



# Future Bosses - Facilitator's Toolkit

April 23, 2020

By Wei Chen, Paige Harriman, Alex Hoppe, Daisy Magnus-Aryitey,  
and Joel Wright

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# Why Do We Need Future Bosses?

## The Power of Entrepreneurship

The contributions entrepreneurs make to the larger society cannot be overstated. Small businesses are the cornerstone of the American economy. They employ large segments of the population, as well as pay money in taxes which goes to fund local schools and power communities. Most of all, entrepreneurs have a unique pulse on the tastes, the trends, and the opportunities within a society. They are adept at perceiving needs and responding with workable solutions. Entrepreneurs have a unique capacity to drive the very innovations which make our neighborhoods, cities, and country that much better.

We believe the more entrepreneurs in a society, the better off we all are. Furthermore, the more *diverse* the entrepreneurs in a society, the more likely we are to generate dynamic ideas, rapid innovations, and resilient ventures.

The mission of Future Bosses is to build the next generation of diverse entrepreneurs.

When they hear the word “entrepreneurs,” people often imagine entrepreneurs as single superheroes, such as Jobs or Zuckerberg. Most people do not think entrepreneurs are relevant to themselves, especially students who are educated in middle or high school. But solving society's biggest problems usually requires hundreds of innovations, not a single moonshot. Youth are the future of our society. If we do not educate them to have a

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social problem solving mindset and improve their self efficacy when they are very young, we are potentially losing a great part of people who have the abilities to make a social innovation or make a startup to change society for the better.

With the development of society, people's needs are becoming more diverse and personal. People expect more innovative and interesting digital technologies, and want to be connected deeply and see the bigger world. If those needs can not be met by the current society, there would be serious social problems that could interrupt the growth of the society. Among all the solutions, entrepreneurship is a great way to meet those needs. Using the commercial way, the entrepreneur can assume their social responsibility by satisfying others' needs.

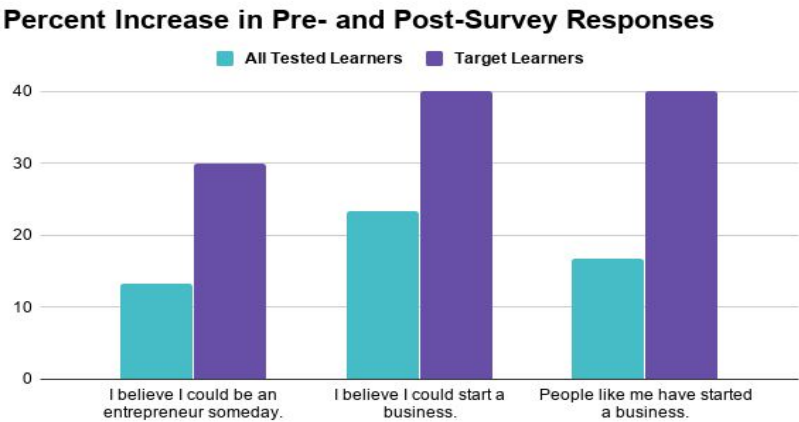
## Increasing Self-Efficacy: The Research behind Future Bosses

Future Bosses is based off of Girl Boss, a UNC Master's project from the Fall of 2019. The Girl Boss project found that middle school girls of color lack entrepreneurial self-efficacy. Entrepreneurial self-efficacy is a measure of confidence in your ability to one day start and run a successful business. Of the middle school students we interviewed, we found that the majority are unable to see themselves pursuing a career in entrepreneurship because they most-often identify entrepreneurs as wealthy men who own large companies. Based on these findings, we deduced that the root of this problem is twofold. First, middle school girls of color lack relatable role models in the entrepreneurial world. Second, they are unable to recognize small businesses in the world around them as entrepreneurial ventures. Based on our data, we found that exposure to relatable female entrepreneurs of color, as well as a variety of types of businesses owned by people of color, can help our target learners achieve entrepreneurial self-efficacy. The following quotes and chart show the potential of Girl Boss/Future Bosses and its positive impact on students. For an overview of the details of results of interviews and surveys, view the summary [here](#).

*"I liked the idea that you guys have, 'cause before, starting a business seems like so much work and so much commitment and you can't trust whether it's going to succeed or not. But obviously these people have. It's just about following through and realizing there will be bumps in the road."* – Eighth Grade Student



*“I didn’t think it was very possible for me to start my own business, but looking at this, it makes me feel like it’s possible even if it’s going to be hard. It’s tossing what I thought I could do before, and now realizing more is possible than I thought.” – Eighth Grade Student*



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## Outline of the Program

You cannot be what you cannot see. Today, underrepresented and minority students in schools lack access to entrepreneur role models and opportunities to build entrepreneurial mindset. This impacts students' overall entrepreneurial self-efficacy and the chance that they may pursue entrepreneurship in the future.

Future Bosses is an application and event designed to expose students to entrepreneurial role models. The Future Bosses app introduces youth to diverse local entrepreneurs and their local businesses through their phone or other mobile device. These touchpoints connect students to the entrepreneur's background, interests, and history providing potential cultural/local connections between students and entrepreneurs.

