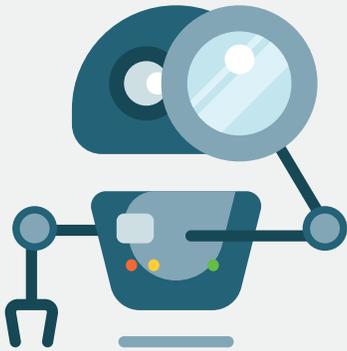


WHAT ARE THE 3C'S?

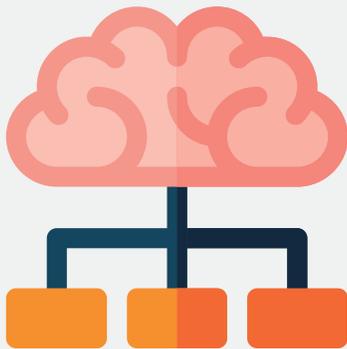
After years of research, you can remember the core components of the entrepreneurial mindset with the 3C's: Curiosity, Connections, and Creating Value. But what does that mean?



CURIOSITY IS THE ENGINE OF ACHIEVEMENT

“The second principle that drives human life flourishing is curiosity. If you can light the spark of curiosity in a child, they will learn without any further assistance, very often...Curiosity is the engine of achievement.”

-Sir Ken Robinson



WE SHOULD THINK OF IDEAS AS CONNECTIONS

“Really, we should think of ideas as *connections,* in our brains and among people. Ideas aren't self-contained things; they're more like ecologies and networks. They travel in clusters.”

-Kevin Kelly



SUCCESS IS ABOUT CREATING VALUE

“Success is about creating value. And it doesn't matter whether you're financing a new company, launching a brand online, raising a daughter, or scaling a mountain — the process of creating value requires some specific steps.”

-Candice Carpenter