

THE STRENGTHS LAB

The Strengths Lab is a non profit organization that empowers students to identify and develop their strengths.

Dear potential sponsor,

Thank you for your time, care, and consideration for support of The Strengths Lab. When you choose to support The Strengths Lab you are joining our community. This community is thoughtful and active in catalyzing student dreams to start businesses.

It is important there is equal opportunity for all students to know the value of their strengths and develop them in contribution to their community. We define a Builder as someone who has a natural gift to create economic energy and social impact where none existed before. By investing in these students, we are ensuring a more inclusive and vibrant future economy. Our mission and work are global, but the success of each community program depends on local sponsors.

The money that we raise covers the cost of two parallel efforts:

1. Widespread awareness and development of students knowing and owning their strengths as future job creators or workplace contributors.
2. Selected students learn the foundations of business, sales and leadership and apply their knowledge towards creating a profitable start up that brings social and economic value to their community.

This overview details the why and how of what we do and lists sponsorship levels. We believe in personalizing the experience of our student Builders and we believe in personalizing the sponsor experience. We look forward to working with you and/or the organization, business, or agency you represent to make your gift as impactful as possible.

We welcome you to guest teach in Builders programs, participate in our Advisory Board meetings, take a Builder out to lunch, or request regular updates on student progress. We hope you will join us in this mission. We look forward to hearing from you.

Regards,

Emily Massel, Director of Community Development

Build - er 'bildEr/

noun

**person who has a natural gift to
create economic energy and social
impact where none existed before**

Identify Builders early



DISTRICT OF COLUMBIA
PUBLIC SCHOOLS

Developmental interventions

WASHINGTON BUILDERS

College integration



Students join city entrepreneur community

Bailiwick
CLOTHING COMPANY
WASHINGTON D.C., USA

Jobs, scholarships, incentives



Sustainable start-ups



City growth



The Strengths Lab: Builders Program

The country needs builders. The talent and dream to be a builder can be found in every zip code in the United States, however the opportunity and exposure to develop this talent and dream is not. According to the Gallup World Poll, what every citizen in the world wants most is a good job. We must find and prepare young people who have the drive to address this global challenge. We also must do so responsibly and inclusively.

Students with an entrepreneurial mindset often need an outlet outside of traditional education institutions. We know that girls and minorities are underrepresented in entrepreneurship. Only 3% of venture capital goes to female founders and less than 1% goes to founders of color. We know students who have a family member who is a business owner are 3x's more likely to be an entrepreneur and students who write a business plan are four times more likely to start a business. Too many students simply don't have access to these role models, mentors, ideas, and plans. Without an intervention, our country loses out on fostering some of its most valuable young people.

Entrepreneurship, or business building, can become a pathway for students to take ownership over the trajectory of their life and of their community. We believe that particularly in cities undergoing rapid development such as Washington, DC, it is of utmost importance that young people gain influence by becoming an important part of the entrepreneurial ecosystem. We believe students will make our entrepreneur ecosystem whole. Washington Builders is a city model of this mission.

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Kang, Cecilia. "Obama's Top Tech Adviser Takes Fight for Silicon Valley Diversity to Washington." Washington Post. July 9, 2015. Accessed November 16, 2016. <https://www.washingtonpost.com/news/the-switch/wp/2015/07/09/obamas-top-tech-adviser-explains-why-silicon-valley-is-so-bad-at-diversity/>.

**KNOW YOUR STRENGTHS
BUILD A TEAM
START A BUSINESS
OWN YOUR FUTURE**

Intervention

BUILDERS BRINGS STUDENTS TOGETHER TO START A BUSINESS.

A cohort of 10-20 students intern together for high-intensity immersion in the start-up process by designing and launching a business in four weeks. The students are coached to build a product around their voice all the way through executing a business launch event. Students will receive 200 instructional hours in this program, earning a Builder Certificate in Entrepreneurship.

Success-defining Goals

1 **CREATE
ECONOMIC
INCLUSION**

2 **ENTREPRENEURIAL
STUDENTS APPLY THEIR
VALUE IN SCHOOL + WORK**

3 **BUILD BUSINESS ACUMEN,
LEADERSHIP, + COLLEGE
AND CAREER READINESS**

4 **START STUDENT-RUN
BUSINESSES**

Metrics

Successful Outcomes

STUDENT GROWTH

1. Start-up experience
2. Increased probability to start a business
3. Workforce readiness and ownership over future
4. Strengths-based approach to self-discovery and leadership

- 100% of Builders strongly agree that they “have the power to make my future better”.
- 60% of Builders applied to take over the business post-program.
- 100% of Builders spoke to 200-person audience about their passions and dreams.
- 100% of Builders interviewed a minimum of fifty adults.
- 100% of Builders strongly agree that they “used their strengths to help them achieve their goals”.

