



## WHY we do it

Today companies must constantly renew, improve, and innovate to stay ahead of dynamic global competitors, but education and society still focus on learning and utilizing the “right” answers.

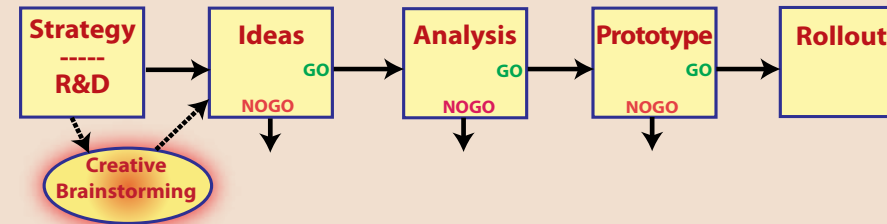
To fill the gap, we collaborate to:

- Get more students engaged, questioning, and developing innovative approaches and solutions to real issues they identify
- Support our graduates to pursue their new skills and ideas so they stay or come back to the region as fellow leaders, partners, or employees of our associated companies
- Improve innovation in our own businesses by leveraging the inspiration, fresh perspectives, insights, lessons, and relationships we gain through participation in CPI activities.



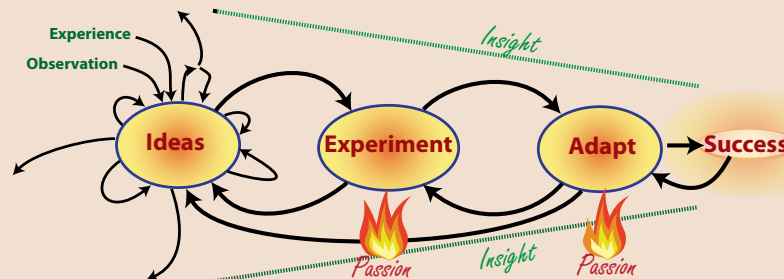
## WHAT our learning approach entails

The highly structured pedagogy of traditional education teaches opportunity development as a linear, analytical process similar to that business has used for years, with innovation coming from creative brainstorming at the front end:



### Traditional Business Development Process

While this has a role, experience shows that the most valuable innovation usually comes from creative entrepreneurs, who follow a completely different entrepreneurial innovation process sketched below:



### Entrepreneurial Innovation Process

CPI has learned to teach this more intuitive, non-linear process by guiding students to master a new mindset and approach largely on their own through actual practice.



## finding a Better Way



THE CHARTER PARTNERS INSTITUTE 

## WHAT we do

Charter Partners Institute (CPI) prepares a next generation to be entrepreneurial leaders for the 21st Century competitive environment.

We focus on teaching skills largely missing from traditional education: how to take *initiative*, identify *opportunities*, and find *innovative* ways to solve problems and satisfy customers.

## WHO we are

CPI leverages an ever growing ecosystem of innovative mentors and graduates who give back by collaborating to encourage and empower the next generation.

THE CHARTER PARTNERS INSTITUTE



### Charter Partners Institute

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# WHO

*we can benefit*

- Suited for high school, college, young professional, adult, and more
- Participants lost in the traditional “academic” setting thrive in CPI’s hands-on environment where they work on their own ideas
- Participants who are unsure of direction learn a lot about themselves, their passions, and what they are capable of doing
- Participants who do well in the academic environment experience a new dimension of learning they did not know they were missing

## ACTIVITIES

### Transformational Learning

- Flagship program: a one-week, hands-on entrepreneurial experience called *eVenture* (high school, college, young professional, adult)
- Introductory programs of 3 or more hours for organizations and schools
- Different types of leadership programs adapted for the school or group
- Programs for educators from simple in-service activities to multi-day hands-on experiences

### Implementation Assistance

- Follow-up mentoring for teams implementing their business or project ideas, and connecting them to specific people and resources which can help

### Seeding Collaboration

- Helping graduates without immediate ideas connect with others of similar mind to find new opportunities that fit their passions and re-engaging graduates who want to come back after experiencing the “traditional” world

# OUTCOMES

## *learning that engages and transforms*

Participants come looking to make the grade by giving the right answer, but they leave with the confidence, knowledge, and skills to challenge assumptions and pursue their own novel new directions, see opportunities that others miss, take reasonable risks, and learn from mistakes.

*“I came for an interesting class, but afterward I realized that we were actually going to do something I never thought I could do.”*

*“I have been to other programs where I learned about entrepreneurship, but this experience was completely different because we had to figure everything out in our own way.”*

*“You come to realize that ‘limits’ are only what you set them to be.”*

*“You gain so much confidence and learn so much from so many different people.”*

*“You learn about success **and** failures, and that you have to keep going.”*

*“It is different than school because **you** decide what you want to do. It is different from being on your own because you have experienced mentors to help if you need it and the freedom of the environment to take the initiative yourself.”*

*“It opens up your mind.”*



## HOW

*to get involved*

### Participants

- Sign up for *eVenture* or test the waters by taking advantage of an introductory program available to you
- Engage your teachers or leaders, and approach CPI together about developing a program for your school or organization

### Educators

- Engage your administration and approach CPI together about developing a program for your school or organization
- Contact CPI for resources and ideas you can apply right now in your own classroom

### Business Leaders

- Serve as a mentor for a half day at an *eVenture* week and/or periodically throughout the year at different programs
- Mentor a student team over 6-12 months as they move their idea toward implementation
- Advocate for a commitment to become a community that leads through innovation and entrepreneurship
- Provide funding for CPI leadership activities, scholarships, and/or start-up support for student ventures [contributions are 501(c)(3) tax deductible]

go to [www.charterpartnersinstitute.org](http://www.charterpartnersinstitute.org)  
for more information

### Past mentors and reviewers have included leaders from:

- ActionCOACH
- Air Products
- B. Braun Medical
- Bosch Rexroth
- Capital Planning
- DeSales University
- DSK Media
- Dutch Springs
- Embassy Bank
- HireVision
- Homebase Skate Shop
- Iacocca Institute
- Lehigh Carbon Community College
- Lehigh University
- Lehigh Valley Chamber
- Lehigh Valley Grand Prix
- Lehigh Valley SCORE
- Manufacturers Resource Center
- Maron Financial Solutions
- Meyer Jabara Hotels
- MMS Education
- MTS Ventures
- Muhlenberg College
- Old Dutch Group
- Olde Homestead Golf Club
- Orasure
- Originate Ventures
- Orion Security
- PA Angel Network
- Phallanx
- Raymond James
- Shared Expectations
- SI Systems
- St. Luke’s Hospital
- Tallman Hudders & Sorrentino
- Viddler.com
- Vision Accomplished