

Teaching Kids Business: Why, What, When, Where, How & Impact

By Jeff M. Brown

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Foreword

This unique book presents thought-provoking ideas and key points to encourage quick and effective progressive thinking. Why, what, when, where, how, and impact might overlap, but this approach will help to generate ideas that are easy to consider and reference later. The reader will invest several hours and explore many strategies for immediate effective action. The use of this content will help to shape an action plan for teaching kids business; encouraging business conversations; helping children to become more aware and interested in business; creating opportunities for skill development and experience; and instilling confidence and a higher level of respect in children through business techniques and skills.

The goal of every child and parent is to succeed in life. We should recognize that an important element of success is preparation and doing well in business. Interestingly, kids are often not respected enough to be

taught business, but many businesses target them as a market segment for the purchase of goods and services, particularly because of the influence they have on their parents' purchases. Kids influence purchases, so we should better prepare them to make more educated decisions and help them to realize how they influence businesses.

In 2000, author Jeff Brown founded TeachingKidsBusiness.com to develop business programming for kids, parents, and teachers. A need and a market exist for a general business book to help people think about ways to better prepare children for business. Business awareness and training for kids will help them to develop skills to succeed in their daily lives and their futures in business. Basic business education and logical strategies for business preparation are often overlooked in the education and development of children. Jeff wrote *The Kids' Guide to Business*, which uses the "lemonade stand" business model to explain many steps for planning and operating a business. The book is published in North

America, Japan, China, India, and Taiwan. The author regularly receives emails from around the world, and he provides consultation where there is a consistent interest in developing youth in business and addressing concerns for the development and future of children.

The target market for teaching business is broad. Parents will be interested in this book as a resource guide for new thinking to supplement traditional education systems; it is an excellent reference for activities with children. Teachers and community-minded people will find this book to be a helpful tool to help create awareness, discussions, and programming for children to learn about business. With the participation of adults, kids should be able to read this book and understand the concepts and teaching strategies.

If we generate commitment from adults and engage children to create an interest in business, then we can work together to explore business. When kids and adults

work together, they can create excellent learning experiences and produce amazing outcomes.

Thank you for your interest and support. Enjoy teaching and learning about business!

Jeff M. Brown

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Introduction: Guiding Thoughts.

This section presents some introductory comments to help put the ideas of this book into perspective to help readers further understand the scope of the opportunity of teaching kids business. Everyone has a different interpretation and approaches this subject differently. As we broaden the meanings of teaching, kids, and business, we reach more kids, create more opportunities to teach business, and witness a greater impact.

It is also helpful to discuss this section and the overall book with the various people involved in children's development. Individuals will have a number of styles and influences, but it is appropriate to work together and develop a plan.

Book content approach.

This book is organized in six sections beyond the introduction: Why, What, When, Where, How, and Impact.

By addressing each of these questions, we comprehensively cover how to think about “teaching kids business.” This approach has been used to focus the subject matter in actionable ways. This approach makes it easy to go back and review without having to read and highlight. This book is structured uniquely with key points to reference throughout.

The goal was to approach unique subject matter in a different way. The information is presented with key numbered topics in each section. Within the topics are a number of bullet points to consider. This approach provides easily organized information and simple, effective thoughts for the reader to reflect on and consider.

With this book and an investment of several hours, readers can draw on progressive thinking, ideas to implement, teaching techniques, and a solid framework to teach kids business.

What is business?

- We need to begin to understand what business is to start to understand what we are trying to teach. We

need to create a meaning for business that kids can relate to, understand, and engage with.

- Business can be explained in complex or simple ways.

Sometimes adults make it more complex than it should be.

- We don't want kids to be afraid of business or stressed by the thought of all the responsibility they will have to assume. We want kids to respect the importance of business in their lives.
- Business is a broad subject that covers jobs and careers in business, understanding business, running a business, starting a business as an entrepreneur, learning to manage a business, and buying products or services from a business as a consumer.
- Business is where most mothers and fathers work each day for money to allow them to buy food, clothes, housing, entertainment, and other activities.
- Business relates to the trade and exchange of goods and services. Any activity that requires money or an exchange of value is associated with business.

Everything we buy relates to a business. Kids should

understand the concept of money—what it takes to earn money and how it is used to buy things. A simple example is taking an hourly rate and explaining how many hours someone would need to work to buy a product.

