

# **Training Intrapreneurs and Entrepreneurs for the 21st Century Workforce**

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# Agenda

HP Living Progress

Overview of HP LIFE e-Learning and how it is being used in the US

Discuss opportunities for One-Stop Centers to use HP LIFE e-Learning

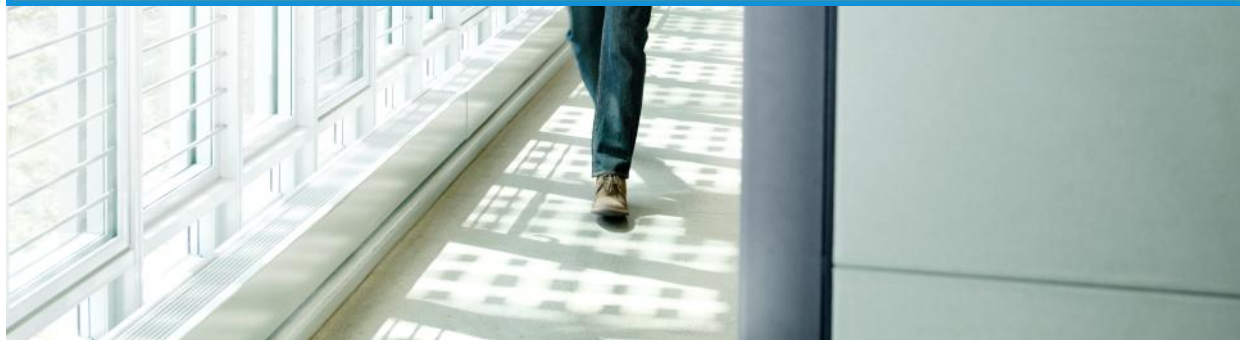
Please ask questions at any time



## Living Progress



**Using our people and technologies to create a world where everyone has the opportunity to progress.**



**HP Living Progress demonstrates the interconnectedness that binds our business and world together.**

# The synergy of HP Living Progress



## Human Progress

Advancing the overall health and well-being of people



## Economic Progress

Helping businesses and economies thrive



## Environmental Progress

Making the environment stronger as we grow

We look holistically at human, economic, and environmental impact as we develop our products, services and solutions, manage our operations, and drive actions with our customers, partners, and the communities we serve.

# HP LIFE e-Learning

A best-in-class IT and business skills solution – free and online

## Supporting individuals worldwide to start up and run successful enterprises

- Students
- The unemployed and underemployed
- Micro- and small-business owners
- Mid-career changers

## Supporting facilitators to strengthen their services using HP LIFE e-Learning

- Integration in curriculum
- Career planning and development
- Lifelong learning
- A condition of a micro-loan



[www.life-global.org/go/nacce](http://www.life-global.org/go/nacce)

# HP LIFE e-Learning

A focus on core business competencies

## Content

- Interactive, module-based content
- Take one course or all of them, as needed
- Designed around core business competencies
- Resources for trainers and educators
- Quizzes and surveys

Finance	Marketing	Operations	Communication
<input checked="" type="checkbox"/> Basics of finance	<input checked="" type="checkbox"/> Social media marketing	<input type="checkbox"/> Maximizing capacity	<input checked="" type="checkbox"/> Your target audience
<input type="checkbox"/> Profit and loss	<input type="checkbox"/> Unique value proposition	<input type="checkbox"/> Managing contact information	<input type="checkbox"/> Effective presentations
<input type="checkbox"/> Finding funding	<input type="checkbox"/> Selling online	<input type="checkbox"/> Customer relationship management (CRM)	<input type="checkbox"/> Business email
<input type="checkbox"/> Cash flow	<input type="checkbox"/> Setting prices	<input type="checkbox"/> Hiring staff	<input type="checkbox"/> Presenting data
<input type="checkbox"/> Sales forecasting	<input type="checkbox"/> Marketing benefits vs. features	<input type="checkbox"/> Inventory management	<input type="checkbox"/> Effective business websites

