

entrepreneurship

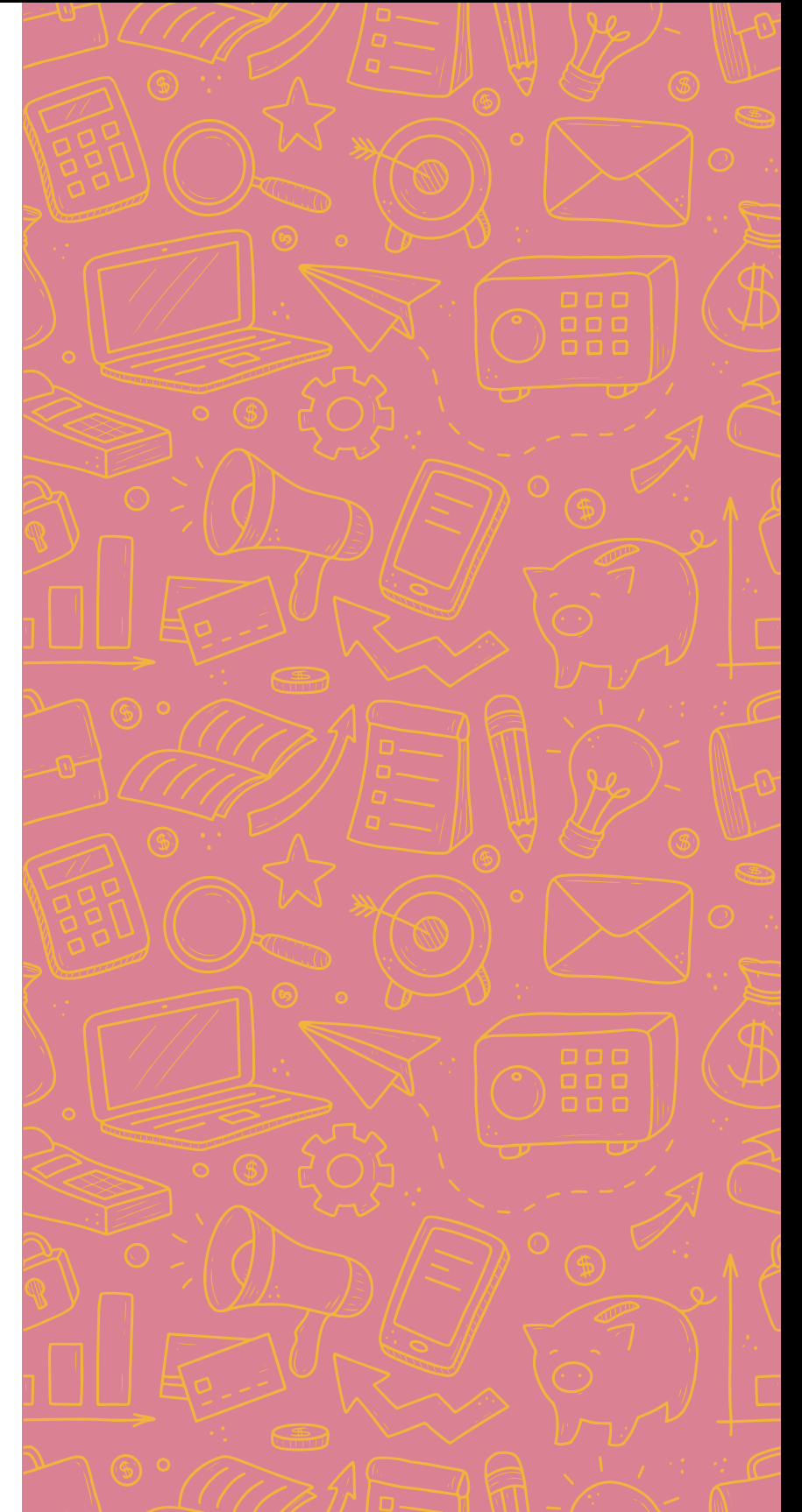
Teaching Today's Entrepreneurs

Shelly Mowinkel

11:00 | 6/10



- How many of you had an entrepreneurial idea as a student?
- What stopped you from pursuing it?



Why?

Job Landscape is Changing

Traditional career paths are evolving; adaptability is essential.

Goes Beyond Basic Business Skills

Teaches problem-solving, resilience, and creative thinking.

Economic Impact

Student entrepreneurs contribute to innovation and job creation.