- We should begin conversations on what business should be with the goal of engaging kids and evolving business. There are opportunities to understand business beyond profit and shareholder wealth. There is an opportunity to help kids believe they can and will change businesses based on their needs and values.

What is a kid?

- The term “kid” is used for a range of ages of children.
- The term child can be considered very young while kid can include young and older children.
- The target age for a kid is 5-18+ years of age, while realizing that children younger and older can learn about business.

- All kids are capable of learning at any age. We limit their learning by not providing the time, resources, and opportunities to allow them to learn subjects such as business.
- The difference between a kid and an adult is mainly skills and experiences. The older kids become, the more skills they develop and the more opportunities they have to gain experience from situations and responsibilities.
- Kids are more capable and able to learn than adults realize. Adults were once kids and should appreciate the potential of kids.
- If we elevate the level of respect toward kids by engaging them in business conversations, they will learn about business. It is their nature to ask questions and learn from this process.
- We can and should continue to learn about business at any age. We are all kids in business trying to figure out how to succeed. Like kids, people in business evolve, learn, explore, experiment, and make mistakes.

- Considering a broader range for the meaning of kid and business allows us to engage more kids and discuss a wider variety of subject matter. The key is to provide opportunities for all ages and to consider a vast range of interesting subject matter concerning business.

What is teaching?

- When we think of teaching, we first think of a schoolteacher. The role of a teacher is often formal and ongoing, carried out at a school or other place of formal education.
- Beyond a teacher in a school, many people teach kids: parents, family, friends, neighbors, religious leaders, community individuals, and business people.
- Anyone can teach. A brother or sister can teach a sibling something. A friend can teach a friend. A parent teaches a child to eat, walk, talk, tie shoes, read, and so much more.

- We observe and learn from many people. We all become teachers based on our actions, which kids notice. We all have a responsibility to give back to society, which can be accomplished through our teaching on whatever scale possible. If each person teaches good lessons to one person, collectively we can have a significant impact. If our teaching only affects our kids who succeed, they in turn will influence others.
- The key is to open up teaching beyond the many hours spent in a school classroom setting and for more people to assume the role of teachers, including the self-teaching role of kids.
- In a business context, teaching is a combination of products and services. Products can be used to teach, such as books, curriculums, games, audio recordings, videos, and software applications. Services can be used to teach, such as consulting, lectures, seminars, and coaching. This book is a product that provides a

service from consulting and many strategies and pieces of advice.

Target audience.

Business is universal, cross-cultural, and relevant to everyone at any age. Business evolves and requires continued learning. These dynamics suggest that this subject matter targets a very wide audience.

The intended audience of this book includes parents, kids age 5-18+, teachers, community leaders, and gift givers.

Anyone interested in the development and future of children will be interested in this book.

Parents will be a key market with the goal of exploring this content with their children and/or a gift idea for other children. This book will engage conversations among parents on education strategies for children, more strategic thinking on the type of activities kids participate in, and new ways for interacting with their kids.

This subject matter can be discussed with, and applied to, kids at a very early age. A young child can understand that

money is needed to buy things, and he or she can understand the many things to consider when making a purchase. A young child can be made aware of businesses and begin the learning process. The development of a child can incorporate these strategies, and as a child matures, he or she will appreciate these strategies more. Kids as young as five years of age will begin to grasp concepts of business. As kids become aware of business and begin to ask questions, they will establish an interest to build on. As kids progress in age, they can begin to appreciate business and the importance of business in society and in their futures.

Children will be able to use this as a reference guide to help introduce, prepare, and gain experience for business preparation. Kids will learn to take more interest and responsibility in their education and respect the decisions made for their development. Kids will understand the investments being made in them and begin to take more responsibility in finding ways to develop themselves and prepare for the future.

Teachers will be interested in this book as a resource to begin discussions regarding business education during class time and to direct kids to consider this topic at home with their families.

Society in general has an interest in the development of children. We can all use some direction in creating programming to better develop and prepare children for success in daily life and in business. As a social cause, we can help target kids who do not have the resources and adult support to receive the necessary guidance to put the thinking in this book to practical use. A simple and accessible book could positively influence many kids.

Like any business, the goal is to grow the relationship through additional products and services, which are available at TeachingKidsBusiness.com and StrategiesForParenting.com. This will be an excellent introduction to spark interest and commitment to create an increasing demand for this type of educational programming.

Section 1: Why teach kids business?