## Special topics

<input type="checkbox"/> Social entrepreneurship	<input type="checkbox"/> Energy efficiency: Do more for less		
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# But so much more than content ... an experience

## Content

- Interactive, module-based content
- Take one course or all of them, as needed
- Designed around core business competencies
- Resources for trainers and educators
- Quizzes and surveys

## Recognition

- Certification
- Tell your story – user-generated content

## Community

- Discussion forums and chat room
- Marketplace – make contacts and exchange messages with other members
- Notification and messaging system
- Engage on HP LIFE social media

## Support

- HP experts and volunteering
- Workshop facility and webinars
- Q&A section: answers from all – students, trainers, HP, etc.
- Resource center: tips and advice

# HP LIFE collaborators

## Build and enhance HP LIFE



EDC (Educational Development Center): a global nonprofit that improves education, workforce preparation and other social issues



Volans: leading business consulting firm that drives market-based solutions to the future's greatest challenges



SFR: second largest telecom operator in France

## Extend our reach



NACCE (National Association for Community College Entrepreneurship): incites entrepreneurship in community colleges and their community



USAID (US Agency for International Development): develops programs and policy promoting broad-scale human progress globally



UNIDO (United Nations Industrial Development Organization): advance sustainable industrial development globally



KELLEY SCHOOL OF BUSINESS  
INDIANA UNIVERSITY  
Institute for International Business

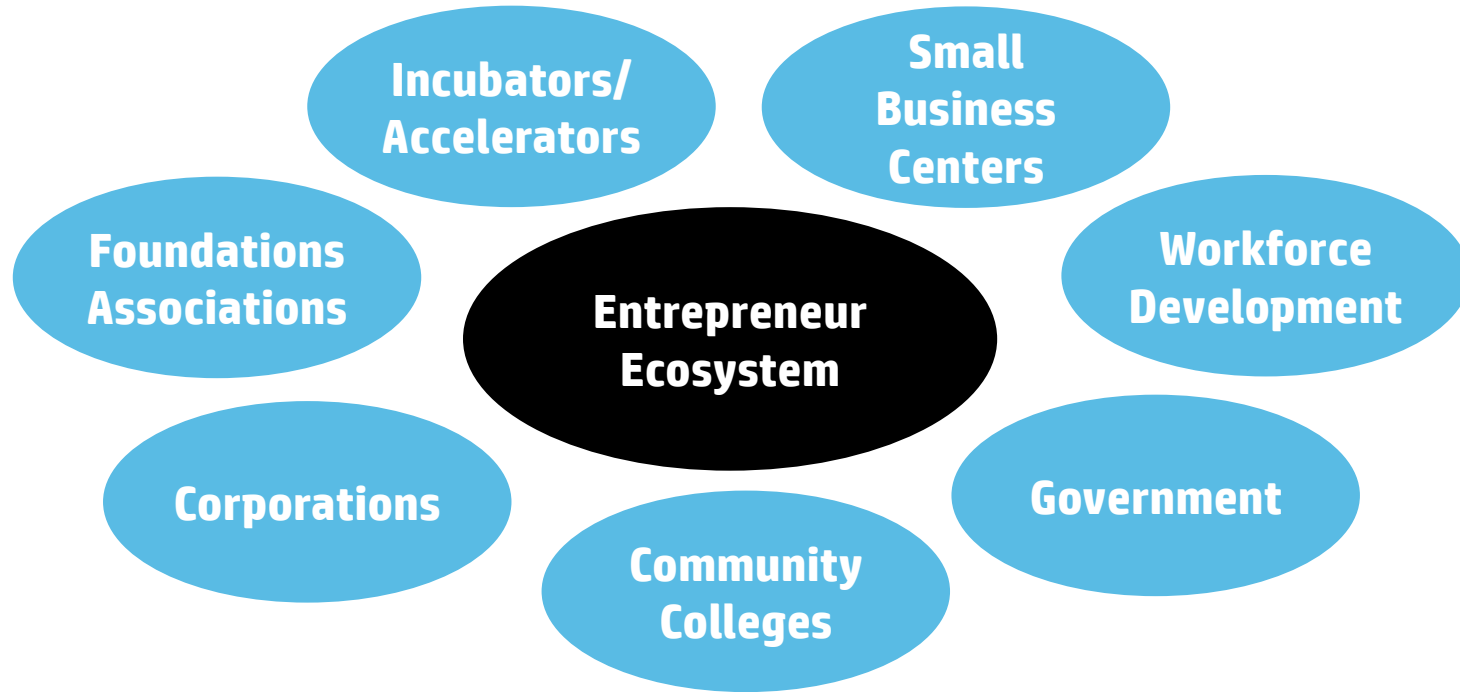
Indiana University, Kelley School of Business: develops entrepreneurship and business skill training for emerging and developing markets