In addition to the Future Bosses app, the Future Bosses team has designed a one-day-long in-person program and workshop for underrepresented students. In this workshop, students are introduced to a design thinking process. Through this process, they work in groups with local entrepreneurs to define a problem and ideate on a solution before pitching their solution to their peers and local entrepreneurs. This experience is designed to introduce students to design thinking and entrepreneurial careers, as well as provide real-world examples of local, diverse entrepreneurs.

This facilitator's guide is designed to help teachers, coaches, and mentors to set up and run their own Future Bosses event.

A Future Boss event includes the following activities:

- Introductions/Warm-up event
- Discover local Entrepreneurs with FB App
- Design Thinking lesson
- Meet Your Coaches
- Get the Problem Statement
- Group Work
- Pitch Presentations
- Judges Deliberations
- Awards Ceremony



Here's one way the program can be structured:

<b>Timing</b>	<b>Activity</b>
10 minutes	Welcome, Introductions, Logistics
30 minutes	Future Bosses App - Scavenger Hunt
10 minutes	Debrief Future Bossess App Experience
25 minutes	Meet you local Entrepreneurs
10 - 15 minutes	Break
20 minutes	Intro to Design Thinking
45 minutes	Group Project Phase 1
30 minutes	Lunch
50 minutes	Group Project Phase 2
30 minutes	Group Project Phase 3
50 minutes	Pitch Competition and Judging
30 minutes	Awards
30 minutes	Debrief and takeaways

# Facilitator’s Notes

Future Bosses is designed to enhance a student’s entrepreneurial mindset and ESE. Table 1 outlines the Theory of Change (TOC) and how specific activities of a Future Bosses event maps to the development of an entrepreneurial mindset and increases ESE.

## Program Theory

Table 1: Future Bosses Theory of Change

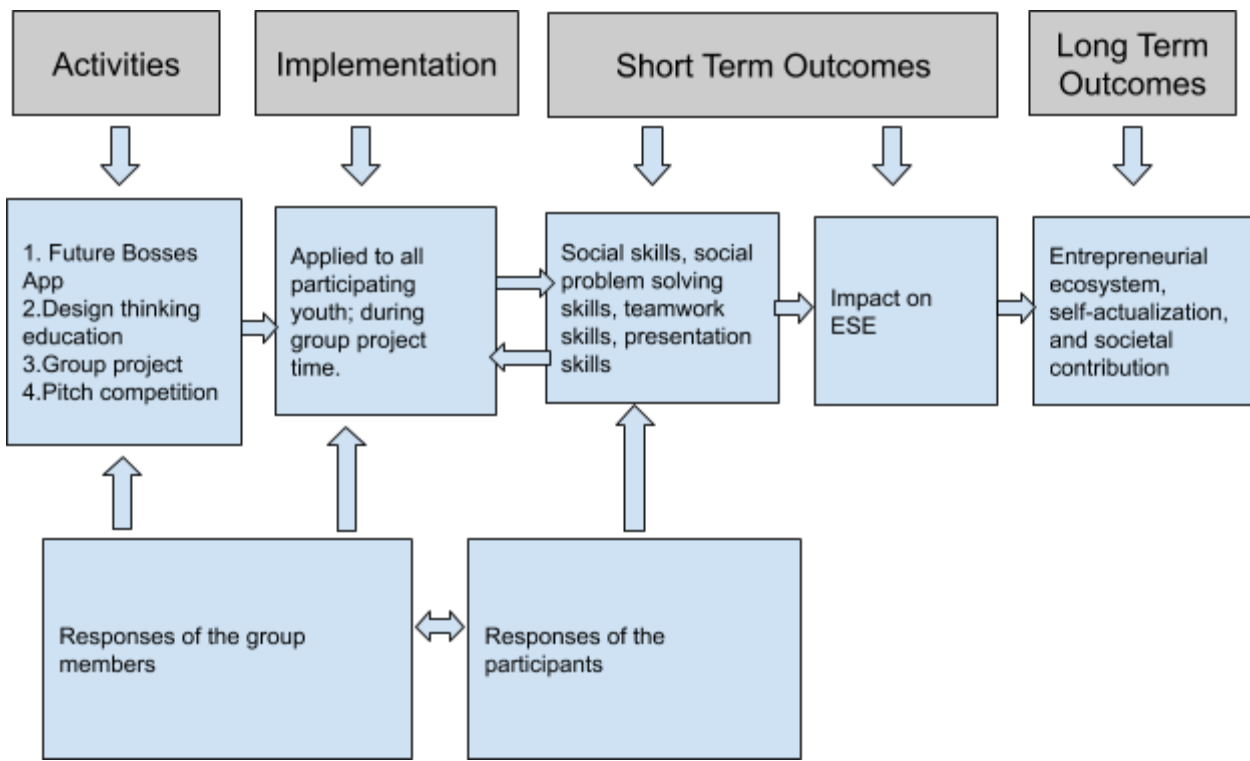


Table 1 illustrates how Future Bosses can make an impact. The main four activities are the entrepreneur discovery through the Future Bosses app, the design thinking session, the group project, and the pitch competition. Interaction arrows show how the activities connect to both short- and long-term outcomes.