A good starting point is to ask ourselves the simple question of “why” we should teach kids business. The “why” question broadens the thinking on how to approach the information in this book. Kids ask the “why” question many times when they are faced with something they do not fully understand. If we can address the “why” component of this subject, we can address many interesting questions.

1. Traditional education does not teach business.

- Most education systems do not teach business. Education systems focus on language, math, and science without business education. The responsibility for this education falls to kids, parents, and businesses.

- Business education applies to all jobs and professions, but it is excluded from the foundation of general and technical knowledge curriculums.
- If education systems were more business minded, they would realize the opportunity to integrate business into curriculums, teacher training, and school operations.
- If educators had business experience, they would feel more comfortable teaching business and developing a curriculum that includes business education.

2. All kids will be involved in business.

- Kids will eventually work in a business at a job or interact with a business as a consumer and customer.
- Kids need to prepare for success in their eventual interactions with businesses.
- Learning about business is a logical life strategy regardless of what one pursues in life.

- Kids are indirectly involved in their parents' work because they are affected by their parents' available time. Kids also affect parents' time at work. Kids are an important component of balancing work and family.

3. Business affects everyone.

- We are all affected by business; therefore, it is one of the most relevant things to learn about.
- Kids need to understand how businesses affect them and how they can influence business.
- The more we understand about business, the better we can affect our own lives and the lives of others.
- An understanding of business can be advantageous to consumers who can obtain greater value, select better products and services, waste less money, and make more informed decisions.
- If kids learn to demand more from businesses, they can influence change and encourage major shifts in social issues.

4. Business is applicable to our activities.

- All activities have a business aspect.
- Money is a component that is related to business, and it takes money and business involvement to provide activities.
- Music, arts, sports, and entertainment are businesses. The equipment and the places where we enjoy these activities are the result of business.
- Understanding the business side of activities can alter the activities we choose and help us to create better and different activities.
- Knowing the business of activities will help kids to influence how businesses support and develop activities.

5. Business is an important subject to learn and will spark interest in learning.

- It is important to learn about and prepare for business.

- Business is a good subject to engage kids in learning, a subject with lots to learn and relevant learning.
- Business is interesting, engaging, entertaining, and relevant. Business is a great subject to explore and learn, it is a great activity to focus on.
- Every child can become engaged in business through the products, services, and businesses they are interested in. Kids can apply their interests to learn about business and to become more engaged in learning.

6. This expenditure becomes a smart investment.

- We make choices with our time and money daily.
- Teaching business is a smart investment, of time and money, into the development of kids.
- Investments of money and time on a child's development will yield a variety of returns: financial yields with higher earning potential for kids and wiser spending of money; non-financial yields with

greater success in daily life, such as kids who perform well in school, are well behaved, and focused, contributing to a better family life and fewer social problems.

- Learning about business is a long-term investment. Kids should understand business education as an investment in their own worth. Kids should understand that businesses develop human capital, which is important in all businesses and this development can start early.
- In comparison or in competition with an investment in a toy purchase, business preparation has a lasting impact and longer lasting development. As a purchase, it has greater potential.

7. Business helps kids reach their potential.

- Learning about business will help kids succeed in whatever path they choose in life.
- The goal of parents and educators is to help kids reach their potential.

- The potential of kids will be enhanced when combined with business skills.
- Business provides key benchmarks for success, which will help kids to plan for and measure success.

8. Business elevates respect for kids.

- Engaging kids in business demonstrates respect for their intelligence and potential.
- Gaining respect from adults builds kids' confidence, which leads to them taking on responsibility and learning from new opportunities. Elevated confidence will contribute significantly to child development. Once a child realizes he or she can do something, he or she will be engaged and the learning and development process begins.
- Elevated respect will show kids their unlimited potential for what they can accomplish.
- Respect also goes two ways. If we teach kids respect by respecting them in the subject matter of

business, they will be more likely to respect adults.

When adults and kids work together more effectively, the potential becomes exciting.

9. Business education develops maturity.

- A key component of a child's development is maturity. A goal of parenting is to help your child reach maturity.
- Maturity is distinguished by the shift away from reliance on guardianship and the oversight of an adult in decision-making acts.
- Learning about decision-making, responsibility, and considering a future in business increases kids' maturity.
- Knowledge of business develops kids' maturity as they become involved in what is perceived as an "adult" activity.

