

Reaping What You Mow—Yellow Hat Landscape |

Lesson Plan

How do discipline and long-term thinking shape an entrepreneur's success?

Students will understand that successful businesses grow through long-term vision, balancing financial sacrifice, diversification, and smart hiring to stay sustainable and adaptable.

Learning Objectives:

- Explain financial sacrifice and why delaying gratification (reinvesting profits instead of spending them) is essential for long-term business growth.
- Describe diversification and analyze how offering different services year-round reduces risk and keeps revenue flowing.
- Discuss hiring strategy and evaluate how choosing employees with the right attitude and skills contributes to sustainable success.
- Apply entrepreneurial lessons from Caleb's experience to brainstorm strategies for starting or improving a small business.

Key Vocabulary:

- **Financial Sacrifice:** Giving up immediate rewards so that money can be used for something more important.
- **Diversification:** Expanding a business into new services, products, or markets to reduce risk and increase revenue.
- **Hiring Strategy:** A plan for choosing the right employees based on skills, attitude, and long-term goals.
- **Reinvestment:** The act of putting profits back into a business with the goal of growing it.
- **Revenue Stream:** A source of income for a business.
- **Work Ethic:** The principle that working with discipline, responsibility, and commitment is intrinsically virtuous.

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: Reaping What You Mow - Yellow Hat Landscape* (Watch [Here](#))
- Worksheet: *The Hustle: Reaping What You Mow - Yellow Hat Landscape* (Click [Here](#))

Lesson Plan (45 mins.)

Scan to watch episode:



Warm-Up: (15 mins.)

1. Post or project the key vocabulary terms and definitions on the board. Give students slips of paper and have them write the term on one and the definition on another. Have them mix the terms and definitions and then try matching them several times until they have them down.
2. Pose a few short, engaging scenarios that reflect real business decisions. After each, ask students to 1) pick an option, 2) identify the vocabulary word that connects to the choice, and 3) share their reasoning with a partner or the class. Examples:
 - *Would you rather* buy a sports car with your first profits or purchase new equipment to grow your business? (financial sacrifice, reinvestment)
 - *Would you rather* run a lawn care business that only works in summer or add snow removal for the winter? (diversification, revenue stream)
 - *Would you rather* hire someone who's highly skilled but doesn't care about the company, or someone less experienced but hardworking and eager to learn? (hiring strategy, work ethic)
3. Discuss with students what the choices have in common. Guide the students to see the connection to the main lesson: Successful businesses require long-term vision and tough choices about money, growth, and people.
4. Distribute the "Reaping What You Mow - Yellow Hat Landscape Worksheet," and review the instructions as a class. Instruct the students to complete the "Venture Vocab" section.
5. 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 Yellow Hat Mowers. Guide students to consider how Caleb's long-term vision helped it grow. Prompt students to cite specific examples from the video. Examples:
 - What sacrifices did Caleb make in the early years of his business? How did reinvesting his profits instead of spending them help him grow?
 - Why did Caleb expand into snow removal? How does diversification protect a business from seasonal or market risks?
 - What qualities does Caleb look for when hiring employees? Why might hiring the right people be just as important as buying new equipment?
 - How do Caleb's decisions show discipline and long-term thinking? What might have happened if he had chosen short-term gratification instead?
 - If you were starting a business of your own, what would you reinvest in first? What kind of employees would you want to hire, and why?
2. Give the students time to complete *The Hustle: Reaping What You Mow - Yellow Hat Mowers 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 ideas and reasoning.
2. Ask students (or groups) to share their answers to the “Entrepreneurial Insight.” Guide discussion on the importance of risk management and scalability in the success of a business venture.
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 (30 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.