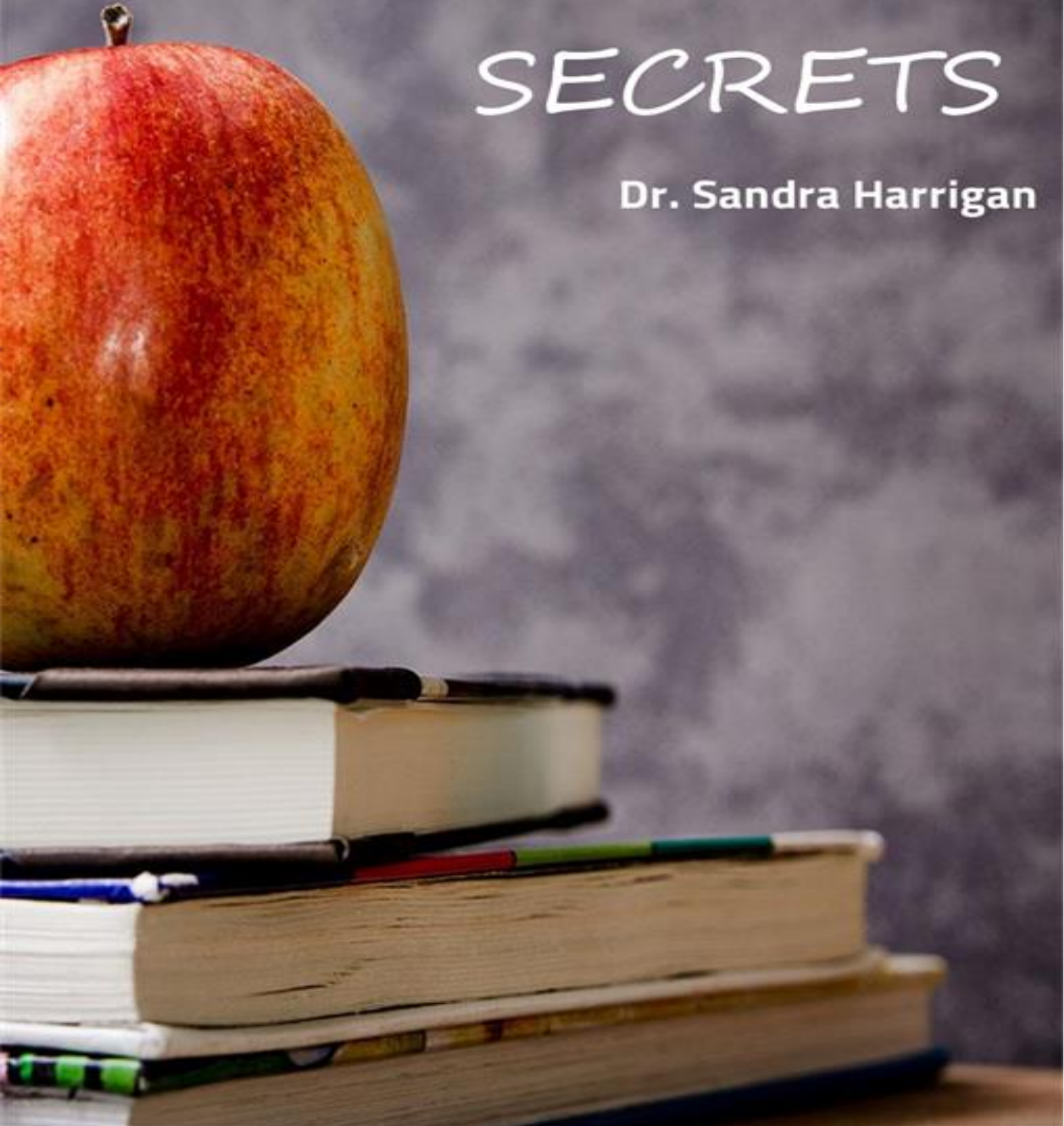


# EDUCATORS AS ENTREPRENEURS SECRETS

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## **EDUCATORS AS ENTREPRENEURS' SECRETS**

The inevitability of change has placed the greatest demands on all of us. While some changes are forced on us, we too can have the ability to make changes as we project into the future and know for certain that things will not remain the same.

