

# Strategies for promoting startup among Youth

In the video, titled [\*Changing Education Paradigms\*](#), Robinson argues that our current education system stifles and anesthetizes creativity while it lowers the capacity for divergent thinking.

It can be visualized clearly that rather than developing the natural gifts of curiosity and high-level thinking, the traditional teaching model we still use today can stifle creativity, innovation, and divergent thinking.

Unfortunately, for most, our current school system does not align with 21st-century student needs, or the rapid changes we see on an economic, social, and global level.

Many parents are not aware of the misalignment between education and the unknown jobs of tomorrow. The common belief about securing a job right out of college no longer holds true. In fact, for many, college is simply not the right path. Although unemployment rates have dropped, many Millennials work in low-paying, entry-level positions far away from their field of undergraduate studies.

Taking into considerations the above facts, it is critical for all adults to pave a better road for the next generation and to encourage entrepreneurship.

If you have a young child or work with children, here are key things you can do now to introduce improve student entrepreneurship.

## **1. Let people know it's acceptable to become an entrepreneur**

In the past, many leaders were horrified to discover an employee was 'moonlighting', viewing it as a sign they planned to leave, or were using company time improperly. Today's savviest leaders see entrepreneurial experimentation as a plus.

## **2. Talk about your own failures**

Entrepreneurial thinking involves developing new ideas, so inevitably, some will fail.

If the 'failure penalty' is seen as too steep, no one will risk trying. Set the tone by being upfront about your own mistakes and miscalculations.

When you're open about your imperfections, it gives others permission to be honest about theirs.

## **3. Encourage divergent thinking**

Through informal discussions, ask open-ended questions, work on problem-solving, share ideas and build on learning experiences together. Teach children to question, research, and ask for further information. Ask them to take notice of things in their daily lives.

## **4. Challenge ideas**

Encourage the students to ask why we do things in a certain way. Teach them to look at problems and find various solutions. When we make challenges, it forces us to begin thinking of alternatives.

## **5. Financial literacy**

Schools do not teach financial literacy nearly as much as they should. Introduce money early on and give them goals and responsibilities for managing their finances. Show them the importance of saving and investing.

## **6. Stress technology's importance**

Explain strategic ways businesses use technology to communicate, market, innovate, and ultimately, earn a profit. This does not necessarily mean filling curricula with coding and computer programming.

## **7. Model positive relationships**

Entrepreneurs understand the importance of pursuing and building meaningful relationships. People like to work with and purchase goods from those they find likeable. Talk with your kids about their friendships, and focus on the importance of compassion, giving back and listening.

## **8. Communicate**

Make communication a priority as well as a safe place to talk about ideas, answer questions, and be a sounding board. Communication is key to divergent thinking, creativity, and successful entrepreneurship, and the model must start at home.

## **9. Teach case studies**

Expose students to executives' thought processes when analyzing situations to provide real-life business solutions and mistakes.

## **10. Relate theoretical content to real business challenges**

When it comes to knowledge there are different kinds of knowledge and different ways of acquiring each kind. On one side is theory and on the other side is the practical application of theory. Both types of knowledge are important and both make you better at whatever you do.

At the same time learning how to solve a specific problem only teaches you how to solve that same problem again. Practice can only take you so far. Theory helps you apply what you learned solving one problem to different problems.

## **11. Aid student business launches**

Work in tandem with students to obtain financing, research the market, and build practical businesses. The **Small Business Administration** offers many resources.

## **12. Apply old lessons in new ways**

“How do you sell effectively online?” is a question marketers have pondered for years. Jeff Walker is one of the most successful internet marketers today – his students have sold more than \$500m worth of online products – on the strength of the ‘product launch formula’ he developed to answer that question.

However, he didn’t invent his formula out of whole cloth but borrowed and updated best practice from the old-school world of direct response marketing (involving selling via long letters).

Once broadband became ubiquitous, Walker realised you could sell more effectively with video than text. But he didn’t want to lose the best part of direct mail copywriting – the immersive narrative that made readers curious to know more about a product.

Thus, Walker took long sales letters and turned them into a choreographed video series with a similar narrative progression – the “sideways sales letter” – flipping the typical axis (length) into a horizontal one (time). The best entrepreneurial thinkers realise they don’t have to invent

completely new answers to new challenges. Sometimes, you just have to apply old insights in new ways.

**BY CULTIVATING CONTINUOUS IMPROVEMENT IN THESE AREAS, WE CAN GIVE CHILDREN THE CONFIDENCE TO MOVE OUTSIDE THEIR COMFORT ZONES, PROVIDE MENTAL TOOLS FOR GROWTH, ENCOURAGE CREATIVITY AND SUPPORT FUTURE ENTREPRENEURS.**



**"Encourage your people to be bold and creative to reap the benefits of an innovative workforce".**