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Introducing youth to these entrepreneurial activities helps youth better understand the key skills of entrepreneurs. The intent of this experience is to help youth enhance their ideas and improve their skills and ESE. In addition, throughout these activities, student participants will work alongside entrepreneurs and apply the design thinking process. Results of these interactions will further stimulate student participants to iterate their activities and enhance the process. In the short term, these activities will help develop foundational skills and ESE. In the long run, as more and more people are involved, an entrepreneurial ecosystem will develop creating a connected community of experienced entrepreneurs who can mentor and coach the next generation of entrepreneurs. In an ideal situation, being empowered will hopefully lead to increased self-actualization and a positive impact on society.

## Lesson Plan and Implementation

Future Bosses is a mobile entrepreneurship network and one day workshop designed for underrepresented students to increase their entrepreneurial self-efficacy. By bringing together students, educators, and practicing entrepreneurs of similar backgrounds to participate in a one day design thinking workshop facilitators can provide students with opportunities to network with entrepreneurs, to explore entrepreneurship as a career, and to practice critical thinking through the design thinking process.

This lesson plan was developed by the Future Bosses Team and contains resources for future facilitators and educators to run and develop their own Future Bosses workshop on Entrepreneurship.

### Learning Objectives:

- Students will identify role models and mentors in entrepreneurship.
- Students will apply the design thinking principle to identify potential solutions to problems.
- Students will practice teamwork and social skills through group work and group projects.
- Students will understand and recognize the design thinking process.
- Students will increase their entrepreneurial self-efficacy.

### Schedule of Events

The schedule below is a sample pre planned guide on how to run your own day long entrepreneurship event. Three key groups of the event are listed with their actions contributing to the workshop success below. These groups are:

**Students:** The target audience for this event are students in 9-12th grade

**Entrepreneurs:** Local entrepreneurs of diverse backgrounds similar to the students. It is recommended that at least 1 entrepreneur is present to work with each group of students.

**Facilitators:** The educators and event organizers for the workshop. Facilitators are responsible for the smooth implementation of the event, the set up, and execution of activities along with the clean up.

Logistics	Time	Activity	Description	Students	Entrepreneurs	Facilitators
Set up	9-10am	Setting up Future Boss			-	Sets up Beekmarks/Future Boss Sets up the room and tables
iPads are distributed	10-10:10am	Introduction to Future Boss		Group up into teams	-	Organize groups and teams as well as kicks off the scavenger hunt
	10:10-10:40am	Future Boss Scavenger Hunt		Complete the Scavenger Hunt	Arrive	Manage Scavenger Hunt
Pack up scavenger hunt	10:40-10:50am	Debrief of Scavenger Hunt	What did we learn and what did we think?		Arrive	Facilitators leads debrief of Scavenger Hunt
Entrepreneurs arrive and are assigned a team	10:50-11:15	Entrepreneur Introduction		Interview Entrepreneurs	Provide a quick pitch/elevator speech on themselves	Facilitate the introductions
Facilitators present	11:20-11:40am	Design Thinking Introduction	Introduction to resources and concepts to be covered today.	Take notes and ask questions about design thinking	Listen to presentation	Presentation on Design Thinking Introduction
Facilitators facilitate	11:45-12:30pm	Group Project Phase 1	Group work on brainstorming and solution generation.	Students work in groups to brainstorm solutions	Support their teams in their design thinking process	Bounce between teams to ensure collaboration and good facilitation with their entrepreneurs
Food is set up	12:30-1pm	Lunch		Lunch	Lunch	
Food is cleaned up during transition	1:10-2pm	Group Project Phase 2	Group work on developing a solution.	Students work in groups to solve the problem	Support their teams in their design thinking process	Bounce between teams to ensure collaboration and good facilitation with their entrepreneurs

Facilitators check in with each team	2-2:30pm	Group Project Phase 3	Group work on developing a pitch.	Students work in groups to create a pitch	Support their teams in their design thinking process	Bounce between teams to ensure collaboration and good facilitation with their entrepreneurs
Facilitators judge	2:40-3:30pm	Pitch Competition and Judging	Student teams present their solution to a problem. Students should share how they developed their solution using design thinking.	Students make pitches to judges	Entrepreneurs are judging pitches	Facilitators are judging pitches
Facilitators and entrepreneurs present awards	3:40-3:50 pm	Awards	Prizes are awarded for top three best pitches.		Facilitators and Entrepreneurs award the pitch party prizes	Facilitators and Entrepreneurs award the pitch party prizes
Facilitator debrief of presentations	3:50-4:20pm	Debrief and takeaways	Meite students break down the takeaways from today's workshop. Final thoughts from Entrepreneurs	Listen and provide input on the session	Provide quick feedback on event	
Clean up	4:20-4:30pm	Goodbyes		Meet up with their parents and take off	Entrepreneurs are thanked and able to head out	Facilitators say goodbye to entrepreneurs and manage pick up for students
	4:30-5pm	Clean Up				Clean Up the Venue

## Materials Required

Facilitator Guide for all instructors  
 Design thinking guides and handouts  
 Designing Thinking Cards  
 Student Resources  
 Presentation Space  
 Scratch Paper  
 Pens  
 Pencils  
 Notebooks  
 iPads

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Beekmarks QR codes and bluetooth transmitters  
Pitch Rubrics  
Name tags

## **Setup Prior to Workshop**

Prior to the workshop there are essential logistics and set up to complete in order to set up the workshop for success.

