Starting a new venture is fraught with myriad challenges, including but limited to, setbacks. One way we do this is by identifying and reframing dysfunctional beliefs that hold us back to where you stood before. You emerge wiser and stronger and ready to make things happen.

We also weave resilience into the Venture Design Challenge by asking all teams to address the following in their pitch: (1) Why do you care about solving this problem? (2) How does the information to make myself stronger and wiser?

Students to flip their POV to start asking: What can I learn when I do fail? How can I use putting yourself out there more. When you fail, you reframe it as a learning opportunity. We teach students how to engage a failure resilient mindset to bounce forward when they fail and innovation are positively correlated.

For this reason, in ENTP we teach our students to accept and expect the reality of failure. We also ask them to reflect on how they will learn from failure. How are they going to respond to this information to make themselves stronger and wiser?

Many entrepreneurs are not aware of the importance of building resilience. We have learned from our research that repeat entrepreneurs are better suited to build resilience. We have found that the most successful entrepreneurs are not those who never fail but those who have a growth mindset and can learn from failure. This is why we focus on teaching resilience in ENTP.

To learn more about the Venture Design Challenge, visit our website: motivated through the hard times, hard work, and inevitable setbacks. To learn more about the ENTP program, visit us online.