TIA was started by Andy Greenfield ’74, Bob Gold ’80, and Wills Hapworth ’06, Colgate alums, who believe in the value and importance of helping students learn the craft of moving from thought into action. Mentors are Colgate alumni and/or parents who have had success as an entrepreneur and have a passion for mentoring, entrepreneurship, and working with students. Mentors have direct experience creating companies, organizations, non-profits—they are people who have experience going from thought into action.

Each TIA seminar is led by an experienced mentor following a core curriculum that focuses on ‘practical entrepreneurship’. Mentors are available throughout the month for individual mentor/student conference calls or online interaction to review progress. TIA is not about required reading, papers, or exams. It is about experienced mentors teaching and mentoring the craft of moving from thought to action in the real world.

If you or someone you know is interested in becoming a TIA mentor, please contact Thirza Morreale at tmorreale@colgate.edu or (315) 228-6776.
Thought Into Action

Get the tools, methods, tactics and strategies required to go from concept to execution, from idea to reality... from Thought Into Action!

The primary objective of the TIA seminars includes offering selected students the tools, tactics, strategies, and support to help them learn how to move from ‘knowing’ to ‘doing’, from ‘theory’ to ‘practice’, from ‘thought’ to ‘action’. At the completion of the TIA seminars, students will have had the transformative, confidence-building, and leverageable experience of having done what very few people have done - - actually turned an idea into reality.

Specific course content will be flexible, depending upon the mentor(s) who are teaching the course. However, there will be a core set of skills, threaded together in a natural order, which will be included in every TIA seminar section, including (but not limited to):

- Identifying and refining an idea
- Positioning and presenting an idea
- Assessing the power, consumer-relevance, and uniqueness of an idea
- Developing a business plan
- Creating an action plan
- Marketing the idea
- Building a team: hiring, managing, and delegating
- Financial recordkeeping
- How to make “the ask”

Why Thought Into Action?
The Thought Into Action Institute (TIA) is premised on three beliefs:

- One of the primary roles of a liberal arts college is to prepare young men and women to make a positive difference in the world;
- The only way to make a difference is by doing something, by making something happen, and by moving from theory to practice;
- Colgate is uniquely positioned to offer students the opportunity to take the critical thinking and communication skills that are a hallmark of a Colgate liberal arts education, move from theory to practice, and make something happen.

Frequently Asked Questions

Who is eligible to take the TIA seminar?

Any Colgate rising sophomore, junior, or senior with: an idea you want to make happen; the entrepreneurial passion and drive to make your idea “go live”; and the time, commitment, passion, and discipline to do the hard work of turning ‘thought’ into ‘action’.

When does the class meet?

Thought Into Action is a one-year seminar that meets once a month on Saturdays, from 11:00 a.m. to 4:00 p.m. There will also be individual phone or electronic conferences with mentors throughout the month to review your progress and tackle any challenges you encounter. Expect to spend about the same amount of time as any of your other courses at Colgate.

Will I get course credit for the TIA seminar?

There is no course credit for the TIA seminar. However, you will develop a credential certainly as powerful as any for-credit course you can take—namely, you will be able to point to the fact that you have done something that most students (or people) have never done: taken an idea, and made it “go live”.

What if I go abroad for a semester?

You can still attend the seminar. We’ll have you put on your best clothes for a skype session where ever you might be.

How do I apply?

The application process is short and sweet. Go to http://colgateeclub.com/tia/students/application (or use the 3-D barcode on the back cover) and complete a simple 3-question application:

- What is the idea you want to make happen?
- Why do you want to make it happen?
- Why do you believe you have the "stuff" to make it happen?

Applications will be reviewed and selected students will be interviewed for open spots. Applications are accepted in the spring for the following academic year.

“Ninety-nine percent of the people I have met in my life have had a good idea—but only a tiny fraction of those people have turned their idea into reality”

- - Andy Greenfield, ’74