

Entrepreneurship, Be the "e"

Supporting School-Age Accreditation and Quality Programming

Entrepreneurship, Be the "e" is designed for grades 6 through 12.

Opportunities for Youth Leadership and Development and Cross-age Teaching

Older teens can share their skills and experiences by being mentors, coaches or guest speakers for the middle school youth. Middle school youth can teach school-agers about the project by making presentations about what they are doing, getting their opinions as future customers and teaching them about marketing and other business concepts that they experience every day.

Ideas! Ideas! Ideas!

Field trips to banks, insurance offices, investment offices.

Guest Speakers – Local small business owners, lawyers, accountants, business consultants.

For web site suggestions see the Technology section of this Express Guide.



Summary

The Entrepreneurship project teaches valuable life skills. Adults will learn along with the youth. The willingness of the adult to be supportive is what it takes to make this a great project for youth.

Entrepreneurship, Be the "e" builds leadership for a stronger economic future for the nation and the world.

Providing Quality Middle School and Teen Programming

This project is focused on a series of activities that can be done by individuals or in small groups over a period of months or as long as three years. Think of ways youth can build entrepreneurial skills and support the youth program at the same time.



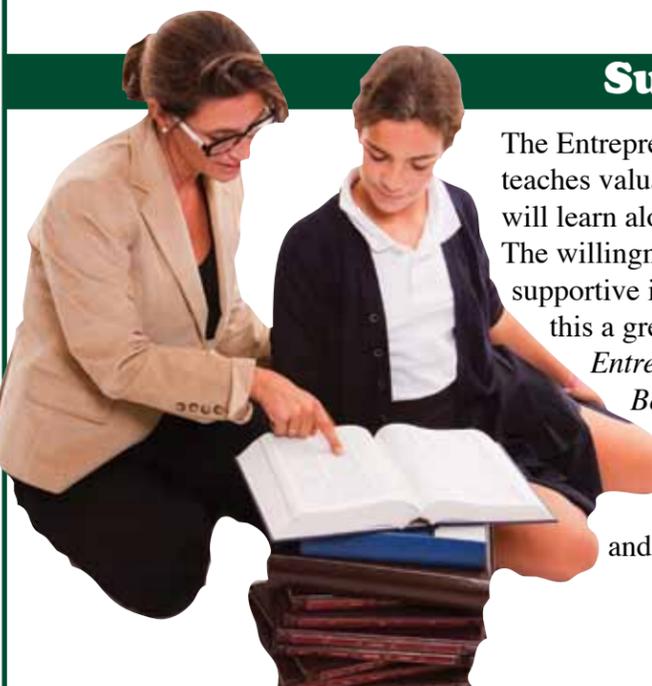
Essential Elements of 4-H Youth Development

Youth involved in 4-H know they are cared about and feel a sense of **BELONGING**; they exercise **INDEPENDENCE** by using decision-making and action to influence people and events; they develop a sense of **MASTERY** by learning skills needed in making positive career and life choices; and they experience **GENEROSITY** by helping others through community service. These elements support the Army Youth Development Components of Belonging, Success, Service and Independence.

THE Army 4-H EXPRESS GUIDE TO

Entrepreneurship, Be the "e"

Entrepreneurship, Be the "e" takes youth on an adventure to learn what it takes to be an entrepreneur and to find the passion to be successful at their future work. The activity guide provides an introduction and the adult has a valuable role in helping the youth learn the subject matter and practice life skills in the process. It's not necessary to be an expert; just be willing to contribute interest, enthusiasm and time for a positive and successful experience.



Project Goals

The overall goal of this project is to help youth learn what it takes to be an entrepreneur and to see if it's for them. There are 3 sections to this project that share the same goals - complete at least half of the achievement program, plan and conduct a community service project, and involve each family in activities.

Four Fun Activities

1 Have youth take the quiz that has no wrong answer, **Helper's Guide, page 18**, so they can learn more about being an entrepreneur and starting a business. This quiz gives youth an idea of whether this project is right for them.

2 This activity is for doodlers and people who like to see their ideas in pictures. The two parts to the activity should be short and concise for the best response. **See page 24** in the **Activity Guide** for the full description.

3 A business needs a name that tells what it is and is also memorable and recognizable. **The Activity Guide, page 50**, suggests a fun way to choose the all important name.