### **Logistics**

Secure a presentation space. Depending on the size of your workshop, search for and reserve a space for all of your students, entrepreneurs, volunteers and facilitators. Recommended locations in Chapel Hill and Durham NC include: The American Underground, the Botanical Gardens, and UNC Chapel Hill.

# **The Future Bosses App**

## **Understanding the App**

The Future Bosses app, powered by Beekmarks, is designed to expose youth to entrepreneurs, entrepreneurship, and organizations launched. By being introduced to the craft earlier, entrepreneurs are able to increase their entrepreneurial self efficacy.

### **What's in the Future Bosses app?**

There are two experiences that a user of the Future Bosses app can have. The first is the ability to find, “meet” and add entrepreneurs to their network. The second is to take the entrepreneurial challenge---a series of real-world entrepreneurial questions that entrepreneurs often face. Both the opportunity to learn about entrepreneurs (and their businesses) and take the entrepreneurial challenge are embedded in the app.

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## Entrepreneurial Profile

Beekmarks is Future Bosses technology partner and thus provides the infrastructure and interface to the Future Bosses experience. The Future Bosses team has created design for both the entrepreneurial profile and entrepreneurial challenges. Below is an example of what is generally included in an entrepreneur's profile:



*Title (of Organization):* T.H.E. Founder Project

*Picture (of founder):*

*Organization:* T.H.E. Founder Project

*Owner:* Tarryn Henry

*Hometown:* Durham, NC

*Interests:* travel, music, poetry

*Education:* Orange High School (Hillsborough), North Carolina Central University (Durham)

*Fun Facts (not all questions need to be answered):*

- What was your first business?
- Where is your favorite place in this city/town?
- How did you make money as a kid?
- What sparked your entrepreneurial mindset?
- When did you know you had an entrepreneurial orientation?
- What skill do you wish you learned earlier?
- What embarrassed you when you were younger?
- What was an activity you did when you were younger?
- Tarryn was co-captain of her intramural football team

*Entrepreneurial Expertise (expertise generally aligns with a entrepreneurial challenge question enabling a user to explore their network and find answers to entrepreneurial questions):*

- Hiring
- While the candidates here have different strengths, it's up to you to trust your instincts and choose. What's best for your business?

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*Phone Number (generally don't provide this unless permission from entrepreneur or business):*

*Email (generally don't provide this unless permission from entrepreneur or business):*

*Website:*

<https://thefounderproject.io/>

*Map (add when necessary):*

Within the Future Bosses App, entrepreneurs from Durham, NC provide an example of the content. These are examples that could either be used or customized to a local community. In order to customize this a community/youth serving organization/school will need to request a sub account for the Future Bosess app. Once permission is granted, the local entity could customize their account by populating it with entrepreneurs and their local business. This customization requires additional work, but it also helps younger entrepreneurs learn about and connect with real entrepreneurs in their community. We believe this customization enhances the experience of budding entrepreneurs.

## **Entrepreneurial Challenge**

In addition to building entrepreneurial profiles, entrepreneurial challenges can be created as well. Ideally, connecting challenges to an entrepreneur's expertise or less they have experienced creates a more integrated experience. How this works: when users click on an entrepreneurial challenge they will need to consider an answer. By reviewing the profiles of entrepreneurs, they will be able to find a correct answer and cite the source. Here's an example of an entrepreneurial challenge:

*How would you set the price for this product?*

*Option A: Look at Competition*

*Option B: Identify Target Customer*

*Option C: Choose an entrepreneur from your network to help you answer this question.*

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# Using the Future Boss App to Customize Your Event

## Setting Up the Experience

### Prework

- Decide on where you will run this the Future Bosses app. It could be run inside the halls of a building, a large meeting space, or outside.
- Review entrepreneur profiles and challenge questions, and decide on what content you want to use: Both profiles and questions, or just one of the two?
- Decide on whether you want to customize your entrepreneurs to your local community. You might not want to do it for your first run because it will require extra work. Alternatively, you could recruit youth to build the profiles and lead the exercise with other youth.
- Print out QR codes and place them in their locations.
- Test all technology to assure functionality.
- Load Future Bosses app onto each device.

### Resources

- 1 Digital device per 2 person team. This could be a phone or tablet.
- Each device will need to have the Future Bosses app loaded onto it.

