

## Entrepreneur Activity

**Set Up:** Desks will be in 6 groups. Arrange students into EQUAL groups – even if you only have 4 or 5.

**Activity:** You will be watching a video and playing a board game with students.

**Goal:** Students will learn the common characteristic traits and definitions of entrepreneurs. Our focus and discussion will be centered around Milton Hershey. The students will learn about his failures and of course his rise to wealth by creating his vision, the Hershey Chocolate Company. You will play a video about his life and journey as an entrepreneur. This will be followed by a board game of “Ladders to Success” - a game that the students will play in groups answering questions that pertain to the video and the entrepreneurial terms that you share.

**Introduce yourself and briefly share your career/education background.**

**Opening Remarks:** Ask the students, “Who has eaten a Hershey candy bar? Who has gone to Hershey Park? Has anyone gone to the Hershey Hotel? Who knows the name of the person who created these products and landmarks?” (*Milton Hershey*) Inform the students that Milton Hershey was an entrepreneur. Ask the students, “Who knows what it means to be an entrepreneur?” *An entrepreneur is someone who starts their own business in hopes of earning a profit.*

- Ask, “Do you think Milton Hershey succeeded as an entrepreneur?” (*Yes. Hershey Chocolate Company made over 10.41 billion dollars last year. He was worth over 1 million dollars when he died in 1945*)
- **Talking Points:** There are a few key terms in entrepreneurship (see cards). Hold up and read each word and see if the students can define it. If not, tell them they will hear the words in the video and will probably understand the meaning then. **(3-4 minutes only)**
  - **perseverance** – to keep doing something despite difficulty or delay in achieving success
  - **passion** - a powerful or compelling emotion or feeling
  - **innovative** - to create something new, original, or groundbreaking
  - **motivation** - a driving force that directs a person’s behavior
  - **launch** - to start or set an activity or enterprise in motion
  - **apprentice** - a person who studies with experts in his or her chosen field
  - **commitment** - pledging yourself to a course of action
  - **obstacle** - something that interferes with or prevents action or progress
  - **problem solving** - the process or act of finding a solution to a problem
  - **entrepreneur** - someone who starts their own business in hopes of earning a profit
- Milton Hershey had all these traits and more.
  - Ask, “Why are these traits so important to being an entrepreneur?” (*You must believe in your vision, have the passion and motivation to carry it through despite obstacles along the way, and be willing to work hard to achieve success.*)

## Activity 1- Milton Hershey Story

- Show students the video about Milton Hershey's life. They should pay attention because they will be answering questions from the video when they play their game.
  - **The teacher should have a link to the video already downloaded onto a computer. If not, insert the flash drive in your bin into the computer.**

## Activity 2- Ladders to Success

- After watching the video, students will be playing a board game in their groups.
- Hand out the Ladders to Success Gameboard, student game instructions, and small game bags (set of 15 cards, 1 die, 6 game pieces) to each group.
- Read over the Ladders to Success game instructions with the students.
- Each team will begin the game and continue until a player reaches the end. If this happens early, they may play again.
- Once all teams have completed the game, collect all gameboards, student game instructions, and small game bags from each group.
- Review by asking the students if they can now define any of the terms that they weren't able to define before watching the video (if there were any) and give them the answers if they still can't. You may also read the Ladders to Success Game Question and Answer Sheet if time permits.

### **CLOSING/TALKING POINTS:**

Ask the following questions:

Who learned something new today about Milton Hershey? Ask several students for their answers.

Does anyone have an interest in being an entrepreneur one day?

Milton Hershey's passion was candy making. What are some of your passions?

## **End of Day Clean-Up Checklist – Place the following back in the bin:**

- **Entrepreneurial Word Definition Cards (10)**
- **USB drive with Hershey video**
- **Ladders to Success Student Game Instructions - laminated (6)**
- **Small Game Bags (6)**
  - **Each with 15 cards of the same color, 1 die, and 6 game pieces**
- **Volunteer Instructions Folder**
  - **Volunteer Game Instructions (1)**
  - **Ladders to Success Game Questions and Answer Sheet (1)**
  - **Recap Question Card (1)**
  - **Finale Question Card (1)**
- **You should also have (6) game boards in a black carry bag**
  
- **Thank the teacher for allowing JA in their classroom today.**
- **Return Bin and gameboards to JA staff in hospitality area.**

**Smile. You made a difference today!**

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