

From Rollers to Real Estate–Black Bear Painting |



Lesson Plan

What does it take for entrepreneurs to grow a business?

Students will understand how entrepreneurs grow a business by managing time, taking calculated risks, and building systems to handle daily operations, expenses, and employees.

Learning Objectives:

- Define and apply the key entrepreneurial terms.
- Explain how entrepreneurs use delegation and time management to scale a business.
- Evaluate how calculated risks can lead to growth.
- Describe how understanding the labor market and overhead costs helps entrepreneurs make smart decisions.
- Connect business decisions to financial outcomes like profit and expansion.

Key Vocabulary:

- **Delegation:** Assigning specific tasks or responsibilities to others on a team.
- **Time Management:** Using time wisely to complete tasks efficiently and reach goals.
- **Calculated Risk:** A decision that involves risk, but is based on research and likely to succeed.
- **Daily Operations:** The regular tasks that must be done each day to keep a business running.
- **Labor Market:** The exchange between workers offering labor and employers seeking labor, described in terms of supply and demand.
- **Overhead:** The ongoing operating costs of a business that are not directly tied to producing a specific product or service.

Educational Standards: CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

Academic Subjects: Entrepreneurship, American Values, Small Business

What You'll Need

- Video: *The Hustle: From Rollers to Real Estate–Black Bear Painting* (Watch [Here](#))
- Worksheet: *The Hustle: From Rollers to Real Estate–Black Bear Painting* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

Scan to watch episode:



1. **Begin by connecting to a familiar scenario:** Have you ever played a game like Diner Dash, Lemonade Stand, or any phone game where you start with a small business and your goal is to serve as many customers as possible? At first, it's easy.
2. Guide a discussion with these questions:
 - *What happens in those games when you don't hire extra help or upgrade equipment?*
 - *What choices do you have to make when your business in the game gets too busy?*
 - *What's the "tipping point" where you have to start thinking differently about how you run things?*
3. Present the following real-world business scenario to the students: You've been washing cars in your neighborhood for a couple of summers. It's good side money, and you can usually finish one or two cars in an afternoon. One day, a local delivery company asks if you'd be interested in cleaning their entire fleet of vans — a much bigger job than you've ever done before.

You start thinking this could turn into something bigger. But to take on jobs like this, you'd need more equipment, and maybe even hire a couple of friends to help. All of that costs money you don't have yet.

You could use your savings or take out a small loan, but you'd need to make enough money in the next few months to cover those costs. If the big jobs keep coming in, you could grow your business. But if they don't, you might be stuck with expenses you can't pay off.
4. Ask students these questions:
 - Would you take the risk of buying equipment and hiring help to grow your business? Why or why not?
 - Name two reasons why this decision might not work out.
 - Name two reasons why it might be worth it.
5. **Write the following key vocabulary terms on the board.** As you introduce each one, connect it back to the painting business scenario:
 - **Delegation:** Assigning specific tasks to others on a team.
 - *Example:* Hiring friends to wash wheels or vacuum interiors while you work on other parts of the car.
 - **Time Management:** Using time wisely to complete tasks efficiently and reach goals.
 - *Example:* Scheduling several vans back-to-back so equipment is used all day without downtime.
 - **Calculated Risk:** A decision that involves risk, but is based on research and likely to succeed.
 - *Example:* Deciding to invest in a pressure washer after confirming there's steady demand from large vehicle fleets.
 - **Daily Operations:** The regular tasks that keep a business running.
 - *Example:* Buying cleaning supplies, keeping equipment in good shape, booking jobs, and collecting payments.

- **Labor Market:** The availability of workers and how much they expect to be paid.
 - *Example:* Finding reliable people who can work on short notice and are willing to do outdoor labor
 - **Overhead:** The ongoing costs of running a business.
 - *Example:* Payments for the pressure washer, water bills, and cleaning supplies – whether you have one job or several that week.
6. Distribute the *Black Bear Painting* worksheet and preview what students should watch for: examples of delegation, time management, and calculated risk.
 7. Watch the video.

Work-Out: (20 mins.)

1. After the video, lead a structured debrief discussion that covers all the key concepts. Ask the following questions to guide student thinking:
 - **Delegation in Action:** What jobs did Eli assign to his employees? How did this help him grow his business?
 - **Time Management:** What strategies did Eli use to manage his time effectively? How did freeing up his time allow him to focus on bigger goals?
 - **Calculated Risk:** How did Eli's real estate investment show careful research and planning? What could have gone wrong?
 - **Daily Operations:** What daily business tasks did Eli still oversee, and what did he hand off to others?
 - **Labor Market:** How do wages, hiring, and finding good workers affect small businesses like Eli's?
 - **Overhead:** What were some of Eli's overhead costs (equipment, paint, employee pay), and how did they affect his profits?
2. Allow students time to complete the worksheet individually or in pairs. Offer support as needed.

Wrap-Up: (10 mins.)

1. Review the "Startup Scenario" section of the worksheet as a class.
2. Lead a quick discussion:
 - How might delegation, time management, and calculated risk help the new business in the scenario?
 - Which of Eli's strategies could apply to other industries?
3. Invite a few students to share their "Future CEO" ideas from the worksheet.
4. Consider collecting the completed worksheet as a formative assessment.

Cash Course Companions for these concepts:

[The Tug-o-War of Labor Markets](#)

[Borrowing Money](#)

[Understanding Assets and Liabilities](#)

[What Is Debt?](#)

Suggested Use:

- Add 1-2 videos as optional homework or blended learning assignments

Don't have time for the full lesson? Quick Activity (15 mins.)

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.