Teaching in New Times
Online Tutorial

The Entrepreneurial Self

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EUN105 Master of Teaching
Activity 1: The entrepreneurial school student

- Examine this website [https://www.lemonadestand.rocks/](https://www.lemonadestand.rocks/) and watch the video on the site.
- [https://www.youtube.com/watch?time_continue=210&v=e314Dwi3_uA](https://www.youtube.com/watch?time_continue=210&v=e314Dwi3_uA)
- What are your views on this initiative in light of today’s set reading?
Activity 2: Define the following keywords

Consider the implications for both your professional identity and your identity outside work

- Entrepreneur
- Intrapreneur (see this site)
- Entreployee (see this site)
- Performativity (see this article abstract)
- Neoliberalism (see this online article by William Davies Extract below)
- “Analyses that are more influenced by post-structuralism, by Foucault in particular, look at neoliberalism more as an attempt to remake social and personal life in its entirety, around an ideal of enterprise and performance. Here, an ethos of competitiveness is seen as permeating culture, education, personal relations and orientation to the self, in ways that render inequality a fundamental indicator of ethical worth or desire.”
Activity 3: Entrepreneurialising Teachers: Analysing 'engagement' and the AITSL standards

- Examine AITSL Standards 6 and 7 on professional engagement.

- How does enjoining teachers to engage in professional learning and to engage with colleagues, parents, and the community serve to foster entrepreneurial conduct (e.g. innovation, networking, risk taking)?
Activity 4: Stand Firm

• Read Svend Brinckmann’s self-help manifesto

• Discuss in relation to the ruling entrepreneurial ethos in workplaces today. This includes the educational workplace.
Activity 5: Technology and the shaping of the entrepreneurial self: MyStandards app analysis

AITSL has developed an 'app' of its professional standards for teachers for all smart devices

• Discuss the explicit purpose of such a facility describing how you think it might be used by teachers on a regular basis.
• Explain how the app, as a technology that becomes immediately available and accessible, might stimulate entrepreneurial conduct and behaviour in teachers (e.g. self-mobilisation, self-presentation, 'selling' oneself, performance, agility, 'outdoing')
Activity 6: Corporatisising public education -- School uniform analysis

Read the following news article:

• Describe what you see happening here in public schooling in Australia (think beyond the obvious change in a new uniform policy - e.g. what is happening organisationally)
• How do you account for this shift in public schooling? (think in terms of wide spread changes in social governance)
• What do you think schools like this hope to achieve by invoking this kind of image management?
• What kinds of student identities might such practices produce?
Activity 7: Problems with the entrepreneurial self

Discuss

“…the dark side of entrepreneurial self-optimizing has also become visible: the constant fear of not having done the right thing or not enough of it, the feeling of insufficiency, is as much a part of the entrepreneurial self as mercantile skill or the courage to take risks” (Brockling, 2016, p.36).
The crucial issue here is whether it can be up to us to decide whether we learn or not, whether to adopt the learner identity or not, or whether we can only subject ourselves to ongoing demands for learning and ongoing demands to fashion ourselves as lifelong learners—that is, whether we can only succumb to the duty to learn. The crucial question, in other words, is whether we lend anonymous, metaphysical power to the idea of learning, or whether we seize this power in order to make learning as strong or as weak as we want it to be—that is, where learning can work for us, rather than that we have to work for learning, if such an expression makes sense.” (Biesta, 2016, p.76).

Some further reading

- **The Wellness Syndrome**
  - Carl Cederström & André Spicer

- **Stand Firm**
  - Resisting the Self-Improvement Craze
  - Svend Brinkmann

- **The Happiness Industry**
  - How the Government and Big Business Sold Us Well-Being
  - William Davies