# NACCE: Building the entrepreneur ecosystem

Driving toward a common goal - igniting economic vitality





**We train entrepreneurs  
from all over the world!**

[Start your online training now](#)



**[www.life-global.org/go/nacce](http://www.life-global.org/go/nacce)**

# HP LIFE e-Learning pilot in community colleges

## Enhanced students' learning experience, Fall 2013

- HP LIFE added value to their course – 74%
- Use of real life examples and stories was useful – 77%

## Student feedback on HP LIFE benefits

- stimulated group discussions about real business challenges
- provided new online tools and resources that would be helpful in starting a business
- made homework more enjoyable
- created more, not fewer, opportunities for the teacher to give personal guidance
- helped create a balance of class lectures and activities



*“They provide a good starting point for someone either opening a business or to help strengthen their business. They are easy to understand and keep things simple. These modules break down different aspects of what it takes to make a business successful.”*

# NACCE helped faculty implement HP LIFE

Train &  
Community

- Train the trainer onboarding provided

Implement

- Educator tools created

Measure  
Outcomes

- Pre- and post-survey executed

# Growing the Community College Reach This Spring

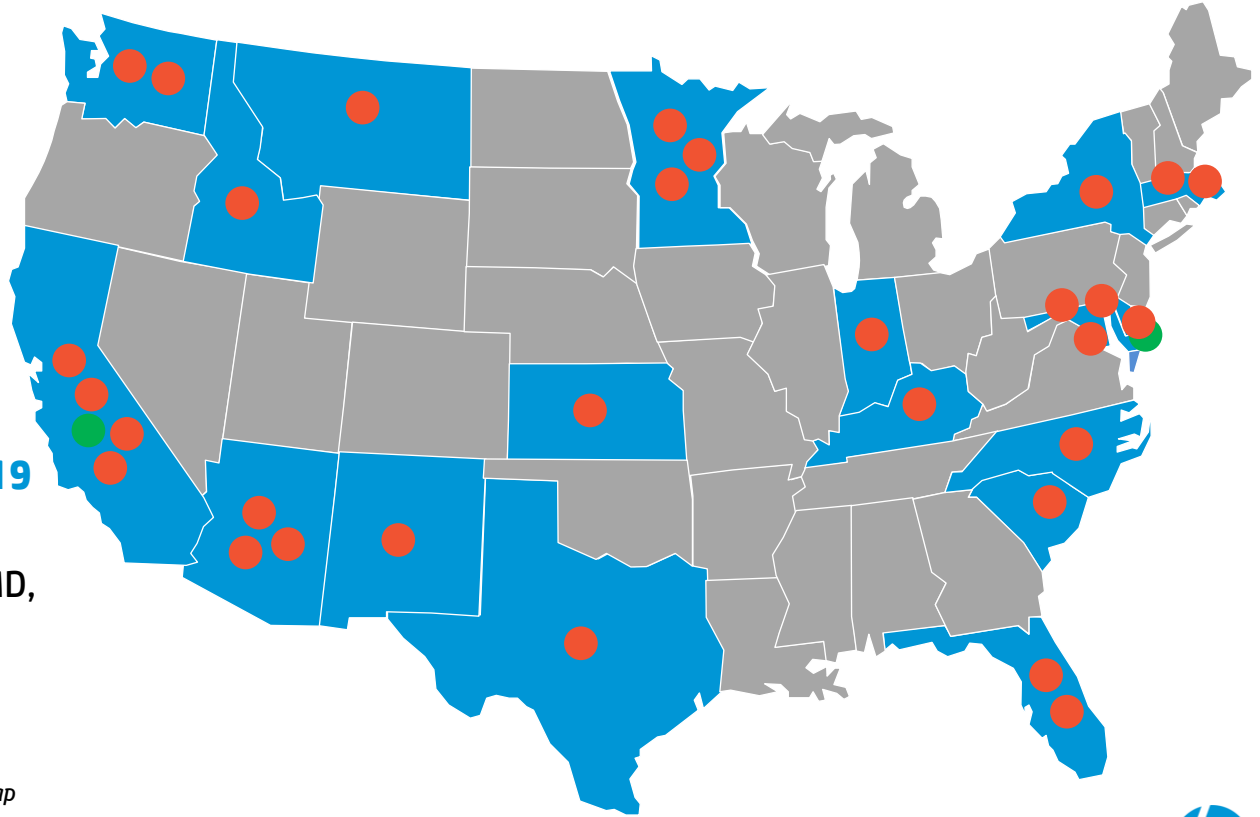
**34 Community Colleges across 19 states (red):**

