

Why did you start www.teachingkidsbusiness.com?

I thought the internet would be a great way to share business related information with kids and bring resources together in an effective way. There are many people and resources trying to impact kids and help them think about their futures. My vision is to bring as many helpful resources/programs together for kids to access on their terms.

(Additional details are available from our Info Center at www.teachingkidsbusiness.com/InfoCenter.com)

When should kids start thinking about business?

Kids can start learning about business at any age. Kids think about business earlier than most people would expect. I think kids are very aware of what goes on around them and they have strong opinions on what interests them. We can all do a better job of encouraging kids to explore business/career opportunities at an early age. If kids could be engaged in business related activities at an early age, as they are in sports and music, they would have a greater confidence and understanding of what they want to do during their working years.

Most kids are interested in jobs but are they interested in business?

My definition of business includes jobs, careers and starting, running and working in a business? Business is a very broad category well beyond just getting a job. If you prepare well for business you will do your job better. If kids and people in general developed business skills and understood various businesses, they would be more successful and perform their jobs much better.

As we introduce kids to business and they gain a greater understanding of business, the focus on jobs will change. Kids will start to think more about the right business for them, the kinds of jobs they need to progress into opportunities in a specific business.

What is the impact of teaching kids about business?

I think teaching kids about and preparing them for business is an important part of their development and an essential education. Business preparation can include many life skills, character traits and confidence building experiences. Business learning will empower kids in new ways with amazing impact on their futures and the future of business in general.

How do you know that you have succeeded in teaching kids about business?

I know we can succeed at impacting kids by getting them to consider sources of information such as www.teachingkidsbusiness.com and beginning to think about business. Once kids start thinking about something they are inquisitive and will start to ask questions and/or observe business encounters differently. Success should not be measured in money made but rather by experiences, which can include conversations, observations and the shaping of knowledge and opinions.