



ECONOMIC POWER

THINK LIKE A CEO



INTRODUCTION

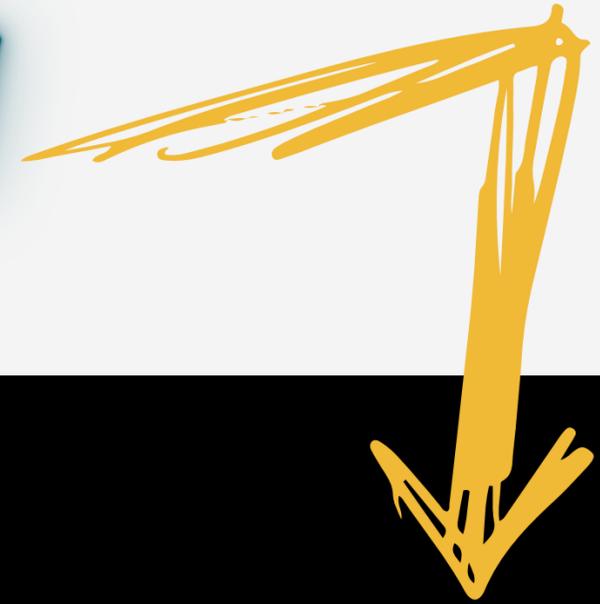
CEO

Today, we will learn about being a Chief Executive Officer (CEO). Becoming a CEO may sound like fun, but it doesn't happen overnight. It takes hard work, problem-solving, and a willingness to assume responsibility for yourself and others.

Think about what makes a good leader and consider how someone can demonstrate those qualities while trying to promote an idea or grow a business.



SEL CONNECTION



It takes a great deal of **self-awareness**, **self-management**, and **relationship skills** to run a successful business that treats employees and customers with respect.





ICEBREAKER

BOSS VS. LEADER

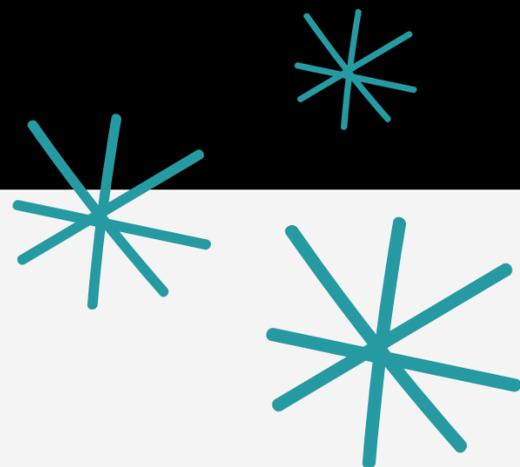




BOSS VS. LEADER

CEO

Acronym for Chief Executive Officer. The highest ranking position in a company. The leader who makes decisions for a company.





BOSS VS. LEADER

- 1) Create a T-Chart with the headings "Boss" and "Leader."
- 2) Use the Think-Write-Share method to complete the chart.
- 3) Write down the traits you believe are associated with a boss and a leader.



ICEBREAKER



BOSS VS. LEADER

- 1) Watch the video about Tyla-Simone Crayton who created her own company from her 'Sienna Sauce' recipe!
- 2) Complete the Think Like a CEO Video Guide.





BOSS VS. LEADER

- What problem was Tyla trying to solve?
- What motivated Tyla to start her business?
- What challenges do you think Tyla faces as a full-time student and a CEO?
- What is Tyla's advice to you people who have a goal that they want to achieve?





LESSON PART ONE

PITCH PERFECT





PITCH PERFECT

ELEVATOR PITCH



A way to share the WHO, WHAT and WHY about your product or service. It is called an elevator pitch because you should be able to have this conversation with anyone, even a stranger on an elevator.



LESSON: PART ONE



PITCH PERFECT

- 1) Watch the video "The Drip Drop," an elevator pitch from Shark Tank for Kids.
- 2) Next, working in pairs or individually, you will create your own 60-second elevator pitch.



PITCH PERFECT

- 1) Choose a scenario from the options on the next slide.
- 2) Create an elevator pitch for your scenario, keeping the following considerations in mind:
 - * Keep the statement brief (less than 60 seconds), but convincing.
 - * Be enthusiastic, but natural.
 - * Close with a call to action. Explain to your audience why it is important to support your cause.



LESSON: PART ONE



PITCH PERFECT



SCENARIO 1

You love fashion and have a dream of creating your own clothing line.

SCENARIO 2

You are an animal lover. You have a dream of having your own pet sitting or dog walking business.

SCENARIO 3

You are really good at math, and you would like to start a tutoring business for younger children.

SCENARIO 4

You love video games. You dream of starting a business where people can buy and sell used video games.





DEBRIEF / EXTENSION





THINK LIKE A CEO

- What was difficult about this activity?
- What was one thing you did well?
- What is one thing you saw someone else do that you could incorporate into a future elevator pitch?
- What will help you feel more confident doing this activity in the future?



PITCH CONTEST

- 1) Host a more formalized pitch contest.
- 2) Come up with your own products to pitch to your peers.
- 3) An award will be provided for the best pitch based on the Pitch Perfect Rubric. Students will vote!