AZ, CA, DE, FL, HI, ID, IN, KS, KY, MA, MD, MN, MT, NC, NM, NY, SC, TX, WA

**2 Business Incubators (green):**

CA, DE

*Note: dots do not correspond to geographic position on map*



# Piloting with Small Business Centers in North Carolina



- **58 Small Business Centers**
- **Piloting HP LIFE in “Flip the Counseling Sessions”**
  - Younger clients want to use
  - Mid-career professional starting service business
  - Existing businesses only need a few modules

# Flip the Counseling Session

## Integration into small-business counseling

### The scenario

- Small-business centers (SBCs) provide a range of programs and services for existing and prospective local business owners; one service is offering individual counseling

### “Flip the Counseling” session

- Prior to SBC counseling sessions, SBCs provide information about HP LIFE e-Learning via a link and promotion on their website and suggest that business owners complete one or more relevant courses
- Counseling sessions take place where knowledge gaps are identified; business owners are pointed to specific HP LIFE e-Learning modules alongside local resources as required
- HP LIFE e-Learning course completions made a precondition to receiving a small-business loan or additional counseling





# Opportunity for One-Stops

## Job seekers who want to start a small business

- Young entrepreneurs starting up a business
- Mid career changer starting up a business or going to a smaller company (could be encore career or layoff)

## Job seekers looking for work in a small business

- Young or experienced workers sharpening their skills for small business job



# How HP LIFE can help One-Stop Centers

Train

- Train the trainer course provided

Implement

- Customized One-Stop materials developed

Survey

- Pre- and post-survey executed

# Next steps



Email Kim at [Norbuta@nacce.com](mailto:Norbuta@nacce.com) to schedule HP LIFE walk-thru with your One-Stop

30 minute overview February 5<sup>th</sup> at 2pm EST



**EDC**

Learning  
transforms  
lives.

