

Guide to teaching kids about entrepreneurship

Goal Setting

Define and write down top 10 goals. Choose one that would make the biggest positive impact.

Giving Back

Ask your child to brainstorm ways their company can give back to their community.

Recognizing Opportunities

Teaching kids to seek out opportunities is very important. It is important for them to take action and directly contribute to their future success.

Selling

Children should be encouraged to start with small projects and be in charge of the transaction process when sales are made, such as a lemonade stand.

Financial Literacy

Teach kids about financial literacy by allowing children to earn money and educate them about investments.

Get the Advantage

Give children the advantage by teaching them to become a leader now. Allow them to take control in certain situations such as being a team leader in fun activities such as sports teams, group projects, or clubs.

Creativity and Marketing Skills

Children should be motivated to observe marketing materials such as billboards, radio or TV commercials, etc, which should give them their own ideas. Have them practice selling an item.

Independence

The entrepreneurial mindset allows children to depend on themselves for their own success, which will lead to well-rounded adults and future leaders.

Failure

Teach kids that not all failure is bad failure. Teach them that it is okay to fail at creating a business. Failure helps you learn from your mistakes and motivate you to do better.

Communication

Effective communication is crucial to running a business. Lead by example by showing children how to be polite, respectful, and use proper language based on mode of communication.

