



**By Ronni Cohen**

**Team Assessment by Dr. Cathy Ashmore**



The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 ( c ) ( 3 ) corporation. Composed of over 100 member organizations, the Consortium is celebrating its 27th year with the anniversary conference in Norfolk, VA and planning for leadership in the 4th annual National Entrepreneurship Week to be celebrated February 20 - 27, 2010. For details go to [www.nationaleweek.com](http://www.nationaleweek.com) .

# Welcome to the **TEACHER RESOURCE** section!

Here you will find ideas to discuss and extend the information in this month's Future CEO Stars issue.

Now that the magazine can be enjoyed FREE online for all of your students we want to encourage you to use it as a curriculum tool...not just an interesting resource. Many of you will have your own ideas for activities and questions for stories in each issue. In case you want to extend the learning, I hope you will try some of my suggestions.

Pick and choose the ideas that work best for your students and you. You will find a variety of critical and creative thinking activities and strategies for all ages and skill levels.

Each activity is organized to help your students "RUN the RACE" for their future.

**ON YOUR MARK** - competencies listed

**GET READY** - introduction to the article

**GET SET** - Activities to encourage critical and creative thinking

**GO!** - opportunities to personalize and extend the learning experience

You will see there is no answer key. I have purposely omitted creating one for two reasons:

1. there are many correct answers and solutions.
2. I can remember the first time a student gave me an answer not in red in the teacher's guide.

it started me on my own journey of lifelong learning...to find the answers. And I am still looking.

However assessment of your students is important for their growth. We have provided a Team Activity and Assessment Rubric at the end of this Guide. As a result you can provide a project based on the magazine once a month and evaluate the work demonstrated by your students. Hope you will join this journey with me and share your ideas.

Ronni Cohen

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# *“Living My Dream” by Natasha Spedelle* page 8

## ON YOUR MARK

Competencies:

A Actualization

A 24 Use external resources to supplement entrepreneur’s expertise

B Entrepreneurial Traits

B 03 Demonstrate Initiative

B 05 Exhibit Passion for Goal Attainment

H Professional Development

H 18 Use networking techniques for professional growth

## GET READY

- Read about Natasha Spedelle and her perspective on the secrets to her entrepreneurial success. Wise words from a Future CEO Star!
- Entrepreneurial characteristics? Natasha, creator and owner of Bling Bling, exhibits many of them: risk taking, perseverance, curious, creative, positive can do attitude, gives back to the community.

## GET SET

- Natasha said she was one of 96,000 applicants for a CocaCola® scholarship. She was the one who won! She said she entered more contests and won some.
- How many times have you seen or heard about a contest or scholarship and thought "I won't win..."?
- Have you ever entered a contest and surprised yourself by winning? Do you give up?
- How does the quote "Progress always involves risk; you can't steal second base and keep your foot on first base" apply to an entrepreneur? (Frederick Wilcox)
- Are some risks more worth taking than others? What is a calculated risk?
- List at least 3 ways Natasha promoted herself and her business.
- How does Natasha keep her business funded? Why is it important to reinvest in one's business?
- Why not just spend all the profits?
- What could Natasha do if her "capital" envelope is empty and she wants to expand?

## GO!

- What are Natasha's 3 secrets to her success?
- Email or interview an entrepreneur asking for his/her secret of success.
- Write your own 3 secrets to success. Are they similar to Natasha's?

# *“Sunflower Shower” by Jackie Zehner* page 13

## ON YOUR MARK

Competencies:

### A Entrepreneurial Processes

- A 02 Discuss Entrepreneurial Discovery Processes
- A 04 Determine opportunities for venture creation
- A 07 Generate venture ideas
- A 08 Determine feasibility of ideas

### L - Information Management

- L 08 Determine a unique selling proposition
- L 16 Conduct Market Analysis

## GET READY

• Read about Jackie Zehner and her “Sunflower Shower” head. Jackie Zehner is a creative 8 year old. While standing under a huge sunflower, she pretended she was taking a “Sunflower Shower.” Her thought connection led her to imagine any number of flower shower heads; she entered her idea in the InnovationErie Contest.