BUILDER BUSINESS

1. Become profitable
2. Promote what matters to DC youth
3. Employ Builders and other DC youth

- One business generated \$7,300 in sales.
- Three products that represent the voice of DC youth.
- Business launch event attended by hundreds of guests and a dozen participating vendors.
- Pop-up shops at Union Market, Gallup, and State of DCPS Address 2016.
- Online website and store.

LOCAL ECOSYSTEM

1. Local entrepreneurs support DC youth through coaching and mentoring
2. Make DC the most age-, ethnic-, and gender equal entrepreneurship community in the country
3. Make student-run businesses a new norm for ecosystems everywhere

- Cohort receives coaching from over 30 local entrepreneurs.
- Cohort spends personalized time with five CEOs.
- Cohort incorporates dozens of their peers in their business operations.
- Government officials welcome students into entrepreneurial ecosystem and participate in business launch.



Process

CITY READINESS

The Builders program is brought to a city that is ready to give priority to the development of its next generation of business owners.

A Builders program is run by a lead teacher and a lead community organizer. The teacher is responsible for preparing and executing the Builders curriculum. The community organizer is responsible for preparing the local entrepreneur ecosystem to mentor and coach the students and then welcome them into the community.

HOST COMPANY

The Builders program serves as a powerful platform for cross-sector collaboration that compliments the work of the school system.

Companies that have a passion for developing their city's youth in the areas of entrepreneurship, workforce readiness, and leadership host a cohort of Builders in their office space. The Strengths Lab recruits and selects staff to run the lab, places students in the cohort, and executes the curriculum. A host company's environment and support through employee's engagement with the students and guest teaching is a driving force for student workforce readiness. Additionally, host companies create relationships with young, local talent.

STUDENT RECRUITMENT

We select students who have the potential and aspiration to be successful business builders and leaders through a two-fold process. First, all candidates submit short-essay responses and complete Builders Profile 10, a development profile that provides immediate feedback to the student on their strengths as a business builder. Next, finalists are interviewed and selected. Some of the qualities we look for in Builders are unusually high levels of determination, risk assessment and management, disruptive thinking, business thinking, and salesmanship.

The Builders program collaborates with local public and charter school offices, city youth employment programs, and other NGOs such as Junior Achievement, Boys and Girls Clubs, NFTE, and The Future Project to reach student candidates.

POST-BUILDERS PROGRAM

All graduated Builders are invited to apply for a position as partner—assuming the responsibility for the sustainability, success and growth of their business and alumni network. TheStrengthsLab.org serves as an online marketplace for Builder-run businesses. This marketplace will grow to showcase cities successfully including youth in catalyzing economic energy.

COHORT LEADERSHIP TEAM ROLES

Primary Teacher

Community Organizer

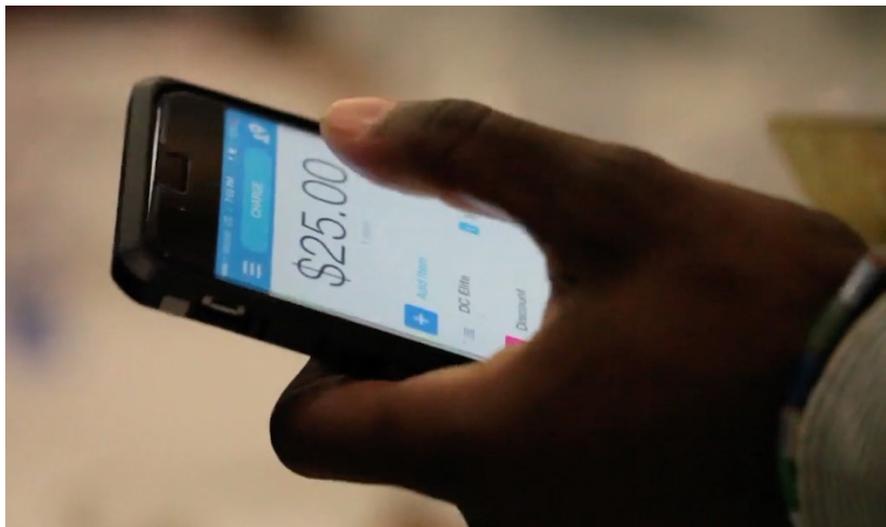
Admin/Ops./Technology Coach

Documentarian

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Curriculum

FOCUS ON STRENGTHS

Clifton StrengthsFinder serves as a language, a strategy and a compass for how Builders navigate and articulate their roles and responsibilities as leaders and teammates. Builders learn strengths-based hiring and management. This approach provides an early start to a great job roadmap for the future. It is widely used by over 15 million people in universities and organizations.

CHALLENGE-BASED LEARNING

Students learn through performance based experiences. Time-sensitive competition and evaluation are major levers for growth.

