Enterprise & Entrepreneurship a Modern Tower of Babel?

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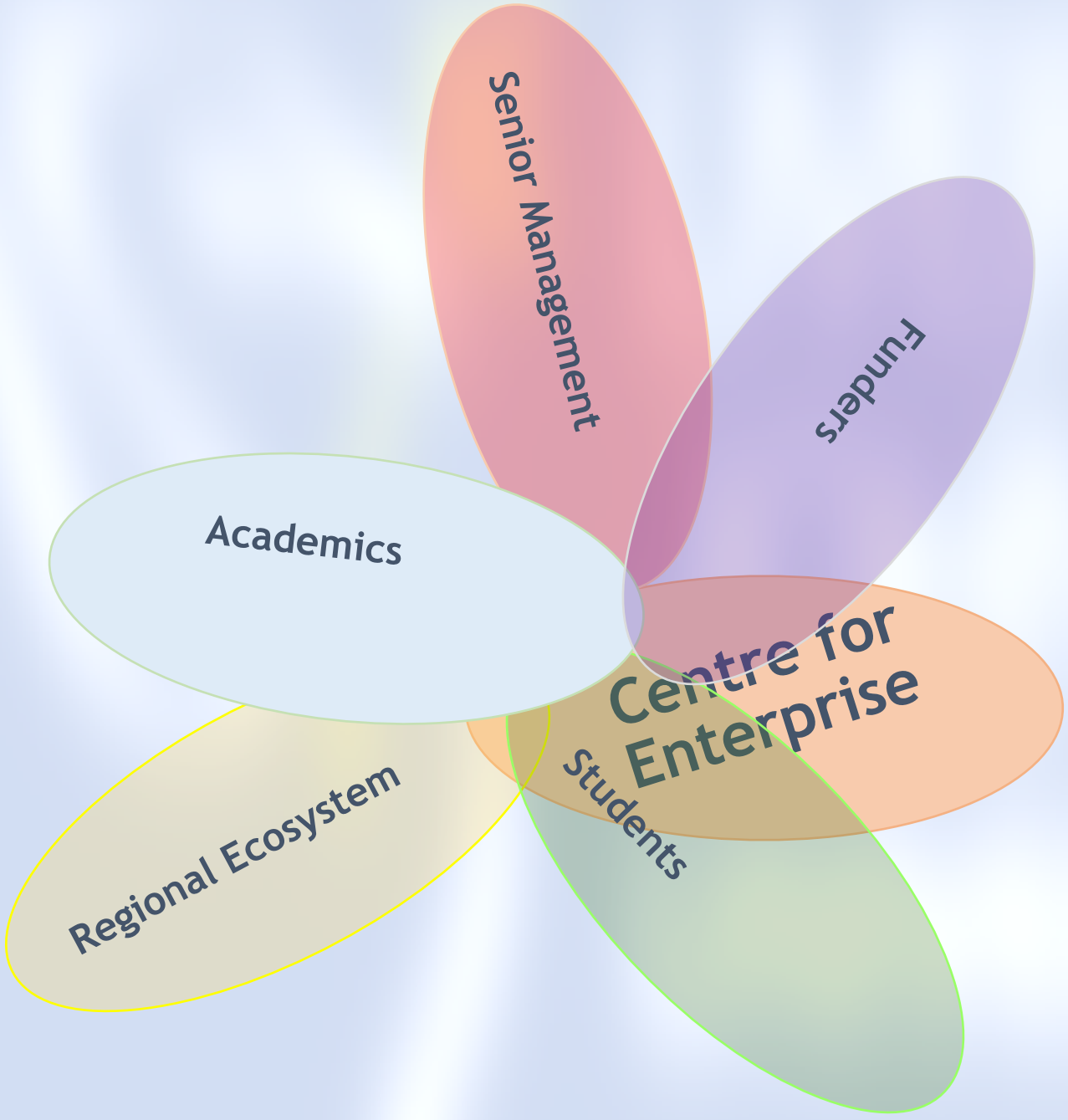
The Language of Enterprise Education

Our current language is a barrier

Language of the journey v outputs

New term, new initiative, new t

Group, unified by a common goal and all speaking the same language creating something new, lasting & spectacular
No shared language, common goal now lost in translation?



Stakeholders theoretically share common goals, but how can we communicate our value?

Do we impose our vocabulary rather than using their language as a bridge to lead them to ours?

Barrier Words - Nursing & Healthcare

Anything Linked to Entrepreneurship

Enterprise

Marketing

Personal Branding

Problem solving

Open Words - Nursing & Healthcare

Social Enterprise

Change Management

Mitigate risk

Manage finance/generate income

Collaborate /Influence/ persuade

Reduce bureaucracy

Leadership – state of mind

ability (31)
activities (31)
approach (22)
attitudes (49)
become (26)
business (195)
capability (30)
change (22)
community (45)
concept (21)
context (26)
create (29)
creativity (52)
develop (106)
economic (32)
enterprise (330)
employability (38)
entrepreneurial (43)
entrepreneurs (31)
entrepreneurship (125)
example (23)
experience (27)
financial (31)
ideas (41)
knowledge (31)
learning (84)
level (22)
life (44)
manage (44)
opportunities (38)
plan (21)
positive (24)
problem (22)
process (28)
project (22)
range (21)
real (25)
risk (42)
running (22)
skills (183)
social (23)
solving (21)
start (26)
taking (22)
teaching (27)
team (33)
types (20)
understanding (33)
work (106)
world (25)

Broad language is similar, but not one size fits all

Enterprise education

Enterprise education

Stakeholders

Enterprise educator

Creative Writing Example

When language is a barrier

Words matter!

The Journey v Outputs

2

Short term focus - Expects enterprise educator to play politics

- *I need to tick this box*

Long term focus - understand need for sustainability

- *I am creating something meaningful and sustainable*

The Journey v Outputs

Predetermined outcome focused – want to measure what can be easured

- *No of SUs provides a convenient metric to measure*

See value in the journey - want to measure what is important, but don't always report in format decision makers accept

- *I value entrepreneurial mindsets, increased confidence and seeing opportunities not barriers – what value changed lives?*

The Journey v Outputs

Lack of parity of esteem with commercialisation and search

- *In an academic institution, research is paramount!*

Too easy acceptance of this

- *TEF emphasises quality of teaching - embedding enterprise provides vehicle for transformational learning and academic career progression*

The Journey v Outputs

Lack of understanding as to what constitutes enterprise ducation

- *Is it SU, is it SE, what is the difference between enterprise & entrepreneurship?*

Lack of shared vocabulary to describe this effectivel

- *Do we need to move beyond definitions and offer an alternative lexicon for enterprise education?*

New Term, New Initiative, New Title

Idealab

Try it Out

24 hour Start-up

Bootcamp

Thinking about starting your own business?

Hackathon

Give it a go!

Lexicon Exercise

1. Should we meet stakeholders in their language and guide them to ours OR expect them to accept ours?

2. Can the language we use to capture the *journey* compete with the power numerical outputs?

3. New Term, New Initiative, New Title

Summary from Group Debates

Take Aways

Meaning of communication is the response you get

Responsibility to communicate effectively is OURS!