



FALL 2020

THE ENTREPRENEURSHIP MINDSET

SAT NOVEMBER 7 | 10AM
THUR NOVEMBER 12 | 5PM
TUES NOVEMBER 17 | 1PM

See what it takes to be an entrepreneur!

If you are thinking of starting a business, join Dr. Gary Rubin for one of these free, three-hour discussions of his research in which he will share the lessons learned from 18 entrepreneurs.

Topics covered during the interviews included:

- Each interviewee's definition of "the entrepreneurship mindset," and how each demonstrates such mindset in their personal life outside of business.
- Their level of self-confidence.
- How do they view risk?
- Personal attributes of entrepreneurs, including creativity, dedication, vision, and focus.
- Their motivation for being self-employed. Choice or necessity?
- Their approach to family, socializing, or hobbies outside their business.
- Are they healthy emotionally and physically?
- How do they approach and manage the responsibilities and stress?



Presenter: Gary J. Rubin, J.D.
Entrepreneur, Attorney at Law
Cuesta College Business Education Instructor

REGISTER TODAY!

Click the links below to register to participate the webinar on the day of your choice:

[Saturday, November 7 at 10AM](#)

[Thursday, November 12 at 5PM](#)

[Tuesday, November 17 at 1PM](#)

The same discussion is offered on those three days.

ABOUT THE RESEARCH

Dr. Rubin recently completed research to examine the entrepreneurship mindset. He conducted extensive interviews of 18 entrepreneurs ranging in age from 17 to 81. His focus was primarily on Central Coast business owners, and he sought a group of interviewees who were not only demographically diverse, but also diverse in the number of years they have been self-employed.

QUESTIONS?

Please contact Dr. Gary Rubin at grubin@cuesta.edu.



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