## GET SET

- Should Jackie stop with just showing her idea? OR Should she find a way to produce these flowering shower heads?
- Would anyone buy a flower shower head?
- How could you find out if there would be a market for her business?
- Do an informal "market survey" asking 5 adults if they would buy a shower head if it were shaped like a sunflower. From the answers:
  - Do you think Jackie's flower showerhead is a sound business idea? Why? or Why not?
  - What questions must Jackie consider before producing shower heads?
  - What tools could she use to assess the risks and rewards of a flower shower head business?
- Do an online search to see if flower showerheads and sunflower shower heads already exist.
- List at least 3 ways Jackie could differentiate her product from shower heads already on the market.
- Create an ad for sunflower shower heads showing at least 1 way Jackie's shower head is different from what is already on the market.

Now try a SWOT analysis of Jackie's sunflower shower idea:

- S What are the strengths of her idea?
- W What are the weaknesses of her idea?
- O What are the opportunities associated with her idea?
- T What are the threats associated with her idea?

Before she proceeds with producing showerheads, she needs to take a quick POP Test:

- P Is the idea possible with the resources she has?
- O Is the idea original?
- P Is the idea her passion, something she really wants to pursue?

## GO!

YOU BE THE JUDGE - Should Jackie actually consider producing flower shower heads?

Think of a product you might want to develop. Use either the SWOT or POP Test to evaluate your idea.

## ON YOUR MARK

Competencies:

A Discovery

A 02 Discuss the entrepreneurial discovery process

A 20 Explain factors to consider in determining a venture’s human resource needs

A 35 Explain the need for continuation planning

B Entrepreneurial Traits/Behaviors

B 03 Demonstrate initiative

B 05 Exhibit passion for goal attainment

B 12 Describe desirable entrepreneurial traits

C Business Foundations

C 04 Explain opportunities for creating added value

## GET READY

- Jay's mom was working at home doing nails to help support her family. Her clients often brought their children with them, and Jay's mom had the great idea of Jay's siblings tutoring any of these children who were struggling in school. Four years later, when Jay was a ninth grader, he was eager to join his siblings who were earning money for tutoring.
- Soon, Jay wanted more than tutoring with his siblings and YOU ASK, WE TUTOR! was born with the addition of 10 tutors!

## GET SET

- Describe the growth of Jay's business by drawing a timeline extending it to Jay's college years with his future plans. How successful do you think this business could be?
- Think of 3 more ways it could be expanded to provide more specialized services such as the SAT prep.
- In addition to his website, how do people learn about his business?
- Successful entrepreneur Ewing Marion Kauffman lived by 3 principles:
  1. Treat others as you want to be treated
  2. Share the rewards with those who produce
  3. Give back to the community
- Which of these principles are evident in Jay's YOU ASK, WE TUTOR! ?
- What was the great competitive advantage Jay and his teen tutors had?

## GO!

- How might Jay find funding to provide free tutoring for students who cannot afford the cost of tutoring?
- Jay's mom combined manicures with tutoring. Why did this combination work so well?
- Can you think of other work-at-home businesses that could be paired and be productive?

Try these to get you started

Pet grooming and \_\_\_\_\_

Day care and \_\_\_\_\_

Tailoring and \_\_\_\_\_

Vegetables from your garden and \_\_\_\_\_

## ON YOUR MARK

Competencies:

A Entrepreneurial Processes

A 03 Assess global trends and opportunities

A 04 Generate venture ideas

A 35 Explain the need for continuation planning

A 37 Evaluate options for continued venture involvement

B Entrepreneurial Traits/Behaviors

B 12 Describe desirable entrepreneurial personality types

C Business Foundations

C 05 Determine issues and trends in business

C 09 Describe the need for and impact of ethical business practices

L Marketing Management

L 15 Select Target market

## GET READY

- Read about Alexis Oliver and her jewelry business which uses recycled and post-consumer waste materials. Alexis has plans for future expansion and along the way, she makes sure to help others.
- Then check out FAIR TRADE and its benefits:

[www.transfairusa.org/content/about/benefits.php](http://www.transfairusa.org/content/about/benefits.php)