### Roles

#### Facilitator Role

The Future Bosses app is an experiential activity, thus the facilitator is not an expert and thus does not provide answers. The facilitator lets the students learn by doing or experiencing. The tasks of the facilitator are to:

- Introduce the activity.
- Demonstrate how the Future Bosses app works.
- Field questions.
- Debrief the experience at the end.

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The facilitator is a coach who is there to help the students learn and provide accountability. Key to the learning process is letting the students work through the challenge and uncertainty themselves.

## Delivering the experience

### Objective

1. Introduce participants to a wide range of entrepreneurs.
2. Expose participants to a continuum of businesses.
3. Cultivate an interest in entrepreneurship, businesses, and expose them to business acumen.

Timing	Description/Directions	Resources
5 minutes	<p>Introduce activity:</p> <p>We're going to use the Future Bosses App and go on a type of scavenger hunt finding entrepreneurs, where we'll learn about their businesses by taking on entrepreneurial challenges.</p> <p>Everyone will have a digital device they will use and share with another person. Together you will trade leading and learning.</p>	1 digital device per person
5 minutes	<p>Orientation to Technology &amp; Location:</p> <p>Trial run! Provide an opportunity to practice using the app and explain where they ultimately will be using the app.</p>	
20 - 30 minutes	<p>Search, Find, Engage:</p> <ol style="list-style-type: none"><li>1. Find all the different entrepreneurs you can.</li><li>2. Choose which ones to add to your network.</li><li>3. Answer Entrepreneurial Challenges (you might need to bring your answers back and review them as a group).</li><li>4. Return to the designated location by (time).</li></ol>	
10 minutes	<p>Review Entrepreneurial Challenge Questions:</p> <p>Start with some humor or provide a challenge, something like, which team thinks they have all the answers correct?</p> <p>Ok, let's review them!</p>	Be sure to have answers and be ready to link



	<p>Here are few questions that could help with engaging students in the Entrepreneurial Challenge:</p> <p>What?</p> <ul style="list-style-type: none"> <li>• What question was most challenging?</li> <li>• What question was easiest?</li> <li>• What question surprised you?</li> <li>• What questions couldn't you get?</li> </ul> <p>So what?</p> <ul style="list-style-type: none"> <li>• What was difficult or easy about the question?</li> <li>• Why did the question surprise?</li> <li>• What guess might you have for the question you couldn't get? Why did you guess earlier?</li> <li>• What question resonated with you and why?</li> <li>• What question taught you something you didn't know?</li> </ul> <p>Now What?</p> <ul style="list-style-type: none"> <li>• What one lesson are you taking away with you, and how will you put it into practice?</li> </ul>	<p>answers to entrepreneurs and person experiences .</p>
15 minutes	<p>Debrief:</p> <p><b>What?</b></p> <ul style="list-style-type: none"> <li>• What surprised you about the entrepreneurs you met?</li> <li>• What did you learn about entrepreneurship from this experience?</li> <li>• What hardships did the entrepreneurs experience?</li> </ul> <p><b>So what?</b></p> <ul style="list-style-type: none"> <li>• What connected you to these entrepreneurs? (local, common interests...)</li> <li>• What might be a business you'd like to learn more about?</li> <li>• What might be a question you'd like to ask one of these entrepreneurs?</li> <li>• What's one thought you'd share with a friend about entrepreneurship?</li> </ul> <p><b>Now What?</b></p> <ul style="list-style-type: none"> <li>• What's your next step to learn more about entrepreneurship?</li> </ul>	



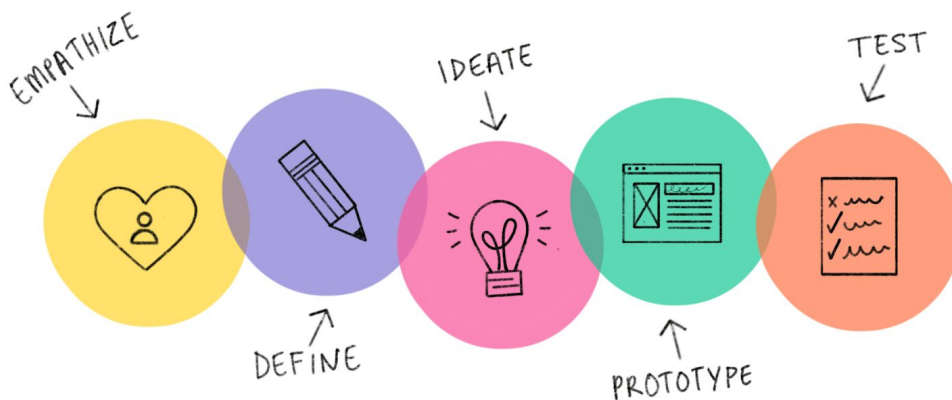
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## Resources for Students

### What is Design Thinking?

Design thinking is a multi-step process for creative problem solving. Design thinking has grown in popularity over the past several years and can be seen in diverse industries as academia, marketing, and research. Design Thinking has such broad appeal because it is so widely applicable. We integrate lessons in design thinking into the Future Bosses event as a way to guide participants in coming up with creative solutions to the innovation challenges. Further, we believe having a familiarity with design thinking can impact students beyond the event. Whether it's making decisions about what classes to take, which internship to pursue, or what college to consider, design thinking can empower Future Bosses participants to architect a life that is meaningful and fulfilling.