10. Every child is gifted with potential.

- Fortunately, all kids are different and possess different abilities. Every kid is gifted with abilities.
- Most education systems cannot cope with the uniqueness of each child, and they try to teach all kids the same way with the same material.
- The key is to find often hidden abilities in kids. Help a child find what he or she is good at and what he or she enjoys. These abilities could contribute to success in business or engage a child in learning about his or her interests and developing his or her natural abilities.
- Nurture this gifted ability and help direct kids to develop skills and future opportunities. If you engage kids in what they are good at, they will develop confidence, which will spread to other activities and personal development.
- Parents should enjoy identifying the abilities they passed on to their kids. It can also be an opportunity for self-discovery to understand one's own abilities. Once you understand yourself, you

can help guide your child and explain how his or her abilities can be further developed and used in business.

11. Business drives progress in society.

- Math and science drives technological advances, while business skills help to make these efforts a reality. Business is an important partnership for advancements in technology, products, and services in society. Business is an important factor in the progress of society.
- Elevation of business education in society will drive progress. More business-minded math, science, and other professionals will drive business.
- Understanding business and finding ways to engage in business will benefit society and will also drive progress.

12. Life skills used in business are also used in our daily lives.

- Many life skills are used in business: thinking, social skills, time management, communication, project management, collaboration, analysis, decision-making, teamwork, etc.
- By teaching business and recognizing that many life skills are used in business, kids will develop these skills early in life, which will affect their daily lives.
- By being aware of the need for skills and focusing on the development of life skills, kids will benefit from the use of these skills in the management of their daily lives, i.e., school performance.

13. Positive influences of business education.

- Business can have a positive influence on the development of children.
- In an era of violent video games and uncontrolled internet access, business can be a good influence on kids and a productive use of their time.

- Many reputable businesses have value systems similar to those of families.
- Addressing the topic of business during family time can be an opportunity for quality time and positive influence.

14. Expand education with values applicable to business.

- Learning about business creates an opportunity to discuss important things that businesses do and should do.
- Business education creates the opportunity to share and develop values that businesses should have. Because businesses are run by people and reflect people's values, business education can affect these values.
- Business can be used to teach values, responsibility, work ethic, international issues, respect for the environment, and lawful behavior, among other values.

15. Business education evolves businesses.

- Increased education and involvement leads to change and progress.
- Businesses respond to customer needs and wants.
- Involvement in learning about business will lead to a different interaction with businesses, which will evolve businesses to serve customers and society better.
- Knowledge will lead to higher expectations of business.
- Kids should be involved in influencing businesses, rather than being influenced by businesses.

16. Business awareness and education encourages entrepreneurship.

- Increased life skills, experiences, and business knowledge will foster entrepreneurship.
- Basic business skills will lead to a kid's greater confidence to be an entrepreneur.

- Advanced business skills will yield successful entrepreneurs. Entrepreneurship has a lower risk when the entrepreneur has higher levels of skills and experience. Entrepreneurs are more likely to raise money and develop a successful business with better business acumen.
- More entrepreneurs will have a greater influence on encouraging others. More prepared kids with greater skill development will help to build a greater foundation of entrepreneurs.
- Entrepreneurship skills will drive progress.

17. To create the social cause of teaching kids business.

- The social cause of teaching kids business will benefit society by starting with kids at an early age.
- Business education develops an interest in business programming to prepare future business workers and leaders.

- Understanding business will lead kids to appreciate the opportunities and the effect that business education can create.
- As kids see what they can learn and how it helps them in life, they will support the future development of business education.
- As adults see the potential of kids in business, exciting opportunities will develop.
- We can help regions around the world prosper with business preparation.

18. Business education can change public opinion.

- Discuss the positive impact of business education on children.
- Create positive stories about businesses that interest kids.
- Influence social media discussions; create discussions about business that are constructive and effective for kids; elevate the social media content that attracts kids.

- Ask people to respect kids in business conversations and with business decisions. Engage kids' involvement in business decisions.
- The voting age excludes kids, but they have an opinion and are affected by political decisions. The same thinking applies to the opportunity for the involvement of kids in business; they are affected by business and their voices should be considered—kids are stakeholders in business.

19. Why not?

- Some feel that there is a risk in putting too much pressure on kids at too early an age. Learning about business can start with limited pressure or responsibility, such as awareness of businesses and skills necessary for business.
- There is time for business. Kids are spending increasing amounts of time on the internet, cell phones, video games, and social networking, all of which have pros and cons.