ENTREPRENEURIAL ECOSYSTEM

Builders are connected to the existing entrepreneurial ecosystem of their city. Through their business they make an important space for themselves. The Builders lean on local entrepreneurs and start-ups for:

- Expert Teachers— professionals from different industries teaching their craft
- Inspirational Teachers: Relevant leaders, who look, feel and relate to where the students are and act as a model for what their future could be
- Businesses and Leaders: Believers in youth entrepreneurs who want to give their time, space and resources
- Excursions: Field trips that expose students to a new way of city working, learning and living

STORYTELLING

Every great company starts with a great story. Builders listen to the stories of leaders and founders and learn to tell their own. They work together in an environment with constant articulation of who I am, who we are, what I want for the future and WHY.



LEARN BY DOING: START A BUSINESS

Product design (T-shirts), budget, sourcing, inventory management system, sales and marketing strategy, social media campaign, legal contracts, team management plan, market research, branding, event coordination, website design, content, and online sales management are practiced.

CULTURE SHOCK: FROM SCHOOL TO START-UP

We expect students to behave like a true start up team with accountability for outcomes and autonomy for pathways. They shift from learning in a school setting to a non-linear, no-rubric environment. Success or failure is self-directed and team-oriented. Every day there is a learning debrief, ongoing coaching and are incentives around individual/team performance. Peer review and recognition become important components.

BUSINESS LAUNCH EVENT

A comprehensive and cumulative showcase of Builders' business, learning and growth concludes the immersion experience. This sales event promotes the Builders mission and includes community members and stakeholders.

Program Tuition, Compensation, & Continuation

PROGRAM TUITION

The four-week Builders program tuition is \$1,800. The Strengths Lab works with philanthropic and corporate sponsors to create local scholarship funds that subsidize the tuition cost for as many student Builders as possible. The tuition includes student stipends, student-run business start-up cost, coaching from a certified Clifton StrengthsFinder coach, in addition to covering the expense of 200 program instructional hours associated with attaining the Builder Certificate in Entrepreneurship.

COMPENSATION

- Students have the opportunity to earn a \$100 stipend four times throughout the program at corresponding business milestones. The cohort has to reach the associated milestone to earn the stipend. To receive their payout, they must pass a round of reviews based on attendance, participation, and performance.
- Select cities partner with a local university to create dual enrollment opportunities for students to earn the Builder Certificate while also earning college credit in a business leadership course. The Thurgood Marshall College Fund provides scholarships to students to cover the cost of this tuition. The integration of higher education and scholarship money is part of the Builders program initiative to create a wholistic pipeline of entrepreneurial talent.
- Students decide their own pay system from their business revenue. A previous Builders group chose to share profit once their product expenses were paid. Performance-based pay is a way students gain autonomy and ownership for their work and success.

CONTINUATION

Builders are invited to apply for a partner position. Students with the strongest track record will be selected to continue running and growing the business. This team of students will be given simulated equity in the business with voting rights and control over profit payout.

Join the Movement

- Know a future Builder? Encourage students to apply for the Builders program at www.thestrengthslab.org/apply
- An entrepreneur yourself? We want you to share your own Builder story! Volunteer as a guest teacher or mentor. Sign up at www.thestrengthslab.org/getinvolved
- A company that cares? Sponsor a cohort of Builders in your city! www.thestrengthslab.com/ourpartners
- Believe in our mission? We invest a lot of attention and resources in our Builders because we see real impact. Donate to help us keep the mission going!
- Start-up or small business? Join our local tribe of entrepreneur leaders who care about developing students, host field trips, and collaborate with student businesses. www.thestrengthslab.org/joinourtribe

TOGETHER, WE CREATE

A COUNTRY WHERE STUDENTS UNDERSTAND THEIR INNATE TALENT AND UNIQUE PATHWAY TO A SUCCESSFUL, HEALTHY LIFE.

A COUNTRY WHERE BUSINESS BIRTHS ALWAYS OUTNUMBER BUSINESS DEATHS.

A COUNTRY WHERE A STUDENT OF ANY RACE, SOCIO-ECONOMIC STATUS, AND/OR GENDER, HAS THE SAME LIKELIHOOD OF BEING A BUILDER.

Partners Who Care



GALLUP®



UNION MARKET



CLIFTON FOUNDATION



Sponsorship Levels

We invite collaboration to personalize the partnership and sponsorship package in a way that honors your mission.

LEGACY

Legacy supports development of Builders and entrepreneurial culture across all city programs. You will have the opportunity to name the Builders programs you impact. You will also have the opportunity to share why the Builders mission matters to you. Legacy sponsors are champions of inclusive entrepreneur development and job creation.

