

Lesson Plan

What mindset do entrepreneurs need to succeed in starting and growing their own business?

Students will learn how character traits such as creativity, initiative, resilience, and adaptability contribute significantly to the success of entrepreneurial ventures.

Learning Objectives:

- Define the key terms: mindset, creativity, initiative, resilience, and adaptability.
- Analyze how creativity fuels innovation and problem-solving in starting and running a business.
- Evaluate the impact of taking initiative on business growth and the ability to seize market opportunities.
- Examine the role of resilience in overcoming setbacks and maintaining business momentum.
- Understand how adaptability influences a business's ability to respond to market demands and changes effectively.
- Explore real-life applications of these entrepreneurial traits through case studies.

Key Vocabulary:

- **Mindset:** The established set of attitudes and beliefs that shape how an individual perceives and responds to situations.
- **Creativity:** The ability to generate innovative ideas and solve problems uniquely and effectively.
- **Initiative:** The action of taking the first step in a process, often without being prompted.
- **Resilience:** The capacity to recover quickly from difficulties; toughness.
- **Adaptability:** The ability to adjust to new conditions or changes in the environment.

Educational Standards: CCSS Math Practice Standards: MP1, MP4;
CCRA Anchor Standards: CCRA.R.7; CCRA.W.2, CCRA.W.4, CCRA.W.7

Academic Subjects: Entrepreneurship, Life Lessons, Small Business

What You'll Need

- Video: *The Hustle: Lucrative Leatherworks - Broken Axe Leather Co.* (Watch [Here](#))
- Worksheet: *The Hustle: Lucrative Leatherworks - Broken Axe Leather Co.* (Click [Here](#))

Lesson Plan (45 mins.)

Warm-Up: (15 mins.)



1. Begin by displaying key terms and defining them. Then, ask students to provide examples of what each might look like in practice in personal scenarios.
2. Divide the class into small groups. Assign each group one of the entrepreneurial traits. Each group is tasked with devising a scenario in which their assigned trait could play a critical role in overcoming an obstacle or achieving a goal.
3. Invite each group to share their scenario with the class. Discuss how these traits not only aid in business but are essential in everyday problem-solving and personal development. Encourage students to think about how these traits can be developed and strengthened over time.
4. Ask students to think about a time when they or someone they know exhibited one of these traits. Prompt them to consider how it affected the outcome of the situation. Allow a couple of students to share their stories briefly.
5. Distribute *The Hustle: Lucrative Leatherworks - Broken Axe Leather Co. Worksheet*, and review the instructions as a class. Instruct the students to complete the "Venture Vocab" section as they watch the video.
6. Watch the video.

Work-Out: (20 mins.)

1. After the video, ask follow-up questions that help students identify the key factors that contributed to the success of the Broken Axe Leather Company. Guide students to consider how the entrepreneurial mindset helped it to grow. Prompt students to cite specific examples from the video.
2. Give the students time to complete *The Hustle: Lucrative Leatherworks - Broken Axe Leather Co. Worksheet*, either individually or in collaboration. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the answer to the "Startup Scenario" with the class. Encourage students to share their calculations and reasoning.
2. Ask students (or groups) to share their answers to the "Future CEO's Insight." Guide discussion on the importance of the entrepreneurial mindset in a business venture's success.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson's content.

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.