- Some feel that business is for adults only. Business can be learned based on maturity, interest, and learning ability. It is important not to limit children based on the notion that they cannot or do not need to learn about business.

Section 2: What to teach?

This is one of the more interesting sections to write because business has many variables to consider. I have identified many approaches to engage a broad range of people in a number of ways. No one answer or method teaches business, and any combination of the following ideas will help prepare kids for business.

1. Identify businesses to learn about.

- Noticing will lead to learning. Help kids notice businesses.
- Encourage kids to think about business and businesses and they will begin to learn.
- A good starting point is to identify businesses that kids see daily, identifying who makes the products they buy and businesses in the news, examining businesses listed in the stock market, and reviewing the businesses that parents and family friends have experience with or worked with.

2. Allow kids to demonstrate their understanding of business.

- Encourage kids to show how much they know about business and demonstrate their capabilities.
- Kids discover many things in life through opportunities provided to them. They are exposed to business in many ways and have learned more than we realize.
- A great learning technique is to have students teach the teacher what they know. We just need to give them the opportunity and attention.

3. Business basics.

- Find ways to explain business in simple and general ways. Ask basic questions: What does it sell? What does it do to make money and compete and grow the business?
- Take a very simple business, such as a roadside kiosk or lemonade stand, and examine what it does to sell product and make money.

- Show how a business operates, develops a product, finds a location, hires people, and sells products and services for more money than it costs to operate.
- Show how to make money. Explain the concept of building something for x and selling it for $x + y$.
- Explain business. Start with a simple approach of producing products, providing services, creating jobs, and determining the location of the business.
- Understand the basic functional areas of a business and the business structure. Identify the various departments or functions of a business: manufacturing, marketing, sales, accounting, human resources, legal and regulatory, information technology, and investor relations.
- Understand product development, quality control, distribution, marketing, sales, customer service, accounting, human resources, purchasing, technology, law, regulations, and raising capital. Do internet searches on these subjects, examine

books, discuss and observe what businesses do, while keeping in mind the different functional areas.

4. Business opinion and criticism.

- A good starting point is to consider developing an opinion on what businesses are doing. Ask kids for their opinions and ask them to be critical of what they see from businesses.
- Start with testing products you buy (What do you think about a product?); marketing strategies in your marketplace (Is the message effective? Is the advertising good? What is the website like?); quality of products you use (Is the product reliable?); benefits of products (Does the product deliver benefits?); competition (Who else manufactures the product? Which is better?); and competitive pricing (Is a product overpriced compared to competitors?).

- Progress beyond these initial questions to developing an understanding of the businesses behind the products and services.
- Evolve from criticism to innovation, exploring how a business could do better.

5. Develop an understanding of jobs.

- Think about various jobs. Many jobs can be researched easily on company websites or job recruiting websites. Start with jobs noticed through daily interactions with businesses.
- Research jobs and examine the skill requirements and experience required. Understand the career path of various jobs.
- Talk to people who have jobs and ask them to help you understand their jobs, the skills they have, and the types of careers their jobs could lead to.
- Help kids to understand that job experience can lead to many jobs and that people will change jobs and careers for many reasons.

6. Develop responsibility.

- Help kids to understand what responsibility is, why it is important, and how they can become more responsible.
- Responsibility is answering for one's conduct and obligations, which is a key skill to develop to prepare for business.
- When you work in a business, you will be responsible for a number of tasks.
- The notion of a “job” refers to one’s responsibilities.
- Businesses have to have a number of people taking on responsibilities to accomplish tasks.
- Kids can take on responsibility at an early age with simple tasks, such as making their beds, keeping their rooms organized, household chores, doing homework, and all of their necessary schoolwork.

7. School as a job.

- Help children consider school their job.

- Consider school as one of their first jobs in which they have daily responsibilities, and kids are expected to complete their learning tasks well.
- Learn to take direction from teachers, work with others in class, develop working relationships with others, and understand what it takes to succeed in the school organization.
- As kids grow older, it becomes necessary to understand the importance of taking the responsibility of education seriously to provide more opportunities in life.

8. Consider business as a game.

- Businesses compete in a game against the competition to win customers.
- Engage kids in the notion that business is a game that they can learn to play. They can devise strategies to win customers, think of products people will buy, and find ways to gain small wins in business.

- Think of business like a sports game with a similar approach of learning skills and then applying them to a game. Work on basic skills and progress to doing business.