\$100,000+

CITY

Let's create an inclusive pipeline of entrepreneurial talent in the city you care about. This contribution covers the start-up of a new city or ensures sustainability by supporting scholarships for multiple cohorts of Builders. A cohort ranges from 15 to 25 students. These Builders' scholarships will be named in honor of you or someone of your choice.

\$50,000+

BUSINESS

These funds cover start-up costs and business launch events for students. Students go through the process of paying back the investment in their product, but in addition to covering their product costs, we support the students' web development, office space, coaching, and marketing.

\$25,000+

SCHOOL

Help TSL send speakers and strengths-based entrepreneurship workshops to schools. Students learn their Builder Strengths and how to direct them toward future work, put into practice business concepts, and meet inspirational entrepreneurs.

\$10,000+

TSL SCHOLARSHIP FUND

All contributions to TSL Scholarship Fund are pooled to provide as many scholarships to students selected for a Builders experience, ensuring that cost does not create a barrier for student participation.

Related Success

DC BUILDER FELLOWS, GEORGE WASHINGTON UNIVERSITY

In 2015 a dozen undergraduate fellows from George Washington University were selected into The Strengths Lab first Builders program based on entrepreneurial talent and ambition. They were challenged to envision a high school that would best serve students like them. The fellows were guided through a strengths-based, mission oriented, incubation process where they interviewed hundreds of teachers, entrepreneurs, and students to understand the problems and best solutions for teaching entrepreneur youth. In a final presentation to stakeholders, fellows presented a one-semester high school B-corp that emphasized strengths culture, experiential learning, and business acumen. The GWU fellows laid the foundation for the Builders curriculum.

CLIFTON STRENGTHS INSTITUTE, UNIVERSITY OF NEBRASKA-LINCOLN

The Clifton Strengths Institute hosts a credit course for all 900 business school freshmen to tie strengths to future careers. The Institute annually identifies and trains 80 student strengths coaches. The student coaches collectively deliver small group and 1:1 coaching sessions across campus. The Builders honors program annually selects 25-40 students who have talent and dreams to join a like-minded community. They earn a 12 credit hour advanced certificate.

Kelsey Anderson, a newly minted strengths coach, believes “the training helps me recognize strengths in others, and I hope that I will continue to learn how to build strong teams by understanding my team members’ strengths.” Her coaching colleague, Patty Edwards, says “This knowledge helps me be a better listener, encourager and problem solver.” For many students, this may be the first time they get to know their strengths and it most likely will be their first experience with a personal coach.

WASHINGTON BUILDERS, DISTRICT OF COLUMBIA, VIRGINIA, & MARYLAND

The Builders curriculum was piloted in a five-week immersion for DMV 16-18 year olds in the summer of 2016 in partnership with the Marion Barry Summer Youth Employment Program. After vetting over 200 applications, 13 students were selected based on entrepreneurial aspirations and talent and came together to design and launch a business. Students created a three-product business—T-shirts designed around the voice of DMV youth. They launched an online website and shop, hosted a business launch event with a fashion show that was attended by hundreds, generated over \$6,000 in sales, and incorporated 50 of their peers into their business operations. They were invited to speak at the annual DCPS State of the Schools Address as well as various other entrepreneurship-related conference around the city.

“I personally witnessed a drastic change not only in myself but also in every single person who participated in the program. The program greatly improved my confidence in speaking and my effectiveness as a leader, as I now know where to devote my time and energy as a result of knowing my strengths. As a Builder, we were able to learn both about ourselves, and entrepreneurship and then apply what we knew to a real business, our own! Most importantly, I feel ready to act and start my own business, with the tools necessary to do so. Although the internship may be over for me, the t-shirt business is definitely still alive and well!” Michael Khiizgilov.

JOVENES EMPRENDIENDO, MEXICO CITY, MEXICO

Gallup began working with Mexico's Ministry of Economic Development, the Ministry of Education and several public high school systems in Mexico City in 2014 to begin systematically identifying and developing entrepreneurial potential. Gallup created partnerships with 40 different high schools. Teachers, alongside Gallup coaches, helped students complete the EP10, an assessment that produces a developmental profile with an individual's top strengths as a business builder. That year, 10,000 students across public high schools in Mexico City were assessed for entrepreneurial talent, and another 15,000 were assessed in 2015. An additional 15,000 are set to be assessed in the coming school year.

“Now that I know I have this talent to be an entrepreneur, it is my duty to my country and the world to make a change and create jobs for others,” Leonardo Gonzalez from CECyT 14 high school told Gallup Chairman and CEO Jim Clifton. “And I won't stop until I do.” Xochitl Martinez from IEMS Emiliano Zapata high school shared that if it wasn't for the program, she wouldn't have had the impetus to start a business. “It has allowed me to see my potential and for others to believe in me as well,” she said.

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Board

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