Module 5 – Tribal Wisdom and Entrepreneurship

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Dr. Joe Gladstone, Dr. Dan Stewart, and Alicia Ortega share approaches to incorporating tribal values into business ventures. Examples include giving only your best, maintaining a strong connection to earth mother, showing concern for the environment, and practicing the integrity of “underpromise and overdeliver.”

General Discussion Questions

Time: 10 minutes

Materials: Internet research

Physical Setting: Classroom with access to the Internet

Group Size: Any size; break very large groups into subgroups with a summarizing large group discussion at the end.

1. What is meant by “underpromise and overdeliver”? 
2. Do you think it would be easy to practice these values where you work? Can you give an example?
3. What kind of impact do you think it would have on the business?

Activity: Applying Tribal Wisdom to real world situations

Part A. - Research & Reflect –

Time: 20 minutes

1. Select a local small business or a corporation. View their site online.
2. The academics in this module share the tribal values of:
   a) giving only your best,
   b) maintaining a strong connection to earth mother, and
   c) showing a concern for the environment. Do you find evidence of these values on the websites of the business or businesses you chose?
3. What changes or modifications can you suggest for these businesses? Remember to focus your changes on the 3 values listed in #2 above. Be ready to present to the group

Part B. - Share –

Time: 20 minutes

1. Groups take turns sharing their suggestions for the small businesses and/or corporations that they have revamped.