



ArtIST

INTEGRATED INTERDISCIPLINARY EDUCATION MODULE ON ART,
ENTREPRENEURSHIP, INNOVATION AND SCIENCE



Erasmus+

Action PI-FORWARD – Support for policy reform — Forward-Looking Cooperation Projects
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Artist Tool: STEAMpreneur persona development

Artisttb25/ Personas Tool: Exploring STEAMpreneur Profiles/ KTU

Title	Personas Tool: Exploring STEAMpreneur Profiles
Purpose	The Personas Tool workshop is designed to immerse participants in the world of STEAM skills and competencies by creating STEAMPRENEUR personas. These imaginary, fictional profiles provide a deeper understanding of integrating the arts into innovation and entrepreneurship education. The workshop fosters creative thinking, empathy, and a multidisciplinary approach to problem-solving.
Description	In this engaging workshop, participants are tasked with developing STEAMPRENEUR persona profiles. These personas represent idealized future innovators and problem solvers, helping participants grasp the concept of integrating arts into innovation and entrepreneurship education. The process involves group discussions, research, and template-based profile creation. Participant should ideate on main persona building blocks: • DEMOGRAPHICS - Gender, age, marital status, income level, location, education • PSYCHOGRAPHICS - Personality, values, attitudes, interests, lifestyles • BIOGRAPHIC - Industry, seniority, functional area, role, responsibilities, knowledge, risk • MOTIVATION - Needs, goals, pains, ideals, challenges • RELATIONSHIPS Individual, directed, collaborative, competitive, contentious, subordinate, superior, consensus. • MODALITY - Methodical, spontaneous, humanistic, competitive Finalizing to fill in the persona template: • Goals, • Problems, • Mindset, • Attitudes, • Skills, • Competencies, • Passion, • Challenges, • Supportive environment. The Personas Tool workshop empowers participants to think creatively, understand the multidisciplinary nature of STEAM education, and develop empathy for future innovators—a testament to the transformative potential of integrating arts into innovation and entrepreneurship education.
STEM topics covered	The workshop encourages critical thinking and multidisciplinary problem-solving, integral to STEAM education.
Arts topics	The personas tool bridges the gap between arts and STEM disciplines, promoting artistic thinking in innovation.
STEAM approach explained	This exercise exemplifies the integration of arts into STEM subjects, nurturing creativity, and fostering holistic skill development.
Setting	This workshop can be conducted in various settings, such as classrooms, workshops, or group learning environments.

Time frame	The workshop duration can be adjusted based on the depth of exploration, typically lasting 60-90 minutes.
Group size	Participants can work individually or in small groups, facilitating discussion and idea exchange.
Schedule and activities	1. Introduction to the concept of STEAMPRENEUR personas. 2. Group discussions on how these personas operate (might be based on previous game „Yes and Story“ results). 3. Utilization of internet sources and information from the artist project. 4. Definition of main persona elements and template completion. 5. Presentation of STEAMPRENEUR persona profiles. 6. Reflective discussion on group results and insights.
Age group / level of study	
Preparation needed / pre-requirements	No specific preparation is required
Instructions for students	Participants will collaboratively develop STEAMPRENEUR persona profiles, filling out template sections and reflecting on their creations.
Instructions for facilitators	Facilitators should guide discussions, provide necessary information, and oversee the template completion process.
Lessons learned	-
Additional materials	The workshop utilizes persona templates to guide the creation process.
Inspiration if any, sources	This exercise is inspired by the concept of personas in design thinking and innovation.
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