

readysetgo

MODULE 2
LESSON PLAN

MODULE FORMAT:

Every module follows the structure below to make it easy for any adult to facilitate step by step:



Watch Module Video

Successful entrepreneurs explain the module's topic using their own business as an example. Found at www.clubkidpreneur.com/resource-centre/



Discuss Module Topic

Discuss theory & keywords using the Facilitation Notes in the lesson plans



Theory Activity

Activity to teach & reinforce the module's theoretical concepts. Each module contains one or both of the following:

- Interactive theory activity
- Worksheet theory activity



Applied Activity

Written activity using Ready Set Go Worksheets where kidpreneurs apply the theory to their own businesses



'CK Business Kit' Activity

Use the module's *CK Business Kit* item to practically build the real-world business



Goal Keep Reflection

Discuss how the decisions made in the module will help reach the business goal (decided in module 2)

MODULE 2

What is my business mission?

MODULE	2	
RSG STAGE	READY	
LESSON TITLE	<i>What is my business mission?</i>	
LESSON FOCUS	Setting a goal for the business	
OUTCOMES	<ul style="list-style-type: none"> • Understand the importance of a goal for the success of a business • Understand what businesses can do with their profits • Create a mission statement for the business • Decide a Sales Goal for the amount of profit earned and what will be done with it 	
KEYWORD	MISSION STATEMENT	A statement of the core purpose of a business and its overall objective.
	SALES GOAL	A short-term goal for the amount of sales a business aims to make in a certain period of time.
BUSINESS KIT RESOURCE	DIY Goal Badge (3 per CK Business Kit)	
VIDEO	VIDEO #2 - What do I want from my business?	
WORKSHEET	Module 2 - What do I want from my business?	

LEARNING SEQUENCE:

- **Watch Module Video**
 - Found at www.clubkidpreneur.com/resource-centre/
- **Discuss Module Topic (see notes over leaf)**
 - Business goals
 - Mission statements
 - Sales goals
 - What do entrepreneurs do with their profit?
- **Theory Activity**
 - *Interactive:* The Goal Game
 - *Worksheet:* Mission Statement Creation
- **Applied Activity**
 - My Mission Statement
 - My Sales Goal
- **CK Business Kit Activity**
 - DIY Goal Badge
- **Goal Keep Reflection**
 - Introduce Goal Keep Reflection activity

FACILITATION NOTES:



MODULE 2 VIDEO

See www.clubkidpreneur.com/resource-centre/ to view the module video



MODULE TOPIC NOTES

Every entrepreneur has a goal for his or her business. This module covers why it is important to have goals in business. There are two types of goals in business, longer-term mission statements and shorter-term sales goals.

BUSINESS GOALS

It is important to have goals in business because:

- **Goals help make good decisions:** Goals give you direction. If you know where you're headed you will have much more clarity in the decision making process and will be able to say no to things that are unnecessary and say yes to the things that will help you reach your goal
- **Goals give direction:** Goals help you know where you're going and make you more likely to get there.
- **Goals motivate you:** If you don't know your end destination it is easy to give up when things get tough. Having an end goal keeps you motivated through the tough times.
- **Goals help you be more organised:** If you have a goal to achieve in a certain timeframe it will help you be focused and organised in the work that you do.
- **Goals give you a sense of accomplishment:** Goals give you something to celebrate. It is a great feeling when you finally reach your goal, especially when your goal is about helping someone else. Without a goal you would not have a reason to celebrate an achievement because you haven't decided what achievement looks like.

MISSION STATEMENTS

For the purpose of the Ready-Set-Go program, a mission statement is “A statement of the core purpose of a business and its overall objective.” A mission statement is the overall goal of a business. It guides the actions of the business to help it make decisions that will lead toward meeting this goal. A mission statement is a goal for what the company wants to do for the world.

Businesses in the CK Challenge are social enterprises – they use the power of business to impact the world. The mission statement of a social enterprise will consist of three parts:

1. What product or service this business provides
2. How the world will be better because of the product
3. What cause the business exists to impact

Here are some examples of mission statements of social enterprises:

- **Better World Books:** *A global bookstore that sells books to fund programs providing literacy and opportunity to people around the world.*
- **Carmen's Cards:** *To provide greeting cards that bring people closer together and raise money for education through UNICEF.*
- **Go Lite:** *To transform the outdoor athlete's everyday trail experience with gear that's light on the planet.*
- **One Laptop Per Child:** *To create educational opportunities for the world's poorest children by providing each child with a rugged, low-cost, low-power, connected laptop with content and software designed for collaborative, joyful, self-empowered learning.*

The best mission statements are clear, memorable, and concise. The average length of a good mission statement is about 20 words.

Every real-world business has its own goals both in the long-term and the short-term. The Mission Statement sets a long-term goal. And short-term goals come in the form of Sales Goals. Mission statements are usually qualitative and sales goals are best when quantitative.

SALES GOALS

While the mission statement is a big picture statement of the business' objectives, the business needs to have smaller goals to keep on track along the way. To do this, the business will set a Sales Goal.

A Sales Goal is a short-term goal for the amount of sales a business aims to make in a certain period of time.

A sales goal will help the business make more detailed decisions that the mission statement can.

A good sales goal will have two parts:

- How much money are you aiming to make?

- Within what timeframe will you aim to make this amount?

An example of a Sales Goal for the CK Challenge is:

To make \$150 selling my products during term 3 this year.

What makes a good sales goal?

