



Track Foundation Discussion Forum

June 29, 2021



Through its programming, the Mandela Washington Fellowship seeks to provide Fellowship Alumni and 2021 Fellows with opportunities to hear from and engage with American faculty and professionals representing a diversity of viewpoints across a range of topics. By providing a balance of perspectives, the Fellowship aims to empower Alumni and 2021 Fellows in their capacity as leaders to be informed by a wide selection of sources and viewpoints from which to draw their own conclusions. The views expressed in these courses and materials do not necessarily represent the views of the U.S. Government.



Agenda

- Introductions by Mthokozisi Nhleko, Kwame Ababio, Sali Mamadou Awalou and Lenah Mwangi
- Breakout Sessions – Four themes 40 minutes – Each group selects a Fellow to report back to the main group
- Plenary Discussion – Each of the four groups 3-4 minutes
- Wrap up – July 1 Networking Session

Small Group Discussion Hosts



Baylee Neff

Director,
Entrepreneurial
Talent, Purdue
Foundry



Kara Hartman

Administrative Director
Mandela Washington
Fellows Institute



Gary Burniske

Academic Director
Mandela Washington
Fellows Institute



Scott Hutcheson

Leadership Manager
Mandela Washington
Fellows Institute

Critical Thinking and Innovation in Business

Critical thinking is the act and skill of proactively deliberating and conceptualizing ideas meant to propel an overarching idea or goal. Innovation is a plan or design meant to develop a new entity or something that makes an existing entity work more productively.

- Considering the current challenges of our time how can you use critical thinking and innovation to ensure the longevity of your enterprise or further your leadership skills?
- Using this framework what challenges do you currently face and how can you begin to address them?

Developing a Successful Business Plan and Model

- What did you learn from Professor Doggett's talk about the process of thinking about starting a new business that you felt was most valuable?
 - Was it about customers?
 - Was it about pivoting?
 - Was it the Business Model Canvas?

Marketing Research, Targeting and Positioning

- Who needs your product or service and why?
- Who is your target customer(s)?
- What market research has been done to validate your response to those questions?
- What is your unique value proposition as well as your competitive advantage?

Social Entrepreneurship

- How does Social Entrepreneurship differ from “normal” entrepreneurship?
- Today there is the viewpoint by many that ALL entrepreneurship should be “social” entrepreneurship. Do you agree/disagree?

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For more information about the Mandela Washington Fellowship for Young African Leaders, please visit the Fellowship's website at www.mandelawashingtonfellowship.org.

