To continue receiving our emails, add us to your address book.

Lake Forest, IL | 60045 US

Got this as a forward?

This email was sent to.

To learn more about the Venture Design Challenge, visit our website: lakeforest.edu/venturedesign

To learn more about the ENTP program, visit our website: thermabear.com/entp

Startups face many hurdles, but it’s the unexpected setbacks that can really put a damper on a venture. Starting a new venture is fraught with myriad challenges, including but limited to, an inability to manage finances, keep the team engaged, and solving this problem connect back to your personal purpose?

This isn’t simply an academic exercise. We know intentionally identifying a personal purpose can help you through the ups and downs of entrepreneurship. By the end of the class you’ll have a plan to fill the gap between where you stand and where you want to be. You’ll emerge wiser and stronger and ready to make things happen.

The Venture Design Challenge helps students mobilize the resilience reservoir.

ENTP students can extract valuable lessons and data that they then apply to future ventures. Valuable learning is your reward for failing.

Putting yourself out there more. When you fail, you reframe it as a learning opportunity.

In ENTP, we aim to take the fear out of failure. Leveraging the pedagogic research of Dr. Martin Seligman, Zellerbach Family Professor of Psychology and Director of the Positive Psychology Center at the University of Pennsylvania, our faculty focus on the strengths of failure resilience mindset to bounce forward when they...