"Four or More" Ways to Leverage

Z Imagine

into more

Student Engagement, Employee Engagement and Community Engagement

1) Z Imagine is a fun, meaningful and action oriented approach to introducing and promoting Innovation and Entrepreneurship within a College or a College System.

2) If you already offer a Business Pitch Contest, Z Imagine is an effective way to expand innovation and entrepreneurship across disciplines and throughout the organization.

3) If you have primarily focused on "knowing (content)" programming with regard to Innovation and Entrepreneurship, Z Imagine can support moving the culture from "knowing (content)" to "thinking" to "DOing" programs aimed at self-directed learning and marketable skill building. This can support students, employees and community members in pursuit of intrapreneurship, entrepreneurship, social entrepreneurship and life aspirations.

4) Z Imagine provides unlimited opportunities to invite everyone into Integrative, Integrated, Sustainable, Scalable Program Design (Z-IISSP-D). This design has the potential to contribute to positive organizational change while delivering student success. Z-Imagine empowers the courageous (from any organizational role) as they lead innovation and the infusion of entrepreneurial mindset and behaviors across disciplines and throughout the organization (leadership support increases potential impact).

Eva Le Gallienne (1899-1991) reportedly stated,
"Innovators are inevitably controversial" ~
This isn't new - it's how it's always been. Find Courage. Persist. Innovate.

"How to" Z Imagine

In Year 1, the startup timeline can be condensed because an implemented event is better than a perfect event. Take action and demonstrate "Do" with urgency ~ your innovative, entrepreneurial spirit in action. **In Years 2 and beyond**, plan ahead with a vision well into the future so that you are able to maximize your integrative, integrated, sustainable, scalable program (IISSP) design. For example, at the close of each year's event, your call to action can include the date of the following year's event because implementation is already underway.

Create your Customized Timeline and Show Ownership of Tasks Using #1-8 to Guide You ~

1) Secure Location and Emcee for Date/Time
* select the largest venue possible so that the maximum number of students, employees and community members experience the fun and belonging of your overall campus programming increasing the likelihood that your event will inspire audience members to engage in this, and other campus programming, in the future (i.e., engagement, cultivation etc).
* carefully select an Emcee who can create excitement, demonstrate the college vision, demonstrate your vision and keep an event rolling toward a crescendo

2) Secure Prizes
* be creative in reaching out and connecting others with opportunities to feel part of this exciting initiative by offering fun, meaningful and/or $valuable rewards to pitch participants, audience members and Encouragers (recruit potential donors with "intrinsic motivation asks")

4) Create the Event Plan/Program
* be able to paint the picture/tell the story of the event before it occurs (the event plans can continue to become more vivid as you incorporate new ideas up until the event date)

5) Train & Engage Encouragers
* aka judges in other paradigms - this event is designed to create a welcoming environment and scaffolding toward more competitive events (successes leading to bigger and bigger successes)

6) Implement Recruitment, Collaboration and Partnering Strategies
* for faculty: with an "intrinsic motivation ask", provide a minimum of one semester lead time so that all can easily incorporate this opportunity into their syllabi/curriculum/schedule
* for students, implement a plan that demonstrates zero/low barrier(s) to entrance and multiple invitations throughout the prior year leading up to the application deadline
* "Everyone is Invited!" - who else can you engage and how will you do it? This is your opportunity to show your engagment skills (i.e, sales/marketing skills, etc.)

7) Implement Your Z Imagine event √ ▼ **Know, Think, DO!**

8) Conduct Follow Up that Demonstrates Your Personal/Organizational Values and IISSP
* write special thank you notes to all who contributed and post celebratory pictures on social media - "Shine a Light" on all who engaged
* How will you demonstrate IISSP and create more "One thing leads to another" opportunities adding onto what plans are already being implemented for next year ?

Imagine

Have an Idea? Pitch It !

Whether you want to start a business, propose an idea to improve our campus, or make the world a better place, this pitch exhibition is for YOU ~

Come share your 21st century / innovation / entrepreneurial skills and inspire others to take action with their ideas, too.

Intrapreneur? Entrepreneur?
Social Entrepreneur?

Everyone is Invited !
~ Fun and Prizes Included ~

Z Imagine
Have an Idea?
Plan Your Pitch ~

Thank you for sharing your idea(s) in our Z Imagine pitch exhibition. Here is a template to help you start planning. Whether this is your first experience with pitching or pitching has become one of your hobbies, we think you'll have fun being part of this event! Your courage to "Get outside your comfort zone" and participate can help you prepare for intrapreneurship, entrepreneurship, social entrpreneurship and life aspirations. And, when you share your ideas, you'll be inspiring others to do the same. Thank you ~

How will you immediately grab the attention of the audience and introduce your Idea? (e.g., a high impact question, an inspiring quote, a compelling fact/statement, a demonstration? how can you engage your audience within the first 5 seconds?)	
How will you organize your plan, story or vision so that the audience can understand your logic and what you want them to know/think/DO? (e.g. share steps or bullet points or a story displaying your entire innovative / entrepreneurial vision? what ideas do you have for organizing your thoughts in a way that others can follow you as the storytelling leader of your vision?)	
How will you close your presentation and "tie it up in a bow" for your audience? (e.g., a call to action, a high impact question, an inspiring quote? how can you bring your presentation to a meaningful conclusion?)	

Want to take your idea(s) even further?
Ask about additional support in our entrepreneurial ecosystem.

Z Imagine
Encourager Feedback

Dear Encourager:

Thank you for being part of our interdisiciplinary pitch exhibition that gives students an opportunity to share their creative ideas and demonstrate 21st century/innovative/entrepreneurial skills. We believe experiences like today help prepare students for intrapreneurship, entrepreneurship, social entrepreneurship and life aspirations. Thank you for "Catching them doing something right" today and we hope you'll continue partnering with us in the future.

NAME _____

How did the student catch your attention?	
What is the student saying/ doing that is helping you understand the student's plan, story and/or vision?	
What do you appreciate about the visuals/aesthetics of the presentation?	
What public speaking skills do you notice?	
How did the student's close help "tie this presentation up in a bow" for you? In other words, how did the student bring the pitch to a meaningful conclusion?	
What impressed you most about this student, their ideas and their presentation?	

Listening is one of the loudest forms of kindness
- Anonymous

THANK YOU FOR SUPPORTING OUR STUDENTS !