There are five steps of Design Thinking.



**The five phases in Design Thinking are: Empathize, Define, Ideate, Prototype, and Test.**

The first phase, **Empathize**, is all about gathering data through interviews and observation. By listening to a person or group of people, we can learn about and understand their problems. Design thinking teaches that we need to develop that deep understanding of a problem and a deep empathy for the affected population before we can propose a workable solution. The next phase is **Define**. In the Define phase, we use data gathered to define the problem. Having a clear definition of the problem is the key to creating a solution for that problem. The third phase is **Ideate**. Ideation is essentially

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brainstorming. The goal in the Ideate phase is to generate as many ideas as possible. We don't want to inhibit creativity at this point by putting parameters around our ideas, so we do not pause to consider practicality or feasibility. In the **Prototype** phase, we build a model solution. (In the Future Bosses event, participants will describe their prototype in the pitch competition.) The final stage is **Test**. In the testing phase, we design and implement tests to see if our solution does indeed solve the problem.

For a more in-depth explanation of these phases and design thinking, check out the following sources:

[IDEO Design Thinking](#)

[5 Stages in the Design Thinking Process](#)

[Why Design Thinking Works](#)

## Pitching Your Idea

After spending the afternoon developing, troubleshooting, and refining their solution to a given problem, the pitch is the portion of the day when students get to show off their ideas. We encourage you to use whatever human, technical, or physical resources you have on hand to make this section of the day exciting and meaningful for the students. Ideally, pitch competitions give students a meaningful platform for creative expression. We want students to end the day feeling motivated and proud of their work, and to understand how vital their contributions - their voice, their creative ideas, their innovative solutions - are to the development and sustaining of the larger community.

With that said, we've included a sample rubric to help guide the preparation and presentations of the pitches. Feel free to use the rubric elements that are best suited to your group!

## Judging Criteria and Pitching Rubric:

At the end of the event, each team will pitch their idea to a panel of guest judges. We propose the teams will be evaluated on 5 criteria. On the next 2 pages are an explanation of the various criteria and a sample rubric. Are there character traits you stress in your organization? We encourage you to add to this rubric and customize it for your group.

The 5 criteria we identified are:

### 1. Team clearly defined problem:

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How well does the team understand and describe the problem? A good, strong understanding is necessary for a well-defined solution.

**2. Team clearly identified customer or user:**

Similarly to understanding the problem, understanding the user is necessary to propose a thoughtful solution. Does the team identify the customer or user? Then, can they describe the customer or user's pain points?

**3. Solution offered was creative, innovative and/or inspirational:**

We want participants to get creative and propose novel solutions and innovative ideas! Is their solution a surprise? Is it delightful? Does it make you want to stand up and cheer?

**4. Team provided information that indicated potential for**

**implementation and execution:** We want participants to build entrepreneurial planning skills. Does the team have an actionable plan for implementing and executing their solution? Is it realistic? If not realistic (e.g. a "pie in the sky" plan), how well do they explain the way they would implement and execute the solution?

**5. Evidence of teamwork and collaboration:**

We strongly believe that we can go farther when we go together! Teamwork, cooperation, and collaboration are essential to high-functioning teams. Did the team work well together? Were they kind? Cooperative? Did they champion each other's ideas? Most importantly, did they have fun?

## Pitching Rubric

Criteria	Poor (1)	Needs Improvement (2)	Good (3)	Exemplary (4)	Comments
Team clearly defined problem					
Team clearly identified customer or user					
Solution offered was creative, innovative, and/or inspirational					
Team provided information that indicated potential for implementation and execution					
Evidence of teamwork and collaboration					
					Total:

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## Resources for Coaches

As part of the Future Boss event, student participants will be using design thinking to identify a problem, propose a solution, and pitch their idea. The goal of this event is to increase the student's self-efficacy and focus on their own leadership developments. The goal is for coaches to provide guidance, direction, and support as the students develop their ideas and pitches. We envision coaches helping the students navigate their ideas, share real-world experiences, and help them hone their final product.

Who should be a coach? Although having an academic background is certainly a plus, coaches do not have to be teachers. Coaches can be local entrepreneurs, community leaders, college students, or anyone with a capacity for inspiring middle and high school students.

### The Role of the Coach

It simply doesn't matter if students commit to memory all the design thinking phases or create a flawless pitch. The goal of the event is the development of a mindset, and not skill acquisition. We feel the best way to facilitate a mindset shift is to foster a student-centered learning environment. Let the students take the lead but be present to help them.

### Fostering a Student-Centered Learning Environment

Below are some practical tips to keep students engaged and pressing forward during the day. We ultimately want them to walk away from a Future Bosses event feeling empowered in their capacity to develop innovative solutions to real-world problems.

