

OPENING JANUARY 4th!

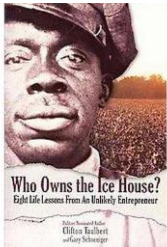
Business Mindset and Strategy Course

- Do you have an idea for a product or service?
- Have you always wanted to start your own business?
- Does your small business need a new strategy for 2021?

Ask Your Librarian about the Self-Paced Course called Ice House!

In the online course, you will learn to:

- Recognize opportunities that others overlook
- Embrace an entrepreneurial mindset as a life skill
- Identify and overcome self-limiting beliefs
- Take imperfect action as you test an idea
- Map out your opportunity canvas and get feedback on it



Inspired by the life story of Pulitzer nominee Clifton Taulbert and the life-changing influence of an unlikely entrepreneur, the Ice House Entrepreneurship Program is an experiential, problem-based learning program. It immerses you in experiences that develop your success mindset and your entrepreneurial skills.

You will read the book *Who Owns the Ice House?*, while you pace yourself in the online course from the Entrepreneurial Learning Initiative. The online platform has a place for your comments and questions, and a moderator who will address them; that is Leslie Scott from Entrepreneurial Places LLC based in Durham. We urge you to complete all eight lessons in ten weeks or less, so that you may receive the bonus opportunity to pitch your canvas to an outside audience in the Spring of 2021.

Talk to your Reference Librarian if You are Interested

Contact info: Jane Kaylor, Gaston County Public Library (704-868-2164, dial 2)

Email: jane.kaylor@gastongov.com

