**CHAPTER 1**

**Mindset** - A mindset is a cognitive belief system composed of interconnected beliefs, assumptions, and knowledge that we use to process information, make decisions, and guide our behavior.

**Entrepreneurial mindset** - A specific set of beliefs, knowledge, and thought processes that drive entrepreneurial behavior

Those who have an entrepreneurial mindset are more likely to:

* believe in their ability to succeed and influence their own outcomes, giving them the ability to take control of their lives
* have compelling goals that keep them focused on the future and intrinsically motivated, propelling them to be self-directed, action-oriented, and highly engaged
* have a positive outlook on adversity and see problems as potential opportunities, becoming highly resilient, resourceful, and solution-oriented even in highly uncertain, resource-constrained environments
* be lifelong learners who value micro-experiments as learning opportunities for testing ideas, cultivating curiosity, creativity, and critical thinking;
* demonstrate a high level of dependability, understanding that simple solutions can lead to unexpected opportunities
* have a humanistic perspective, being other-focused, and understanding that looking to solve problems for others creates value; and
* surround themselves with a deliberate community of positive influence and critical guidance

**Entrepreneurship** - In contemporary behavioral science, entrepreneurship focuses on the individual, the process, and the individual's freedom of choice.

**Entrepreneurship** - is the process of designing,

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