

Fram Focus volume 5:2 - September 2019

In this issue:

- **2019 Fram Signature Events & Lecture September 17th 2019 – REGISTER TODAY!**
- Focus on Signature Speaker Doug Melton of KEEN
- A Few Thoughts: Jennifer O'Neil
- From Gene Fram: "Tim Cook Just Revealed Steve Jobs Convinced Him to Join Near-Bankrupt Apple With 1 Powerful Thought" by Scott Mautz, CEO of Profound Performance, Author, and Adjunct Professor for the Kelly School of Business at Indiana University

2019 Fram Signature Lecture: [REGISTER HERE TODAY!](#)

In addition to engaging with students and faculty over the course of two days, Dr. Melton will be presenting:

“POWERFUL STUFF: An Entrepreneurial Mindset Built Upon Critical Thinking” with Doug Melton of KEEN

Date: Tuesday, September 17, 2019

Time: 3:30pm – 4:45pm

Place: Ingle Auditorium (*Reception immediately following in Fireside Lounge*)

*Access Services will be providing interpreters for this event

Through the natural course of life and work, we get opportunities to pilot powerful vehicles. On a given day, they might take the form of an e-bike, a sports car, motorboat, an airplane – or perhaps ones that offer a different type of adventure: an educational endeavor, a project, or even a single brilliant idea. Through this interactive and fun presentation, you will have an opportunity to consider how mindset and critical thinking are vital to piloting vehicles of any type. From this presentation, you will take away an understanding of a particularly powerful combination; an entrepreneurial mindset built upon critical thinking and focused on creating value.

Focus on Signature Speaker Doug Melton of KEEN

Dr. Doug Melton, a director for the Entrepreneurial Engineering Program at The Kern Family Foundation, is passionate about developing engineering education that fosters an entrepreneurial mindset in students. Melton works closely with faculty and administrators at the universities that comprise the Kern Entrepreneurial Engineering Network (KEEN), which works to develop future generations of entrepreneurially minded engineers by investing in initiatives and programs at select institutions of higher learning.

As an organization, KEEN believes that engineers with an entrepreneurial mindset transform the world and that engineers equipped with this mindset understand the bigger picture, can recognize opportunities, evaluate markets, and learn from mistakes to create value for themselves and others. Read more about KEEN [HERE!](#)

A Few Thoughts

With this issue of the Fram Focus we meet one of RIT's notable critical thinkers, Jennifer O'Neil:

Dr. Jennifer O'Neil is an Assistant Professor in the College of Engineering Technology. She shares how she helps students develop critical thinking skills by presenting them with ambiguous problems and letting them struggle for a bit BEFORE guiding them on an approach to obtain the best solution. Read her answers to a few critical thinking questions [HERE!](#)

From Gene Fram

“Tim Cook Just Revealed Steve Jobs Convinced Him to Join Near-Bankrupt Apple With 1 Powerful Thought” by Scott Mautz, CEO of Profound Performance, Author, and Adjunct Professor for the Kelly School of Business at Indiana University. Read more [HERE!](#)