**NACCE**  
THE IMPACT OF ENTREPRENEURSHIP

# Questions?

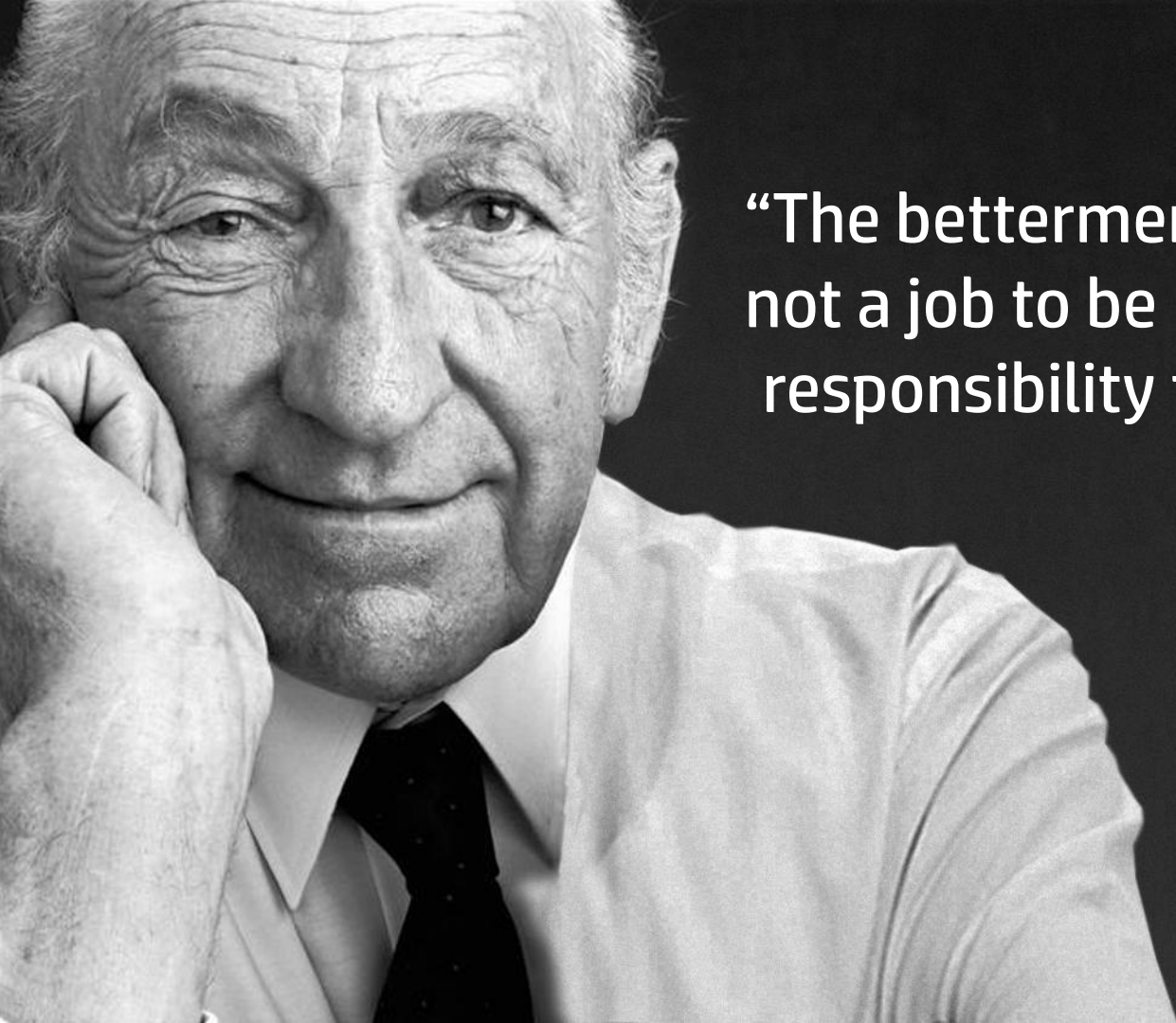
**For more information after the presentation:**

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**[www.life-global.org/go/nacce](http://www.life-global.org/go/nacce)**





**“The betterment of our society is not a job to be left to a few. It is a responsibility to be shared by all.”**

David Packard



A black and white portrait of Bill Hewlett, an older man with short, slightly graying hair, smiling warmly at the camera. He is wearing a light-colored dress shirt and a dark tie. The background is a dark, textured wall.

“Believe you can change  
the world”

Bill Hewlett

Because you can

