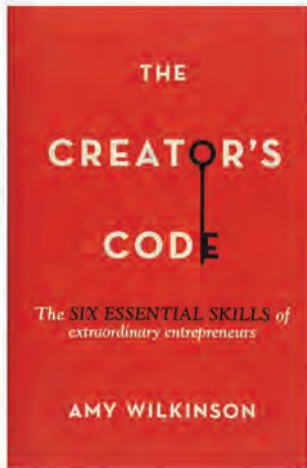
To solve multifaceted problems by bringing together the brainpower of diverse individuals. This skill underscores the importance of harnessing cognitive diversity by collaborating with unlikely allies.

GIFT SMALL GOODS

To unleash productivity by helping others. Offering kindness may not seem like a skill, but it is an essential way to strengthen relationships.

THE CREATOR'S CODE

Each of us has the capacity to spot opportunities, invent products, and build businesses—even \$100 million businesses.



"This book isn't armchair rumination. It's required reading for anyone looking to build the next big thing.

—**David Kelley**, cofounder of IDEO and the Stanford d.School

"Great entrepreneurs make complexity simple. Amy Wilkinson has done just that. This book offers invaluable clarity on the messy process of building a breakthrough business. An inspiring read for those who will shape the future."

—**Matt Cohler**, general partner at Benchmark

"A leading talent of her generation, Amy Wilkinson has poured five years into wresting secrets of success from 200 top entrepreneurs and then boiled what she learned into six essential skills. The result is a fresh and insightful book."

—**David Gergen**, Professor of Public Service, Harvard Kennedy School of Government

THE CREATOR'S CODE hands readers the keys to turn their ideas into enterprises that endure. Amy Wilkinson, an advisor on innovation and strategy to start-ups and large corporations alike, spent years of research unlocking the six essential skills that turn intriguing concepts into successful companies. Wilkinson conducted rigorous interviews of 200 of today's leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, PayPal, JetBlue, Yelp, and Dropbox. Wilkinson found that their creators all share—and have honed—fundamental skills that can be learned, practiced, and passed on.

Like *Good to Great* but focused on individuals rather than companies, **THE CREATOR'S CODE** shows how everyone can identify great opportunities and build them into successful ventures like those Wilkinson spotlights—businesses that are now worth hundreds of millions of dollars or more and are changing the way we live our lives. Wilkinson's gift is showing how these skills are accessible to everyone. They can be practiced, enhanced, and improved by committed individuals—it's not rare genius but deliberate efforts and hard work that pay off for people who build great businesses.



SIMON & SCHUSTER

AMY WILKINSON BIOGRAPHY



AMY WILKINSON is the CEO of Ingenuity, a global innovation company. Ingenuity provides executives, entrepreneurs, and investors with the tools to capture new opportunity. Through interactive workshops, action-driven executive programs, and engaging e-learning tools, Ingenuity empowers enterprises of all sizes with the tools to capture results with start-up like agility.

Wilkinson's career spans leadership roles in strategy consulting at McKinsey & Company, mergers and acquisitions banking at J.P. Morgan, and as a founder of international export company Alegre. Having worked as a White House Fellow and Senior Policy Advisor to the

United States Trade Representative, Wilkinson is also an expert on the increasingly turbulent impact of policy making on companies' global supply chains, profits, and competitiveness. As a Stanford Graduate School of Business Lecturer in Management, she teaches her popular *Beyond Disruption* and *Hacking Entrepreneurship* courses to MBA and Executive Education students eager to unleash the powerful force of innovation to capture new opportunity.

Driven by the belief that everyone must think like an entrepreneur, Wilkinson assembled one of the largest datasets on the mindsets and skills of high growth entrepreneurs into her global bestseller "The Creator's Code: The Six Essential Skills of Extraordinary Entrepreneurs" (Simon & Schuster, March 2016). Amongst her 200 high-profile interviewees were the founders of eBay, Tesla Motors, LinkedIn, Under Armour, Chipotle, and Airbnb.

Wilkinson brings a wealth of practical and research based solutions to her clients that include Roche, IBM, Porsche, Salesforce, Cisco, Haier, and Hearst Corporation. Wilkinson serves as Chair of the Board of consumer technology company Grover and as an innovation expert for the World Economic Forum and *The Wall Street Journal*. She is a member of the Council on Foreign Relations, and a former Harvard University Senior Fellow, Eisenhower Fellow, and Ewing Marion Kauffman Foundation grantee.



Amy driving for daylight



JOIN US!

For more information and to answer your questions,
visit us at <http://hackingentrepreneurship.com>