

The Class Reminiscences of Oct 9!!!

Nothing better than quotes to catalyse thoughts, ¿don't you think so? Try this: "The electric light did not come from the continuous improvement of candles". The first thoughts came up quickly, such as, to search and discovery real innovation. Moreover, if someone like Pablo Picasso said "I am always doing that which I cannot do, in order that I may learn how to do it", and the usual connection is creativity.

The disruption caused by the digital era is undeniable, and the 4th industrial revolution is not coming, it is here. Thus, we are looking for different ways to handle this scenario, seeking new possibilities to respond faster, adopting a new behavior to this big shift. From this perspective, it won't be a surprise the renaming of this course. At the beginning it was called Management and Economics. Nonetheless, this latter background is also required at the present, I&E is now a blending course developing not just knowledge and technical skills, also attitude and core competencies to put on place original ideas.

Probably, it is not possible to change the world, but we can change someone's world. Hence, the big shift involves people, and the human capital is the new asset for the entrepreneurial age. Decades ago the economy was predictable and static, now we need people who can move from the commodity base to a rock and roll economy, as said Michio Kaku. Entrepreneurs with an explorer mindset can shape also the new jobs of the future, jobs also built for new skills.

Consequently, it is not a surprise that companies are putting resources on innovation in order to progress. Even thought, it is not enough to transform the environment and the behavior. Thus, we can associate the idea of Richard Branson, when he says "Space is hard, but hard is part is part of the reason you do it". Another perspective comes from Carol Dwek, who states "The power of I can growth mindset". Furthermore, how to overlook Steve Jobs childhood story, when he was 12 years old he called to Hewlett Packard owners to ask for an electrical artefact and then became an employee of such company. The child was not afraid to ask for help from the beginning.

The work positions requirements are changing too, and it is not unfamiliar anymore to see competencies like creativity, imagination, communication, critical thinking, collaboration, team working, and so forth, as part of some prospective profiles. As a result, the abilities requested now are challenging, and could be indentifying straight away during an interview. Indeed, there are jobs doing new kind of interviews, such as simulations, avoiding any task definition and resource's assignation, just they wait for your reaction. Certainly, having a fixed or growth mindset could influence the performance of such test.

To close the class we had an interactive assignment, we worked in groups to answer questions about the following effectuations principles available in the I&E website;

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| i. Bird in hand - Means | i. Crazy quilt – Co-creation partnership |
| ii. Affordable loss – Focus on downside | ii. Lemonade – Leverage Contingencies |

Hope it helps,

Berioshka – Notekeepers Team.