

# Entrepreneurship (Ice House)



Presented by **Alexander Piccininni**  
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Alexander Piccininni is a business professional with over fifteen years of experience in marketing, sales, business law, business negotiation and entrepreneurship. Having started his first business at the age of fifteen here in the central valley, he now works as a private consultant as well as an adjunct professor at Modesto Junior College.

Alexander received his B.S. in I/O Psychology from Santa Clara University as well as his Master of Business Administration from IE Business School in Madrid, Spain. In tangent with his graduate studies, he also studied Business Negotiation, Strategic Management and International Business at Harvard Law School, Cambridge University, and Florida International University. Having traveled the world in both business and academic endeavors, he has now returned to California to share his knowledge and experiences with you.



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Modesto Junior College will hold a virtual Town Hall introducing you to the Entrepreneurship training sessions, the value of completion and how these sessions can help workers successfully take the next steps to success.

*The purpose of our entrepreneurship workshops is to give individuals the ability to obtain the skills required in their own everyday business operations. Participants can choose to take one or more of the courses. Course certificate requires successful completion of all 4 sessions.*

## **SESSIONS**

### **1. Make Your Choice**

The very first step to creating your own business, or scaling your current endeavor upwards, is the ability to make the correct choices. This is a skill developed by placing yourself in the mindset necessary to respond accordingly to stimuli from your environment. Our first workshop will focus on assessing your own influences that may exist from your lifelong experiences and developing our focus on control to better suit our decision-making process. Once we build the proper entrepreneurial mindset, we can finally empower ourselves to make our choice. From this, we can create our own vision of the future and set into motion our plans to reach those goals.

### **2. Turning Opportunities Into Action**

How do you know an opportunity when it presents itself? Our second workshop will focus on the ability to recognize problems that exist right in our own backyard and how entrepreneurs function as problem solvers to create success. We will develop the ability to think differently and identify pitfalls in one's mindset and thought processes that may impede one's ability to reach their goals. Finally, we will address the importance of one's network and how those we surround ourselves with can change the game entirely.

### **3. A Wealth of Knowledge**

Knowledge comes in many forms. In our third workshop, we will explore learning and how the information obtained through both formal education, informal research and real-world experience all come together to drive your venture forward. We will also cover the topic of wealth, how looks can be deceiving, and how a certain mindset along with some basic tools may allow you to grow your wealth and finally achieve financial freedom.

### **4. The Community Around Your Brand**

How is your business perceived from the outside? In our final workshop, we will discuss branding, its importance to your reputation and how a well-built brand can bring those all-important first customers to you. We will examine the first steps of presenting your business to consumers such as pricing, professionalism, and reliability. We will also delve deep into how your support group and network can be built into partners within your business. Finally, we will focus on the power of persistence and having the tenacity to reach your goals.



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