## GET SET

- What entrepreneurial characteristics does Alexis exhibit?
- How does Alexis’s business support green efforts?
- What other recycled and post-consumer waste resources could Alexis use in her jewelry business?
- Create a timeline for Alexis’s business starting with her bottle cap jewelry through her ideas for future expansion.
- Describe what you think the target market for Alexis’s product is.
- Evaluate these two websites to see if you think they would be good sites through which Alexis could market her product:

[www.theanimalrescuesite.com](http://www.theanimalrescuesite.com)

[www.etsy.com](http://www.etsy.com)

## GO!

- Collect bottlecaps, buttons, material scraps, etc.
- Create a marketable product using these recycled materials.
- Describe the target market for your product.
- Create an ad for your product.
- Find at least one online site through which you could market this product.

# *“A Design For Success” by Esther Stoneburner* page 21

## ON YOUR MARK

Competencies:

A Entrepreneurial Process

A 13 Describe entrepreneurial resources useful to entrepreneurs during concept development.

A 24 Use external resources to supplement entrepreneur’s expertise

E Digital Skills

E 11 Demonstrate basic search skills on the web

E 14 Communicate by computer

K Information Management

K 15 Select sources of business startup information

## GET READY

- Read about Esther Stoneburner’s entrepreneurial experience at the IIEE Entrepreneurs Conference.
- Although Esther had owned a business for four years, she said she quickly discovered there was much more to learn when she enrolled in a business class.

## GET SET

- What do you think she found she had to learn when she enrolled in the business class?
- Explain this analogy, “In many ways, a business plan is to a business what a recipe is to a cake. “
- What skills did Esther practice at the IIEE Entrepreneurs’ Conference?
- In the last two sentences of this story, Esther gives some critical business advice and perhaps a secret to her success.
- What is her advice? Do you think this is good advice?

## GO!

- Use the web. Find 3 conferences and camps for Future CEO Stars to learn more about venture creation.
- Think about Esther’s advice. Now interview by phone, in person, or by email, 3 entrepreneurs.

Ask each of them to complete the sentence:

If you ever start a business, make sure . . . .

Did any of the entrepreneurs give advice similar to Esther’s?

- NOW, use your own words to complete the phrase:

If I ever start a business, I will make sure . . . . .

# TEAM ASSESSMENT

Each issue of Future CEO Stars provides a large number of student success stories that can stimulate creative thinking and analysis. As part of your curriculum you will need to establish a way to assess the work of your students.

Although you could analyze their work based on any given activity in this teacher guide, we are suggesting you assign teams the opportunity to choose a story of their choice and provide a written or oral report on that young entrepreneur's ideas. You may require them to each select a different story.

Ask them to consider what problems the student might have encountered, how they would solve those problems, why the student is successful and how they think this person will be more successful. Consider if this is an opportunity you might be interested in and why. Suggest that they consider using their own entrepreneurial skills and demonstrate them in their report.

Following is a suggested rubric to be used in evaluating each team's report.

TEAM ASSESSMENT				
Values	3	2	1	0
<b>1. Identify Problems</b>	Clearly explained author's problems	Repeated only the problems the author had identified	Provided little understanding of the author's problems	Problems not addressed
<b>2. Analyze Successes</b>	Identified most important reasons for success	Repeated the reasons for success provided by the author	Provided little analysis of factors of success	Successes not addressed
<b>3. Suggest New Approaches</b>	Provided creative ideas to help this business grow	Suggested at least one good idea for growth	Provided minimal thought for the future of this young entrepreneur	No new approaches suggested
<b>4. Use of Entrepreneurship Skills/ Performance Indicators</b>	Demonstrated significant use of entrepreneurship performance indicators	Showed understanding of entrepreneurship skills	Used minimal entrepreneurial skills appropriate for this activity	No entrepreneurial skills demonstrated
<b>5. Quality of Work</b>	Presentation showed creative thinking applied to the author's story	Presentation met acceptable report requirements	Presentation showed minimal analysis and suggestions for this business idea	Presentation quality was not acceptable
<b>Team Report Total</b>				