1. **A good goal is specific.** You will be able to know exactly when you reached your goal and how you are tracking towards it. Make sure your sales goal is for a specific amount of money to earn in a specific amount of time.
2. **Goals should be achievable but challenging.** If a goal is too unrealistic to achieve, it won't help motivate you or keep you focused. But don't make your goal too easy either. The purpose is to help you achieve a challenging objective that you might not otherwise be able to do without a goal to keep you going.
3. **Goals should not be too far in the future.** You need some specific goals to meet along the way; if it is too far away it feels like you will never get there. Short-term sales goals help you celebrate the wins on your way to achieving your mission statement.
4. **Goals should be shared.** The two key ways to make it more likely you will meet your goal are:
 - a. To write it down
 - b. To tell people about your goal.

Doing these two things means you are more likely to stick with it and try harder to reach it. You will also have other people to support you and encourage you to keep going (*This is reinforced by students creating their own goal badge using the kit in their Backpacks*).

WHAT DO ENTREPRENEURS DO WITH THEIR PROFIT?

There are 4 main things entrepreneurs choose to do with the money they make:

SAVE IT, SPEND IT, SEND IT.

- **SAVE IT:** Most often the profit is kept within the business to keep it going by buying new raw materials and supplies to make more products to sell. Sometimes profit is saved up to spend on something expensive e.g. a new piece of equipment.
- **SPEND IT:** Sometimes the owners of the business will get some profit for personal spending. This is called 'owners drawings' in a small business or 'shareholder dividends' in a large business that has shareholders.
- **SEND IT:** Sometimes the profit is donated to a charity or social cause to help fund their important work in the world.

In the CK Challenge students launch a social enterprise, which donates 100% of its profits to a worthy cause i.e., they SEND their all profits. Each kidpreneurs' mission statement should state what cause the profits will impact and their sales goal will say how much they aim to raise.



THEORY ACTIVITY INSTRUCTIONS

INTERACTIVE ACTIVITY: THE GOAL GAME

This activity aims to teach the importance of having a goal. The activity is done twice – once without a goal and once with a goal. This emphasises the difference in outcomes when a goal is lacking and when a challenging goal is motivating the process.

Each kidpreneur is given a piece of blank paper and a pen/pencil.

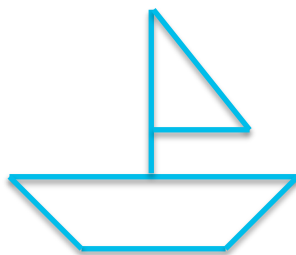
Round 1:

WITHOUT telling them what they are supposed to be drawing, read the following sentences aloud and have the kids draw what they are instructed. Do not explain the instructions further; the students simply draw what they hear you read out.

Instructions to read:

1. Draw a triangle
2. Draw a short line out from one side of this triangle
3. On the other end of this line, draw a perpendicular line (like a T).
4. Draw a different length line parallel to the line you just drew (like train tracks)
5. Now join the ends of those last two lines together

Ask everyone to show what he or she has drawn and then announce that they should have a boat! Most of them will not look like boats.



Round 2:

Repeat the activity again, but this time emphasise that the “goal” is to draw a boat. Read the same 5 instructions one at a time as before. Most kids should draw a boat this time.

Discussion:

Now discuss the importance of a goal in light of The Goal Game. Use the game as an example to highlight the benefits of having a goal (listed above).



WRITTEN ACTIVITY: MISSION STATEMENT CREATION

On students' worksheets a description of 3 businesses is given. Kidpreneurs must design a creative mission statement for each, bearing in mind the rules of what makes a good mission statement (listed above).



APPLIED ACTIVITY INSTRUCTIONS

MY MISSION STATEMENT

Students can now create their own mission statement to inspire them and keep them motivated throughout the business building process.

Instruct each kidpreneur to think of a mission statement for their business that states the following in about 20 words:

1. What product or service the business provides
2. How the world will be better because of the product
3. What cause the business exists to impact

Each group of three must then work together to decide which of the three mission statements they like or combine 2 or more of them into one official mission statement for the business.

MY SALES GOAL

Now that the long-term mission statement is in place, it is time to set a sales goal for the first round of sales the business will hold. The sales goal should state the amount of money the business aims to make for its chosen cause during the CK Challenge.

Remind students that not all of the money they make will be the profit they donate. The first \$75 each business makes pays for its business materials. All money on top of that is then donated to the cause of choice. This means that each group of 3 kidpreneurs should aim to make more at least \$75 from their market day.

A realistic goal from a CK Business Kit is to make approximately \$150 from one market day. This is the average amount historically earned by businesses, though many have made many more hundreds of dollars than this.

After discussing their sales goal as a group of 3, instruct each student to write the dollar amount they would like to raise and the name of their chosen social cause on their module worksheets.



'CK BUSINESS KIT' ACTIVITY INSTRUCTIONS

DIY GOAL BADGE

To reinforce the importance of sharing a sales goal with others to stay motivated, kidpreneurs make a DIY Goal Badge. After deciding their sales goal, this is to be written on the scratchboard button badge provided for each kidpreneur (1 each) in their CK Business Kit. Students should write: "My goal is to raise \$[xx] for [name of cause]" on their badge using the etching tool provided. Kidpreneurs should wear this badge at their market day to remind them and their customers of their sales goal.



INTRODUCTION TO GOAL KEEP REFLECTION

In every module of the program is a section called 'Goal Keep'. This is where kidpreneurs will keep checking in with their business goal to ensure the way they are building their business is helping them to achieve it. In every module there will be a Goal Keep section where each kidpreneur will reflect on their goal and how the decisions made in that module will move them toward it.