Educators are skilled in a particular subject area and teach from that domain. They simplify, transmit and use varying methods to inform and enlighten others in a particular area of their expertise.

As we recognize the invaluable contributions educators make to their students and community as a whole, we cannot underestimate the tremendous impact they have to society as they foster learning and growing one class at a time.

In times like these when we are experiencing major shifts in how things are being done and when there is uncertainty in how things will progress, there may just be a need for an expanded vision of how to best serve others and keep our talents and expertise on the cutting edge.

Thus, a change can begin. How about taking a serious look at entrepreneurship? The thought may well be scary or may not have been considered. Now, this may well be a viable option for consideration.

The newness of something different demands a mindset shift. This shift is a state of mind that orients thoughts and actions towards entrepreneurial activities. It demands acquiring new and different skills. With this mindset,

opportunities can readily be seen rather than problems. There must be a genuine readiness to be trained and an openness to the new and different.

More and more, individuals are recognizing the need to change and embrace the changes with the changing times. A person is never too old to learn and never too old to teach others from their skill sets.

This can truly become primary consideration for a new professional challenge. Educators do not have to leave their positions immediately. They can begin to become creative in planning and carving out varying ways to reach out to others outside of the classrooms and beyond their comfortable borders.

How can this be? It's possible for educators to spread their wings over wider and greater pursuits. Yes, they can. Yes, the time can be now for them to consider becoming an entrepreneur.

Considering or even stepping out into something new may be uncomfortable initially. However, the possibilities are endless. Creative minds can shift easily into gear with innovative ways to add to what is already being done. Let's look at some descriptors of educators.

They are creative and self-motivated. They are patient and understanding. They know how to establish and maintain long, lasting relationships. They understand individual differences and varying skill levels. They have a passion for what they love to do. They know how to respond to challenges and changing situations from day to day. They work at guiding their students to experience success. Quite recently they had to quickly learn and adapt to virtual teaching and creative assignments and projects. Educators are resourceful. They know how to plan and execute their plan.

At times, educators feel the pressure of meeting deadlines for reports and submission of students' grades. They may even stay up late working into the wee hours of the morning in order to get done what needs to be done. When they have to invest long, tiring hours, they lose sleep and may at times neglect obligations at home.

How can what educators do now be much different from what entrepreneurs do? Looking at the characteristics of an entrepreneur, one can see many similarities to an educator. An entrepreneur is an innovative individual who seeks to use his or her knowledge in a particular skill or industry to create a business venture. Entrepreneurs are innovative. They are creative, persuasive and open to change. They never stop learning and pursuing personal development. They think team. They recognize the value of establishing and maintaining great relationships.

As you can see, many of the traits that make up an entrepreneur many educators already possess!

Becoming an entrepreneur can be daunting. Even when the skill set is there. The challenge may come from questions like these: How do I begin? Who can help me? What do I have to do? This begins the process of a mindset shift—a significant component entrepreneurial process.

There must be a willingness to learning new skill sets in terms of packaging what is known. They will have to look at avenues for getting their knowledge into the hands of individuals who are anxious and ready to learn as well as anxious and ready to pay for the information as well. They will have to learn

marketing skills. The possibilities are endless. Educators can begin to review what exists and see how it fits with what they want to promote.

Many educators have already begun to create their online courses. Others have poured out content and value through their blogging posts. Educators have joined mastermind groups.

The opportunities are limitless. There are other things to consider:

1. Prepare a book of resources.
2. Sell Lesson Plans.
3. Teach online courses.
5. Provide services via Coaching and mentoring.
6. Package and sell E-Books.
7. Join a company that will have systems in place that you can leverage.

Educators can make the transition and become entrepreneurs. Let the planning process begin by considering the following:

1. What is the most passionate available option?
2. What are the goals for what must be done?
3. What should the focus be?
4. What is the timeline?
5. Who is the best accountability partner to work with?

As these questions are considered, educators embrace the networking process of teamwork, inspiration, collaboration, and support as they work through the

entrepreneurial road to their own productivity and success. In turn, they place themselves as change agents and entrepreneurs: solving problems, meeting the needs of others, helping others ease their pain points by using their skills to help and improve the lives of many. In turn they make a valuable difference in their own lives and the lives of others