

# Concept Development

## Sweet Success

### Takes a Dream (and Hard Work)

#### Targeted Teaching Topic

#### Teaching Tips

Entrepreneurial Skills	
The Processes and Traits/Behaviors associated with entrepreneurial success.	
A	<b>Entrepreneurial Processes</b> Understands concepts and processes associated with successful entrepreneurial performance

### *Relevant National Content Standards for Entrepreneurship*

Concept Development	
A.09	Describe entrepreneurial planning considerations
A.10	Explain tools used by entrepreneurs for venture planning
A.13	Describe external resources useful to entrepreneurs during concept development
A.14	Assess the need to use external resources for concept development

Entrepreneurship has become a popular term, but one that is difficult to define. In Michael Gerber’s opinion, entrepreneurship is all about taking the time to dream, writing down random thoughts and ideas, and allowing your creative side to take form on paper.

Rural communities have been battered by declining population, an aging population, and the out-migration of young people. It may be that we’ve forgotten how to dream...and dream big.

Rural communities offer incredible advantages, and with ever-expanding communication options and tools, there is practically nowhere in this world that an entrepreneur can’t develop a product, service, or idea that can become a successful business. But, we have to allow *and encourage* our young people (and those not-so-young) to dream. By giving people this freedom of expression, it’s possible to envision breathing new life into our rural communities and becoming the role model for not only the nation, but the world.

In this world of standardized tests, we have made it harder and harder to allow creativity to flourish. If America is to maintain its place in the global economy, educators have to be at the forefront of encouraging creative thinking and problem-solving, not just filling in a “bubble” on a standardized test scoring sheet.

The September 2007 Targeted Teaching Topic and Student Handout featuring Judith Ogden Larsen, founder of The Village PieMaker highlight not only the importance of dreaming, but characteristics such as positive attitude, risk-taking, believing in “gut feelings” and many more.



# Classroom Activities

## Classroom Activity #1

- Distribute copies of the Targeted Teaching Topic (Nebraska E-News Monthly, September 2007) and allow time for students to read. Encourage them to highlight or underline key ideas and phrases in the Topic.
- After adequate time has been given for everyone to complete the reading assignment, ask guiding questions such as:
  - How did Mr. Gerber define “entrepreneur?”
  - Do you agree with his definition? Why or why not?
  - Do you dream (or daydream) during the day? How much?
  - Do you ever get amazing ideas and forget to write them down?
  - What is the value of taking time to dream?
  - What is the value of jotting down your thoughts during time you set aside to dream?
  - Do you keep a journal (or diary)?



## Classroom Activity #2

- Distribute copies of *Sweet Success-The Story of The Village PieMaker* and have the students read in class or take home as a homework assignment.
- Again, encourage them to highlight or underline key ideas and phrases in the story.
- Have the students get in groups of 3-4. Ask each group to appoint a “recorder” to capture the group’s answers to these questions (or questions you develop). Then have each group report back to the class.
  - What were some key traits or characteristics exhibited by Ms. Larsen?
  - Was she a dreamer? Why or why not?
  - What were her thoughts on the keys to success as an entrepreneur?
  - Why did she choose Eustis, Nebraska when she decided to expand her business?
  - What are the advantages of building a business in a small community?
  - What are the disadvantages of starting a business in a small community?
  - Other questions....



### Classroom Activity #3

Using notebook paper and cover stock or construction paper have each student create an “E-Dream Journal.” Give them time to develop creative covers for their journals using markers, photos, magazine clippings, or stickers. The number of pages in each journal is up to you. Each page should represent one day for journaling. For each day that you have them write in their E-Dream Journal, do the following:

- Take 5-10 minutes at the beginning or end of the class period to have them open their journal and find the first blank page. Either in complete silence or with background music playing, have them “empty their minds” and think creatively. You may need to tell them that what they write down may be checked periodically to make sure that there is no inappropriate content, but you are the best judge of your classes! The focus of this journaling exercise is on creative thinking **from an entrepreneurial perspective**.
- At the end of the class period, instruct them to take their journals home with them and to take 5-10 minutes at the end of the day to record ideas they had during the day, interesting things they saw that might be developed into an entrepreneurial venture or just plain creative thoughts that popped into their heads.
- At the end of the journaling period, spend some time in class discussing what happened when they took the time to dream, to write down what they were dreaming about, and whether they think keeping an E-Journal is a good idea.