#### Ask questions and encourage exploration

Asking questions is a great way to find a focus area. Here are a few to start with:

“What is an annoying problem that people are facing? Why is it a problem?”

“What is something you wish you could create to make the world a better place?”

“What kind of product do you wish you could make? What problem would it solve?”

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## **Take time to brainstorm**

During any brainstorming session, We advocate for the “Yes, and...” technique popular with improvisational comedy troupes. The “Yes, and...” method limits judgment while promoting creativity. Instead of saying “No” to any idea, simply say “Yes” and then build upon it.

## **Encourage Research**

Once students identify a problem, it’s worthwhile to do some research. Research doesn’t have to be a lengthy process, but it’s helpful to have a broad understanding of the problem. Research can be anything from reading articles, to interviewing people who have experienced a particular problem. Do they have a parent or friend who wishes there was less litter in the park? Give them a phone call and hear what they have to say.

## **Be Quick to Praise**

Call out good attitudes, positive interactions, helpfulness, effort, humor, good-naturedness...and anything else! Look for reasons to build-up the kids and their confidence!

## **Be Optimistic and Cheerful**

Future Bosses should be a memorable, fun event. A coach can set the right tone.



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## Resources for Facilitators

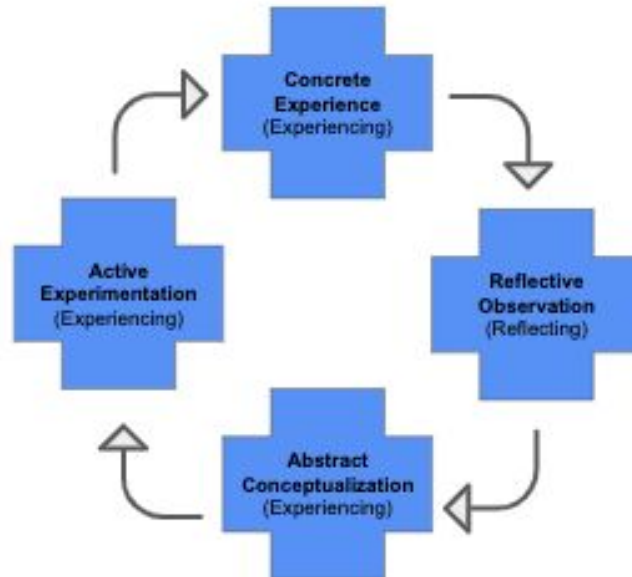
Supplemental debrief information about the experiential learning and debriefing.

### Kolb's Experiential Learning Cycle

(adapted from : [Kolb's experiential learning cycle](#))

**Kolb's experiential learning theory is a four stage cycle**

1. Concrete Experience (Experiencing) - Having a new experience, encounter, or reinterpretation of an older situation.
2. Reflective Observation (Reflecting) - Reviewing the experience, reflecting on it and assessing any inconsistencies between experience and understanding.
3. Abstract Conceptualization (Meaning Making) - Learner makes connections from the experience and forms new ideas or modifies existing abstract concepts.
4. Active Experimentation (Applying) - Learner tries, experiments, applies or creates plans based on new ideas and learning to the world around them.

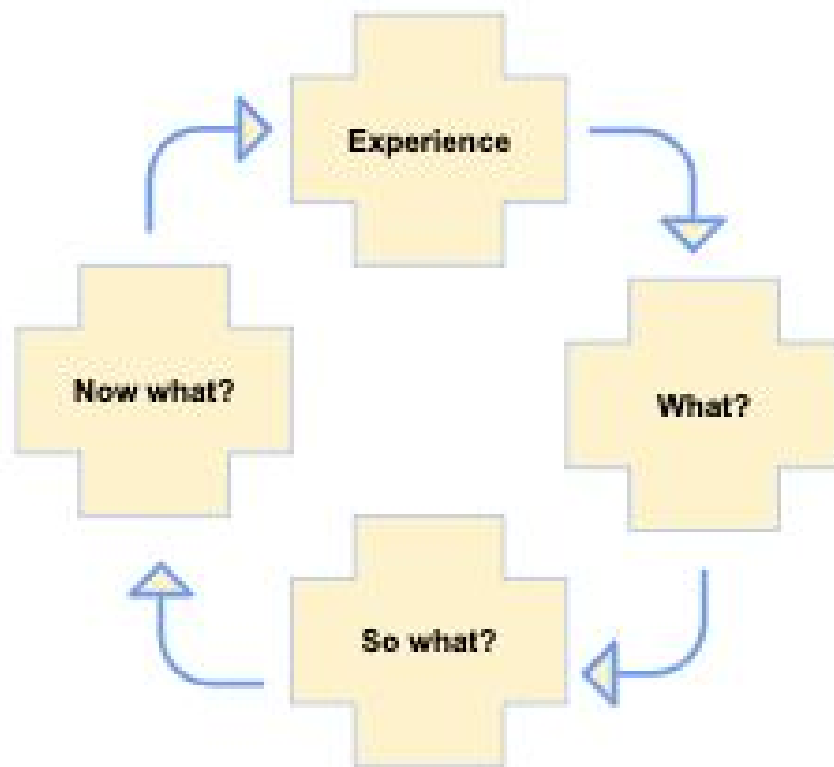


“Learning is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping experience and transforming it.” - David Kolb

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## Why is debriefing important?

