STEP Creativity, Innovation, and Self Employment Education

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STEP Artistic and Creative Endeavors

• Being Creative about Creative Endeavors

• A good path for personal transformation is to be intensely involved in transforming something bigger than oneself. How much bigger?

• Reid Hoffman, Chairman of LinkedIn – “The Startup of You”
• Jessica Matthews, CEO of Uncharted Play – Soccket and Pulse
• Alex Bandar, CEO of Columbus Idea Foundry – “What idea would you build?”

• Creative Endeavors Step Partners Assistantship (CESPA)

• Creative Step Alums: Gautham Sivakumar and Ross Johnstal
Hoffman says that in college he formed a conviction that he wanted to try to influence the state of the world on a large scale.
Uncharted Play was founded in May of 2011 as a new kind of social enterprise grounded in play and the happiness of life, that would show the world how play could be a tangible tool for inspiring social invention.

The Uncharted Play dream began in 2008 when Jessica O. Matthews and Julia Silverman met during their junior year at Harvard University. Both studying to be social scientists with no experience in engineering, they nonetheless worked together on a class project to invent the SOCCCKET, an energy-harnessing soccer ball. Through this experience, both women realized that the world of play was truly uncharted territory when it came to tangibly addressing real issues facing society. Though the future was uncertain, they knew that an enterprise grounded in sustainable, realistic solutions for happiness had an undeniable value.

Finding she had an undeniable passion for social entrepreneurship, Matthews continued on with the mission after graduation from college. Setting up shop in New York City, Matthews built an enthusiastic team to further develop the dream of creating an organization that would prove that doing good and doing well need not be mutually exclusive. Today, you can find the Uncharted Play family in the Soho neighborhood of NYC, still striving towards this dream and incredibly grateful for the journey. 
CESPA: Experience being Self Employed in a Creative Activity that transforms people around you by learning to sell your creative output to willing buyers.

Start your engineering business with the help of this handbook.
Some related weblinks

• http://www.thestartupofyou.com/about-the-book/
• Wikipedia article about Reid Hoffman and social entrepreneurship.
• http://www.unchartedplay.com/
• CIF: http://www.columbusideafoundry.com/
  • Check out the class catalog and events at CIF
• Ken Rinaldo, Art and Technology: http://newmediaartist.org/
• Operating a Sole Proprietor business, Doing Business As (DBA) ....
• IRS 1040 Schedule C form and instructions
TED Talk by Ken Robinson about Systematic Education hurting creative abilities in students.

Art education is low priority due to limited employment opportunities.

Piirto explores creative abilities in many job scenarios, describes artists as Big C creativity, technical jobs as middle C creativity, and daily problem solving we all do as small c creativity.

What about self employment education for Big C and middle C occupations?
Combine Creativity and Self Employment Education

• Creativity in the Arts and in Technical Fields
  • Study examples of accomplishments in both fields.

• Self Employment vs. Social Entrepreneurship vs. Entrepreneurship.
  • Easy to Hard to Very Difficult

• Predicting what Systematic Education needs to supply for many years after college.
  • Students are basically unprepared for raising a family where both parents work full time, unless they have some abilities for Creativity and Self Employment.
  • Unprepared for changing from a first job to next job or self employment due to changing economic landscapes.
People who are effective problem solvers develop mind sets and habits which aid them in dealing with difficult problems. Stephen Covey's research on highly effective people revealed that there are certain habits these people practice. The seven habits you should consider developing are shown in the table below.

The 7 Habits of Highly Effective People

Habit 1 Be Proactive. Take the initiative and make things happen. Aggressively seek new ideas and innovations. Don't let a negative environment affect your behavior and decisions. Work on things that you can do something about. If you make a mistake, acknowledge it and learn from it.

Habit 2 Begin with the End in Mind. Know where you are going and make sure all the steps you take are in the right direction. First determine the right things to accomplish and then how to best accomplish them. Write a personal mission statement describing where you want to go and what you want to be and how to accomplish these things.

Habit 3 Put First Things First. List your top priorities each day for the upcoming week and schedule time to work on them. Continually review and prioritize your goals. Say NO to doing unimportant tasks. Focus on the important tasks, the ones that will have impact if carefully thought out and planned.

Habit 4 Think Win/Win. Win/Win is the frame of mind that seeks mutual benefits for all people involved in solutions and agreements. Identify the key issues and results that would constitute a fully acceptable solution to all. Making all involved in the decision feel good about the decision and committed to a plan of action.

Habit 5 Seek First to Understand. Then to Be Understood. Listen as much as you can about the situation. "Listen, listen, listen." Try to see the problem from the other person's perspective. Be willing to be adaptable in seeking to be understood. Present things logically, not emotionally. Be credible, empathetic, and logical.

Habit 6 Synergize. Make the whole greater than the sum of its parts. Value the differences in the people you work with. Foster open and honest communication. Help everyone bring out the best in everyone else.

Habit 7 Renewal. Renew the four dimensions of your nature:
- Physical: Exercise, nutrition, stress management.
- Mental: Reading, thinking, visualizing, planning, writing.
- Spiritual: Value clarification and commitment, study and meditation.

The upward spiral: Learn, Commit, Do; Learn, Commit, Do; Learn…

OSU URBAN ART SPACE as transportation hub to downtown Creativity Centers

COSI

Columbus Idea Foundry

Market 400 W. Rich Str.

Glass Axis

Ethical Arts Collective

OSU STEAM Factory

New Restaurants and others

CCAD

Museums

Theaters

15 min bus ride
Creative Endeavors STEP Partners

• Columbus Idea Foundry

• OSU STEAM Factory and OSU R&D Centers (eg. CAR)

• OSU Student Organizations and their Community Partners
  • Service Organizations.

• OSU Community Partners, Industry, OSU Alums in Industry.

• STEP Student Creative Endeavors Advisory Group - input