

Name:  
Business Name:  
Partners' Names:

**Foundational Values**

Take a few minutes to think about the eight Foundational Values. When, during the Market Day project, did you find yourself using or demonstrating one or more of the Foundational Values? Give specific examples.

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Now give specific examples of instances when you were not using or demonstrating one or more of the Foundational Values.

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How did this affect the your business during your Market Day project? Be specific.

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How did that make you feel?

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## Market Measures

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Did you see examples of the four Market Measures during the Market Day project? Give examples.

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How did this affect your business during your Market Day project? Be specific.

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## The Four S's

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Did you and/or your business experience scarcity, self-interest, subjective value, or sunk cost? Give examples.

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How did this affect your business during your Market Day project? Be specific.

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How did that make you feel?

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## Ricardo's Law

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Did you see examples of Comparative Advantage and Opportunity Cost? Tell me about them.

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How did this affect your business during your Market Day project? Be specific.

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How did that make you feel?

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