The right question at the right time unlocks greater insight and dialogue. Alignment to outcomes and an experience are important. A good question can stimulate energy and bring laughter. The reverse can be true as well: A poor question can stall energy and feel awkward. A good question can cause one to think deeply. It can help someone transfer learning to a new context. Sequencing can also make a difference. Typically the what, so what, now what sequence is recommended. And, generally, debrief questions should start light, fun, and progress to more challenging questions. Always be mindful of your group's energy and engagement, as it will improve your learning objectives.



“We do not learn from experience...we learn from reflecting on it.” - John Dewey

## Sample Debrief Questions Connected to Kolb Experiential Cycle & Debrief Framework

<b>What?</b>	<b>So what?</b>	<b>Now what?</b>
What surprised you during this activity?	What was it, about the surprise, that captured your attention?	What one lesson about entrepreneurship will stick with you as you move forward in life?
What did you learn about entrepreneurs?	What thoughts or feelings changed as a result of this experience?	How will you apply what you've learned?
What did you learn about entrepreneurship?	What do you think was the purpose of this activity?	In what context will you apply your new insights?
What common connections did you find with these entrepreneurs?	Why did these connections matter to you?	How will you be able to overcome challenges in the future?
What business were you interested in?	What do you know now about entrepreneurship that excites you?	In what context will you apply your new insight, skill...?
What intrigued you about entrepreneurship?	What did you learn about yourself or others during this experience?	In the future I will...

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# Locating Local Entrepreneurs

## Entrepreneurial Diversity is Key

Perhaps your students are burgeoning artists. Maybe they're interested in coding/programming, in selling lemonade, running a babysitting business, or inventing new products.

Whatever their interest, seeing someone who looks like them succeeding in their desired career path can have immeasurably positive benefits. For your event, try to bring in a broad range of entrepreneurs, from artists and designers to product creators to small business CEOs, to best meet the needs of your students.

To locate specific entrepreneurs, a Google search may be your best bet. Simply type in the name of your city, then add a keyword like “artist,” “entrepreneur,” “designer,” etc.

## Connecting with Entrepreneurs

So how do you get entrepreneurs to come to your event?

**Just ask them.** We'll go over strategies here on how to best reach out. And if you feel nervous about cold calling, remember that most entrepreneurs want to give back to their community.

### Locating Contact Information:

To find contact information, you should first look up their LinkedIn, Twitter, Facebook, or other social media account. There, you will likely find an e-mail or phone number, if not both.

If you can't find their contact information online, or if they are unresponsive, you should then try directly reaching out to their business (e.g. by going to the business's website, clicking on the “Contact Us” button, and submitting your email.

### How to Write a Networking Email

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**Subject:** First, you should always write a subject line. You should try to make it as specific as possible. For our first FutureBosses event, we used the title “Connecting youth of color with local entrepreneurs.”

**The E-mail:**


1. **Introduce yourself.** Who are you? What school/community/organization do you represent? What is your team name? What event are you working on?
2. **Highlight the problem.** Why is your event needed? You should try to keep this part brief. Aim for no more than 100 words.
3. **State why they are important to the event.** Why are you asking them?
4. **Give them the date, time, and place.** If you’re unsure, try to give them a general date (e.g. “the month of April.”)
5. **Provide some more details about the event.** What will happen at the event? How many people will be there? What is expected of the entrepreneur?
6. **Close with a call to action (“would you like to join us?”), a “thank you,” and your contact information.**

Dear Ms. India Jackson,

I hope you’re doing well!

My name is Paige, and I’m a graduate student at the University of North Carolina at Chapel Hill. A team and I are currently working on a community-based project, Future Bosses, designed to connect youth of color in Durham with local entrepreneurs.

Currently, a majority of adolescents of color believe that an “entrepreneur” means someone who looks like Elon Musk: a white, middle-aged man in tech. Future Bosses is meant to introduce students of color in middle and high school to the



idea that they can be entrepreneurs, to help them gain insights on how to best realize their ambitions and increase their sense of entrepreneurial self-efficacy.

We identified you as a highly successful entrepreneur in the community, and we wanted to see if you'd be interested in collaborating with us for just one day.

On Saturday, April 4th, from 10 am to 2 pm, we are running a panel at the American Underground with about 50 students from Durham high schools. At it, they'll have the opportunity to connect with entrepreneurs, to ask them questions about their work, and to learn more about their potential in entrepreneurship.

Would you like to join us? We'd be honored to have someone like you attend! We think your story - starting a business from the ground-up - is incredible, and we'd love for our students to hear first-hand about your resiliency and drive to succeed.

Thank you so much for your time!

Warm regards,  
Paige and the Future Bosses team

