TIA was started by Andy Greenfield '74, Bob Gold '80, and Wills Hapworth '07, 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 Jean Schroder at: jschroder@colgate.edu or (315) 228-6926.
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!

Thought into Action (TIA) is an incubator for student ventures. Every year a select group of pioneering students learn what it really means to be an entrepreneur by taking an idea and making it “go live”. In TIA, passionate students take their own ideas and move from theory to practice, while guided by the invaluable mentorship of entrepreneurial alumni and parents. The process demands creative thinking, humility, problem solving, selling, decision making, hard work, negotiating, risk taking, and perseverance; all fundamental characteristics of being an entrepreneur and entrepreneurial.

The students’ ventures in TIA are a direct reflection of their interests and passions, and include for-profit, non-profit, and campus and community-based initiatives. TIA provides students unique access to an elite group of entrepreneurs dedicated to mentorship and the exchange of practical knowledge and experience. As they turn their ideas into actual enterprises, students master the “craft of doing”, while navigating the adrenalized world of entrepreneurship. The character-building skills students develop in TIA are relevant and leverageable for the rest of their lives. The TIA experience increases their odds of success in all future efforts.

TIA is a year-long program, and offers successful student entrepreneurs the opportunity to return for subsequent years. It is open to first-years through seniors.

Why Thought Into Action?

The Colgate University 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 student 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 may 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, f’r that matter) have never done: taken an idea, and made it "go live".

What if I go abroad for a semester?

What if I play a varsity sport?

Experience has shown that it is difficult to participate in the program while either on a study abroad or participating in a varsity sport in the fall. If you plan on going abroad or playing a sport, and would like to participate, you should plan on working with a partner / team who will be on campus and can attend the monthly TIA seminar.

How do I apply?

The application process is short and sweet. Go to http://tiainstitute.com/projects/apply/ (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.

“...the critical skills we teach in the liberal arts; how to put issues in perspective, how to understand disruption, how to understand change; these are precisely the characteristics that distinguish entrepreneurs who must not only understand how things are, but how things might be.”

Colgate President Jeffrey Herbst