9. Focus on the fun and interesting side of business.

- A great way to learn is through something fun and interesting, and there are many fun and interesting businesses.
- Explore businesses that are of interest to and fun for kids to spark their interests.
- Many of the business principles in these fun businesses can be applied to other businesses.
- Many types of businesses exist, so find the right fit for fun and interest.

10. Develop advertising awareness.

- Every child has seen or heard an advertisement—online, outdoor, television, radio, print, newspaper, magazine, direct mail, etc.

- Discuss these campaigns with kids. Ask them what they think. Help them realize that the people behind these advertising campaigns are trying to reach them and influence them to buy (or influence parents to buy) products and services.

11. Develop a foundation of life skills.

- Everything kids do requires skills. Recognize the many skills that kids have and help them to develop all of these skills. Help them to understand that they need to develop a foundation of life skills.
- Help kids to realize that it takes skills to think, organize, make decisions, develop leadership, speak effectively, read effectively, write decisively, manage, communicate, socialize, and act with good character (honesty, integrity, etc.). Kids need to develop these foundational life skills.
- Developing daily life skills will prepare children for business—attitude, brainstorming, character, leadership, stress management, thinking, time

management, project management, etc. These skills will affect daily life and are important skills for business.

- Many skills can be developed through preparation for business and learning about business. Understand the skills used in business, and develop these skills and apply them daily. Continue to develop these skills.
- A plan that focuses on the development of skills will enhance daily life, such as success in school and other activities.
- Set goals to improve skills. For example, identify that a child is not organized and needs to improve organizational skills.
- Continue to develop a foundation of life skills to prepare for business.

12. Explore business principles.

- Consider business principles to understand businesses.

- Understand what a business does; who it serves; how it attracts, keeps, and grows the number of customers; what benefits the products and services provided to customers; how it attracts, keeps, and develops good employees; key factors to succeed in the industry and against the competition; how it stands out from the rest; how businesses manage the impact and responsibility in society; and how it operates with integrity.

13. Planning a business.

- Learn how to plan a business, thinking through what kids have to do to develop and manage a business.
- Study a business plan approach. Kids can start with a simple plan for a very simple business, such as a lemonade stand (a kiosk to sell a product) to explore the many variables to consider in developing a business.

- The activity of planning a business provides experience. Planning allows kids to consider the situations they will face and how they will respond.
- There are many books and resources on business planning.

14. Independence.

- Kids need to be able to look after themselves and make decisions. Help kids to understand that parents need to teach children how to do things for themselves.
- Understand, as parents, that doing everything for children will harm their development and shape them to expect others to do everything for them.
- Teach kids to develop skills for independence.
- Gradually develop these skills, starting at an early age.
- Dressing themselves, walking, and tying shoes are examples of steps to independence at an early age. These steps should evolve with responsibilities, decision-making, organizing appointments,

cooking, taking on duties at home, focusing on and succeeding at education, and taking on job responsibilities.

- Independence is important in preparation for business. Businesses need people to work on teams and to work independently with skills to minimize supervision.
- “If money is your hope for independence you will never have it. The only real security that a man will have in this world is a reserve of knowledge, experience, and ability,” Henry Ford.
- “My mom has made it possible for me to be who I am. Our family is everything. Her greatest skill was encouraging me to find my own person and own independence,” Charlize Theron.

15. Interest and passion.

- Help kids to find their interests. Help kids to learn about things that interest them.
- Business skills can be developed from activities of interest and transferred to other opportunities.

Learning to develop something will create many skills: how to source material, quality control and design, etc.

- Expose kids to many businesses and career opportunities to help them find their interest.
- Help kids to evolve their interests into passions.
- Passion is instrumental to succeeding in business.

If kids can find something they are passionate about, they will love what they do and excel at it.

- Explore favorite video games from a business perspective: How does the price compare? How is it marketed? Examine the product quality, customer support, website effectiveness, distribution strategy (which retail or online sites), etc.

16. Business training programs.

- Think of ways to train kids.
- Think of ways you were trained or could have been trained. Think of ways you have trained kids to learn skills, such as eating, walking, and talking.

Consider steps, such as demonstrating, coaching, encouraging, practicing, and celebrating.

- Examine business-training programs as a way to learn about business and to develop necessary skills. We have all had some level of training that can be adapted for kids. Adapt business-training programs for use with kids. All adults have had some training that can be explained to kids.
- Invest time in exploring training programs and discuss them with kids.