Develop Life Skills

Decision-making, teamwork, and leadership apply everywhere.

3 components *of learning*

01

Skills & Mindset

Setting the Foundation

02

Digital Literacy

Execution of Business Idea

03

Adaptability

Sustaining Business

skills *and mindset*

- Students learn and practice failure as part of the process.
- Study failure
 - Look at local and famous entrepreneurial failures
- Growth Mindset Unit
- Learn and practice creative problem-solving.
- I frame setbacks as experiments - not FAILURE.



Entrepreneurial Spirit & Leadership Component

- Both go hand and hand together
 - Problem Solving
 - Growth Mindset
 - Clear Vision
 - Inspires
 - Both build confidence
 - Decision Making
 - Without leadership, entrepreneurial ventures become isolated.
 - Innovation thrives on the entrepreneurial spirit and without it, progress stalls.



32 Things

I ACCOMPLISHED THIS SEMESTER

YOUR INNER VOICE SHAPES YOUR REALITY

Today, the focus is on how we talk to ourselves — not just the positive affirmations, but also what we say when we make mistakes. Confidence comes from being genuine and kind to ourselves, especially when things do not go perfectly.

Overview

Positive and realistic self-talk builds confidence and self-worth.



Lesson Points

Self-talk influences how you perform, feel, and behave. You can learn to shift your perspective from a negative to an empowering one.

Self-talk doesn't mean being overly optimistic — it means being honest, encouraging, and constructive.

Take-A-Ways

Research indicates that positive and instructional self-talk can enhance focus, motor skills, and overall performance in sports.

If you consistently tell yourself, "I always mess this up," your brain starts to accept it as a fact. Instead, try reframing that thought to, "I can adjust and do better next time." This shift helps build belief in your abilities and gives you a sense of control.

While you cannot always control what happens during a game, you can control how you speak to yourself throughout the experience.

Avoid lying to yourself by saying things like, "I will never make that mistake again." Instead, speak to yourself as a good coach would: with calmness, honesty, and encouragement.

simply created:
lessons by Shelly



Name of Entrepreneur

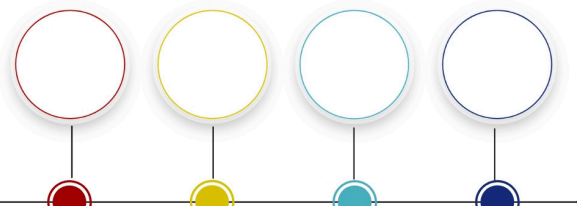
Why Would Your Reader Want to Know About Your Entrepreneur? (HOOK)



Place of Birth

What Is This Entrepreneur Famous For?

Create a Timeline of four LIFE EVENTS.



Character Trait 1

Character Trait 2

Character Trait 3

Obstacle 1

Obstacle 2

Obstacle 3

What can we learn from this entrepreneur, today?

Quote by Entrepreneur

activities

1

Vision Board

Each Student Creates

2

Accomplishments

Each Student Fills In

3

Growth Mindset

Unit with many reflective activities

4

Famous Failure

Activity from Perspective of Failing

Inventory/Purchasing

You have \$20.00 and:

0 Paper Cups

Buy More Cups

0 Lemons

Buy More Lemons

0 Cups of Sugar

0 Ice Cubes

Bankrupt!

OK

Day: 1 of 14
Money: \$20.00

Price/Quality Control

Price per Cup:

- 25 + Cents

Lemons per Pitcher:

- 4 + Lemons

Sugar per Pitcher:

- 4 + Cups

Ice per Cup:

- 4 + Cubes

Back to Store!

OK

Time: 2:24 p.m.

Price per Cup: \$0.75



End of Day Report

You managed to sell 0 cups to 99 potential customers.
Considering the weather, I'd say this is Pitiful!

Your Customer Satisfaction:

53%

Your Popularity:

6%

Temperature: 93°F / 34°C
Weather: Clear and Sunny

Time: 9:24 a.m.

Price per Cup: \$0.25



Day: 1 of 14
Money: \$5.18

Fast Forward

Day 1: <u>Inventory:</u>	<u>Quantity</u>	<u>Price</u>
Lemons	-----	-----
Sugar	-----	-----
Ice Cubes	-----	-----

How many cups did you have available for sale? -----

How many cups did you
sell? -----

5

Practice Business Idea

Lemonade Stand

digital literacy

- **Examine** at different technology tools
 - We do not practice them all, just understand **business** may use these tools.
 - Some we do practice: Canva, Google Forms, Google Sheets
- **Analyze sample metrics** for social media engagement or rates for opening emails

Your age *

0-12

13-19

20-35

36+

How many members are in your household *

1-2

3-5

6-9

10+

What are the ages of your household. Select all that apply. *

0-3 years

4-8 years

9-18 years

19-39 years

40-69 years

70+ years

How many devices with a screen that are actively being used in your household, such as televisions, mobile devices, gaming systems, etc? (Select only one.)

0 devices

1-2 devices

3-5 devices

6-9 devices

tools

- Canva
- Google Sheets
- Google Forms
- Google Analytics (Analyze)
- Etsy (Analyze)
- Shop (Analyze)
- Snapchat/X/ Facebook
 - Analytics (Analyze)

Get Started using Google Analytics

E-learning Default language: English

Course description

After completing this Google Analytics learning path, you'll be able to:

- Understand how Google Analytics collects and processes data
- Set up your Analytics account in a way that supports your business objectives
- Describe how data is compiled into reports in Analytics

Enrollment options

ENROLL

Course details

- Average completion time: 1 hour
- Time to complete: Unlimited access

Course Outline

3 Sections | 11 Activities | 1h 00m

- Pre-Learning Survey
- Get to Know Google Analytics
- Post-Learning Survey

Likes: 175, Saved: 0

Views: 13355, Total Interactions: 252

Published 03/07/2026 01:46 PM

★Most Engaging Post★

CONGRATULATIONS to your #MilfordSoar Girls Basketball Team! They are the NSAA C-1 GIRLS STATE BASKETBALL CHAMPIONS 🏆

Reactions: 887, Shares: 140, Comments: 110

Impressions: 71061, Organic: 71061, Paid: 0

Published 03/07/2026 12:50 PM

★Most Engaging Post★

CONGRATULATIONS to your #MilfordSoar Girls Basketball Team! They are the NSAA C-1 GIRLS STATE BASKETBALL CHAMPIONS 🏆

Likes: 40, Saved: 0

Views: 935, Total Interactions: 45

Published 03/27/2026 08:00 PM

Sneak Peek into the 2025-2026 story.

Here is a small sneak peek into some of the new additions to this year's yearbook! Purchase a book to see new things like these division pages, a student life page, and more. We want to get this year's story out to as many people as possible, with our goal to sell 135 yearbooks. Buy one by April 15th to read your school-year review for years to come! Order by dropping off a check (made out to MPS) at the High School Office OR order online here: <https://payments.efundsforchools.com/v3/districts/55445>

Reactions: 6, Shares: 1, Comments: 0

Impressions: 1773, Organic: 1773, Paid: 0

Published 03/27/2026 08:00 PM

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Create Interest Survey

Analyze Customer Profile

Create Advertising Pieces

5 P'S OF MARKETING



Describe The Target Market (Demographics: Age, Gender, Income, Education Level, Location, Children, Etc.)

Blank text area for describing the target market.

Why would our potential clients purchase our product OR service?

Blank text area for explaining why potential clients would purchase the product or service.

Product Testing Evaluation Form

Flavor

Gross ————— Pleasant

Texture

Rock Hard ————— Soft

Appearance

Black ————— Golden Brown

Sweetness

Bitter ————— Sweet

Is there any specific flavors that stuck out?

Any suggestions on how we can improve?

HOT COCOA AND APPLE CIDER

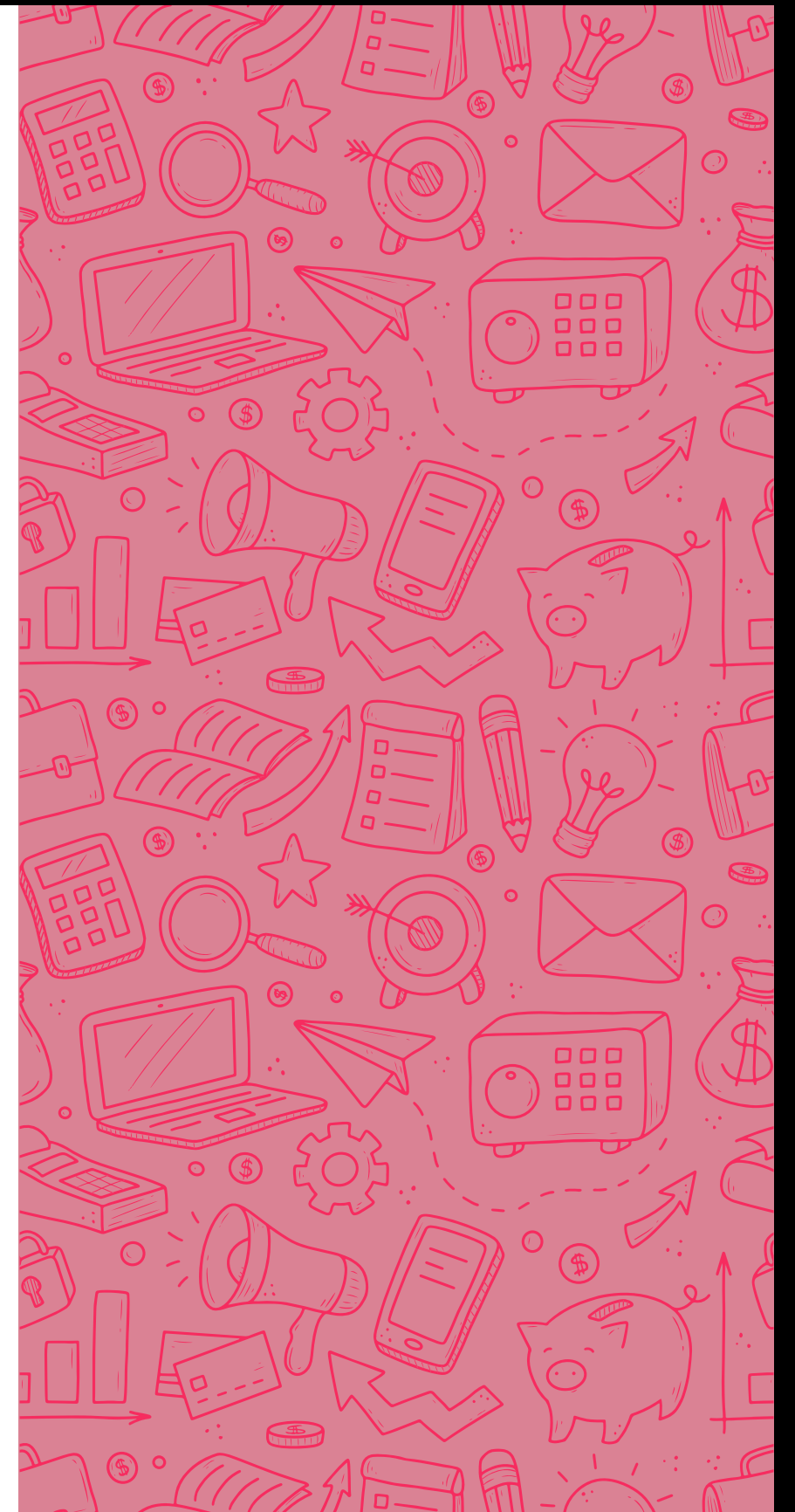
ON NOVEMBER 12TH COME HELP SUPPORT THE MILFORD FOOD PANTRY! HOT COCOA AND APPLE CIDER CUPS STARTING AT \$2 IN MRS ZEGERS ROOM 2ND AND 4TH PERIOD.

Entrepreneurial Spirit & Digital Literacy

- Both go hand in hand
 - The student becomes a leader in technology and uses it effectively to create clarity amongst the team.

adaptability

- The ability to swiftly adjust strategies, business models, and behaviors in response to market shifts, customer feedback, and unforeseen challenges.
- Important because...
 - Ever changing landscape
 - Navigating uncertainty
 - Drives innovation





activities

- Reflections
- Create Portfolio (Student choose digital or hard copy)
- Check Ins With Classmates
- 5-minute Check Ins With Classmates
- Actually Sell Lemonade
 - Sold in December
 - Did Not Sell in Spring
- Have partnered with FCS teacher
- Our accounting students do a t-shirt selling simulation

Entrepreneurial Spirit & Adaptability

- Find a mentor to share challenging lessons won.
- Learn how to face pressure and overcome it.
- Students learn to refuse shortcuts.
- Build a culture where values matter.

Any entrepreneurial activity gives students an opportunity to develop a purpose, passion, and employable skill.

Remember...

**You don't need to develop
a startup. You need to
create a spark.**



Questions