

## Teacher Overview

This activity allows students the opportunity to independently research an entrepreneur from history who made an impact on their community, economy or the world. The students are encouraged to use a little creativity as the activity requires the students to create a collage of images and words to describe their respective entrepreneurs. Finally, the students will present a short pitch about their entrepreneur.

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**STUDENTS CREATE A COLLAGE OF IMAGES AND WORDS  
TO DESCRIBE ENTREPRENEURS**

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## When to Use This Lesson

Assign 100 Entrepreneurs that Changed the World after introducing the YE definition of entrepreneurship to your students.

## Time

Students will need ample time to research their entrepreneur, create a collage, and present. The amount of time required for this activity will depend on the size of the class and the length of the pitch. Students could give elevator pitches, which encourage summarization of content into a way that appeals to the listener. This is an approximation: 10 minutes for explanation, 45 minutes for research and collage creation, 80 minutes for pitches.



\*3-5 minutes pitch per person is one option

## BEFORE CLASS PREPARATION

- > Review provided teacher resources.
- > Vet list of 100 Entrepreneurs that Changed the World. You may choose to not include some in the list or to add some that are not on the list. Use your discretion.
- > Print list of 100 Entrepreneurs that Changed the World. Cut into strips. You will use these as a way for students to randomly select the entrepreneurs they will research.
- > Print handout to explain activity. You will need to make sure you have altered the provided documents to reflect the specifics of your classroom, schedule, and lesson plan.
- > Alter provided PowerPoint to reflect the specifics of your classroom, schedule, and lesson plan.
- > Determine length of pitch. You should consider your class schedule as well as class size.

## LEARNING OBJECTIVES

- > Principled Entrepreneurship LO 1a, 2c

## FOUNDATIONAL VALUES

- > Passion
- > Opportunity
- > Sound Judgment
- > Knowledge
- > Freedom

## KEY TERMS

- > Entrepreneur
- > Entrepreneurship
- > Entrepreneurial mindset
- > Principled Entrepreneurship

## MATERIALS

- > Handout to explain activity and/or PowerPoint slide to display
- > Computers/laptops

## ACTIVITY INTRODUCTION

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- > Review the definition of entrepreneur. Ask students to describe someone they consider to be a successful entrepreneur who has changed the world.
- > Tell students they will have an opportunity to research an entrepreneur who changed the world.

## ACTIVITY DIRECTIONS

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- > Give each student a handout explaining the activity. And project PowerPoint slide describing the activity.
- > Go over the activity expectations.
- > Draw a slip of paper. This is the entrepreneur you will research. The goal of the research is to determine what makes this person an entrepreneur (by YE's definition).
  - Create a collage in Word. Change paper size by clicking on the "Page Layout" tab, "Size", "Legal". Let them choose Landscape or Portrait orientation.
  - The collage should include but is not limited to:
    - Your entrepreneurs first and last name
    - 1 picture of the entrepreneur
    - At least 5 words to describe your entrepreneur
    - At least 5 photos to identify your entrepreneur's businesses and/or products
  - Ask students to "turn in" their collages in whichever way you typically accept assignments. (Google, Share Drive, the Cloud, print, etc.)
    - Having students "turn in" assignments electronically allows you the opportunity to project their respective collages on screen as they pitch about their entrepreneurs.
    - If you have the capabilities, print the collages in color and project them using a document camera.
- > The pitch
  - You will pitch for 3-5 minutes while your collage is displayed for your peers to see.

## ACTIVITY DEBRIEF

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- > Ask your students what these entrepreneurs had in common.
  - Did these entrepreneurs "solve problems for profit"?
- > What made them successful?
  - Were these entrepreneurs successful on their first try?
  - Did they ever fail in their entrepreneurial efforts?
- > What if they had never decided to be entrepreneurs?
  - Would there be any companies/products/services that we would not have today?
- > Ask your students if they think they have any of these characteristics?
  - If so, were they born with these traits?
  - If not, do they think they can learn them? This question can lead to a discussion about fixed mindsets.

## ACTIVITY DEBRIEF CON'T

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- > In what way(s) did your entrepreneur improve the lives of others? How might we know if the entrepreneur found fulfillment in their work? What does finding fulfillment in ones life look like? what might it feel like?
- > What were some ways the entrepreneurs you researched were opportunity obsessed?
- > What examples did you see in the entrepreneurs of finding opportunities in the obstacles they overcame in their life?
- > What evidence do you see in the entrepreneurs you researched that they created benefit to society while being good stewards of the resources they used?
- > How did your entrepreneur acquire knowledge used to benefit others in their work?
- > Is their evidence the entrepreneur you studied relied on the knowledge and expertise of others to create value for society?
- > What connections do you see between the value your entrepreneur added in the marketplace and the well-being of society? How was society better off?
- > Did your entrepreneur benefit from the freedom to compete in an open marketplace? Did society benefit?
- > Do you see a connection between your entrepreneurs right to own and operate a business in the marketplace and the well-being of society? Discuss.
- > What evidence is their that the entrepreneur you studied was respectful of the rights of others?

### NOTES

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