

## Teacher Overview

**T**owers is a game that demonstrates the importance of both doing business profitably and also doing it “the right way.” In the real world, customers generally can choose not to do business with your company for any reason. Regulators can restrict or shut down your business if you don’t follow the rules. Doing business “the right way” matters.

After completing Towers, students better understand the importance of conducting business using the Foundational Values to create long-term value.

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DEMONSTRATES THE IMPORTANCE OF BOTH  
DOING BUSINESS PROFITABILITY AND ALSO DOING  
IT “THE RIGHT WAY”

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## When to Use This Lesson

Towers is the first activity in our YE Core roadmap. It can be repeated at any point throughout your program.

## Time



## BEFORE CLASS PREPARATION

- > Review activity guide to ensure understanding of activity instructions and debrief.
- > Purchase materials needed for activity.
- > Arrange classroom if necessary.

## LEARNING OBJECTIVES

- > Principled Entrepreneurship LO 4e, 4i, 4l
- > Innovation LO 4b

## KEY TERMS

- > Self-Interest
- > Trade-offs
- > Incentives
- > Shared Knowledge

## FOUNDATIONAL VALUES

- > Be Principled
- > Knowledge
- > Freedom
- > Opportunity
- > Sound Judgment
- > Win-Win Focus

## MATERIALS

- > Paper and newspaper
- > Scissors
- > Tape
- > Popsicle sticks (or equivalent)
- > Paper clips
- > Wire (or equivalent)
- > Foam board
- > Markers
- > Principles rating form (optional)

## ACTIVITY INTRODUCTION

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- > (Instructor note) All information and materials needed to complete the task at hand are distributed to the teams before the activity begins.
- > However, each team is given exclusive control over certain materials that the other teams do not have.
  - Ideally, the teams will start sharing their resources and/or work together. Please do not tell them they can share; hopefully they figure it out themselves. The teacher decides what materials to give each team. Example: Give one team all the paper and another team all the popsicle sticks, etc.
- > Before you begin, announce the goals:
  1. Build the tallest tower
  2. Build the most beautiful tower
  3. Do business in accordance with YE Foundational Values
  4. Maximize tower height for the whole city

## ACTIVITY DIRECTIONS

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- > Place students into teams of 4-5.
- > Tell teams they have 20 minutes to build the tallest free-standing tower possible.
- > Remind students, each team has exclusive control over the materials they will be given.
- > Distribute materials. Give each group one or two types of materials but do not give two groups the same thing. If you give them two it is good to give them things that do not work well together. For example;
  - Group 1: foam board and paper clips
  - Group 2: markers and tape
  - Group 3: pipe cleaners and paper
  - Group 4: popsicle sticks and newspaper
- > After the 20 minute building round, each team will quickly present their tower for measurement (10 minutes)
- > The total number of YE Dollars distributed to the winning team will be based on the average tower height in the room.

## ACTIVITY DEBRIEF

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- > Was trying to build the tallest and most beautiful tower difficult?
- > Was it more difficult while trying to do it in a principled way?
- > Was it difficult to keep ALL four goals in mind while participating in the Towers activity? Why or why not?
- > What about trying to maximize tower height for the whole community was difficult? What made that harder or more difficult?
- > Is trying to maximize tower height for the whole community something that happens in the real world? (Don't limit this to charity. Businesses have to cooperate with one another. Vendors, suppliers, and partners are all businesses with whom an entrepreneur must cooperate to build and sell her product. Doing business in a principled way is critical to these relationships too, not just to customer relationships).
- > How did you display the Foundational Values while completing the activity?
- > Which Foundational Values did you see a lack of while participating?
- > In this activity, participants apply a few very important aspects of Foundational Values:
  - Sound Judgment or Be Principled — doing business “the right way”
  - Knowledge – engaging in knowledge sharing and trading on an open market to get the materials they need.
  - Opportunity or Win-Win Focus — deciding what to build and how to build it. Deciding whether to focus on tallest tower, most beautiful tower, or both.