4 Commercials catch attention, can be good or bad, and memorable or not. Here's a chance to create a 30 second commercial for a business and try it out on a friendly audience. The activity instructions are on **page 52** in the **Activity Guide**.

Life Skills

“Skills that help an individual to be successful in living a productive and satisfying life” are identified as Life Skills (Hendricks, 1996). Life Skills in this project include decision making, learning to learn, self esteem, character, managing resources, social skills, critical thinking, communication, problem solving, planning/organizing, responsible citizenship, self responsibility, and community service. Although each activity specifically targets only one life skill, youth have the opportunity to practice several.

Experiential Learning



Experiential Learning engages children and youth while they learn, share, and grow through their 4-H experiences. With an adult as the coach, the first step is “doing” or exploring. Next, youth share what they did and discuss the experience with their peers. After they've identified the skills and knowledge gained, help them determine how to apply these to other situations in their lives.

Project Activity Guides and Target Age Groups

The *Entrepreneurship, Be the “e” Youth Activity Guide* is designed for 6th through 12th grade youth. The three sections - **Love It!** for 6th-7th grade, **Plan It!** for 8th-9th grade and **Do It!** for 10th-12th grade are designed for the suggested grade levels but can be used by any youth based on their project skills, experience and interest. Section one helps youth learn about entrepreneurship and if it suits them. Section two helps youth learn more skills to become a successful entrepreneur by doing real business tasks. In Section three youth create a business plan, learn about ethics, finance and start a business. *The Entrepreneurship, Be the “e” Helper's Guide* provides information about supporting the youth in this project including developing life skills and using the experiential learning approach.

Character Connection

Being a person of good character means you follow the Six Pillars of CharacterSM every day. This project, perhaps more than any, may challenge young people's character. It is sometimes tempting to “cut character corners” when operating a business. Entrepreneurship truly gives one the opportunity to grow as a person of character in the way customers are treated and in general how the business is run. Additional character resources can be found at www.4-hmilitarypartnerships.org

Related 4-H Projects

Many projects can be turned into a business such as raising produce for sales, caring for other people's pets or making and selling jewelry. Help youth brainstorm things they like to do and the special skills they have that other people will pay for. Find more suggestions on the **Asset Inventory, page 28**, in the **Activity Guide**.

Integrating Technology

Go to www.n4hccs.org and select the link for entrepreneurship to access the guides and many printable materials. Follow the resource on the Internet link and find helpful things such as resumes, support from successful entrepreneurs, ideas for raising capital, and resources for adult helpers and materials in many languages. There are more than 50 URLs.

Many of the activities require doing research on the Internet or in the library.

Youth will find it helpful to keep an electronic journal or file of the work they do as they progress in this project.

Entrepreneurship projects for 3rd through 8th graders can be researched at www.bizworld.org and www.mini-society.com

For information about patents, copyrights and other legal requirements of doing business go to www.uspto.gov/web/offices/tac

Linking to the Army's Four Service Areas and Baseline Programming

Sports, Fitness and Health Options

To be a successful entrepreneur requires some of the same skills used in sports and fitness such as teamwork, understanding and following the rules, and being able to handle success or failure. Many of the characteristics listed in the **Activity Guide, page 10**, relate to characteristics in sports and fitness.

Arts, Recreation and Leisure Activities

Some youth may choose to explore businesses in these areas because it really fits their style, for example, they may make and sell photographs or explore the possibility of event planning, teaching dance or offering lessons to others in things they are skilled in. **The Activity Guide, “e” Passionate page 12**, helps youth explore their interests.

Life Skills, Citizenship, and Leadership Opportunities

Social skills contribute to success in the business world. **The Activity Guide, Social Expertise, page 18**, will help youth assess and improve their skills. Customer service also requires some of the same skills youth gain from leadership opportunities such as effective communication.

Academic Support, Mentoring, and Intervention Services

This is another area where youth can offer their skills to those who are less proficient. Tutoring would be an example of academic support. Mentoring could be done in public speaking or helping others to become entrepreneurs. **Activity Guide, Give Back, page 100**, shows the importance of being a philanthropist – one who gives back to others.

Community Service Service Learning Opportunities

Find a local entrepreneur to team up with to complete a service project that they sponsor. It's a great way to learn more about business while giving back to the community.

Brainstorm some things youth could do to improve their community and get more exposure for their own business. **See page 96**, in the **Activity Guide** for suggestions.

