

The Entrepreneurial Mindset – The Entrepreneurial Self

The concept of the „Entrepreneurial Self“ was popularised by German sociologist Ulrich Bröckling in 2007.

Bröckling states that the principle of „Act like an entrepreneur!“ has become the leading approach towards life nowadays. The Entrepreneurial Self is not something you are born with but something you need to develop throughout your life.

In order to develop an Entrepreneurial Self, young people are required to act creatively, flexibly, self-responsibly, risk-consciously. They need to develop a market-based view of life, in which they are able to identify customers, suppliers, resources, market requirements etc. The demands the Entrepreneurial Self makes on each individual person become even higher in times of globalisation, economic crisis and high unemployment.

This scenario also implies that the demands on young people are continuously increasing and that it is becoming harder and harder to be a successful player in the market we call life. This is even more true for disadvantaged young people like ESL and NEETs.

The premise of EBC*L Enterprise is that young people need to be equipped with the tools and resources in order to be competitive in this scenario. They need to be taught how to develop an entrepreneurial view of life and how to best „market“ their skills. They need to experience what it means to be the „CEO of their lives“ in everyday situations and need to be guided towards viewing the job market as a market in which they are a key player.

In order to facilitate this learning process, there need to be four resources:

1. Learners who are willing to take their life into their own hands.
2. Teachers who are willing to provide resources and guidance.
3. A catalogue of business related topics the learners need to be taught.
4. A set of tools in order to enable the learning process.

This illustration demonstrates the connection between youth, the world they live in and the role a trainer of EBC*L Enterprise plays in "interpreting" the world in terms of an economic view of life:

