SPARK SERIES

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Teacher Intro Guide

WELCOME TO THE SPARK ENTREPRENEURSHIP VIDEO SERIES!

This guide is designed to help you lead an engaging and impactful discussion with your students as they watch the video and complete the accompanying workbook. The goal is to inspire students to think like entrepreneurs, reflect on key concepts, and apply what they've learned to their own ideas and goals.

HOW TO USE THIS GUIDE

1 SELECT THE VIDEO

- Visit **societyofinnovators.org/spark** to browse episodes covering entrepreneurial mindset, marketing and branding, product development, customer relationships, and creative problem-solving.
- Choose an episode that connects to your classroom topic or students' interests. Download the accompanying student worksheet and separate teacher guide to prepare for the lesson.

2 BEFORE THE VIDEO

- Set the stage by introducing the video topic and the featured entrepreneur. Share a brief overview of what students will learn (e.g., branding, innovation, customer focus).
- Encourage students to think about what they already know about the topic and what they hope to learn.
- Optional: Ask an opening question to **spark** curiosity, such as:
  - *"What do you think makes a successful entrepreneur?"*
  - *"Why do you think branding is important for a business?"*

3 DURING THE VIDEO

- Encourage active listening by asking students to jot down key points or interesting ideas they hear.
- Provide students with the workbook and suggest they focus on the **Answer-Specific Questions** section while watching.
- Optional: Pause the video at key moments to discuss important concepts or ask quick reflection questions, such as:
    - *"What challenge did the entrepreneur face here, and how did they solve it?"*
    - *"What do you think about their approach to innovation?"*

4 AFTER THE VIDEO

- Facilitate a class discussion using the **Discussion-Based Questions** from the worksheet. Encourage students to share their thoughts and connect the entrepreneur's story to their own experiences or aspirations.
- Highlight key takeaways from the video and reinforce the importance of entrepreneurial skills like creativity, resilience, and problem-solving.
- Optional: Break students into small groups to share their answers or collaborate on the **Creative Activity** section of the worksheet.

TIPS FOR GUIDING THE CONVERSATION

ENCOURAGE PARTICIPATION

Create a safe and open environment where students feel comfortable sharing their ideas.

CONNECT TO REAL LIFE

Relate the entrepreneur's story to local businesses or industries students are familiar with.

ASK OPEN-ENDED QUESTIONS

Use prompts like *"Why do you think...?"* or *"How would you...?"* to spark deeper thinking.

CELEBRATE CREATIVITY

Acknowledge and encourage students' unique ideas during the creative activity.

SUGGESTED DISCUSSION FLOW

1 REFLECTION

- *"What stood out to you most from the video?"*
- *"What's one thing you learned that surprised you?"*

2 APPLICATION

- *"How can you apply what you learned to your own life or future career?"*
- *"If you were starting a business, what would your first step be?"*

3 INSPIRATION

- *"What inspired you about the entepreneur's story?"*
- *"What does innovation mean to your after watching this video?"*

Closing the Lesson

END THE SESSION BY ENCOURAGING STUDENTS TO TAKE THEIR IDEAS FURTHER. REMIND THEM THAT ENTREPRENEURSHIP IS ABOUT CREATIVITY, PROBLEM-SOLVING, AND TAKING ACTION. YOU MIGHT SAY:

"Every great business starts with an idea. What's yours?"