17. Develop skills businesses require.

- Think in terms of skills that businesses need and the skills that people who work in businesses possess.
- List as many business skills as you can think of: marketing, sales, manufacturing, decision-making, organization, thinking, scheduling, project management, communications, management, problem solving, etc.

- Understand the many skills required for certain jobs and for businesses to succeed.
- Businesses often lack skilled workers, which creates opportunities to understand the needed skills and to learn to develop them. Examine government job training programs to see what the key focus is and consider these opportunities.
- Research “skills shortages,” which can be done by country. Find a large need for skilled workers.
- Kids should understand the opportunities based on a shortage of skills and how they could become interested in these types of opportunities.
- Often skills required by current businesses evolve before the education and training systems are available to develop these skills. This puts the responsibility for learning skills outside the classrooms.
- Understand the need for and how to develop skills like collaboration, entrepreneurial thinking, creative thinking, analysis, and innovation.

18. Lessons in life.

- Business preparation presents opportunities to discuss life lessons with kids.
- A common expression is, “If I only knew then what I know now, I would have done things differently.”
- Many lessons in life can, and should, be shared with kids: the importance of education, how to succeed in school, and developing a great work ethic are just a few lessons that kids can learn from business education.
- Help kids to learn from your mistakes and experiences.

19. Entrepreneurship.

- Help kids to understand what entrepreneurship is.
- Discuss entrepreneurial stories to help kids to understand the journey from starting a business to growing a successful business. *Delivering Happiness: A Path to Profit, Passion, and Purpose* presents an interesting entrepreneurial journey regarding the Zappos™ online shoe business.

Stories like this can be great learning tools and an inspiration for entrepreneurship.

- Understand the dreams, commitment, determination, risk, and hard work necessary to create a business. Understand the sense of accomplishment and pride that comes from starting a business.
- Teaching business skills and business basics is a great step in developing entrepreneurs.
- Understanding business will create business opportunities and lead to entrepreneurship.
- Understand the importance of entrepreneurship in job creation and innovation.

20. Business sense.

- Learn to respect the experiences of others.
- Learn to gain experience from other people's experiences.
- Learn how to draw from other people's experiences to develop your own approach to making decisions.

- Understand the concept of wisdom and how it is gained.
- Learn from the past, but be prepared to make necessary changes to manage in the future.

21. Perspective.

- Understand the value in different perspectives; considering a variety of viewpoints and looking at things a number of ways is beneficial to success.
- Kids will mature as they learn to develop perspective. They will excel in business if they can draw from many perspectives.
- Learn to consider many perspectives in making decisions.
- “A lot of people in our industry haven’t had very diverse experiences. So, they don’t have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one’s understanding of the human experience, the better design we will have,” Steve Jobs.

22. The Value of Money.

- Understand what it takes to make money; money is an important part of business.
- Appreciate that you have to be prepared to work hard for what you earn.
- Kids need to learn the value of money because this quality will shape them as individuals and help them to stand out in a positive way.
- Consider the concept of budgeting, saving money, and using money wisely.

23. Values.

- Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be.
- There are many important factors to consider surrounding values; types of values include ethical, moral, doctrinal (religious), ideological (political), social, and aesthetic.

- Explore the importance of values. This can begin at an early age with sharing and having respect for others' feelings.
- Consider how businesses should manage values better.

24. Expectations.

- Help provide kids with hopes, dreams, and interests in business to focus on preparing for their futures.
- Help kids set stages of expectations. Allow them to succeed at early stages to experience the feeling of success, which will motivate them to set higher goals going forward.
- Many children determine their success based on the expectations of parents and adults they respect. Parents' expectations affect what children learn and how successful they are. Be reasonable and help to set obtainable goals to build real and earned confidence. Be careful in how you help them to set expectations. Allow kids room to succeed on their terms.

- Your family's history in business is relevant to kids and should be reflected on and learned from.
- "Don't lower your expectations to meet your performance. Raise your level of performance to meet your expectations. Expect the best of yourself, and then do what is necessary to make it a reality," Ralph Marston.

25. Interpersonal Relationships.

- An important skill to learn for business is to manage relationships with people, which is important to working with others successfully.
- The development of this skill begins at an early age with interactions with neighborhood kids, in day care, and in school; it evolves through other activities in which kids participate, such as sports.
- Relationships start with other kids, teachers, coaches, etc.
- It is important to learn to get along with others.

- Help kids to understand that developing relationships with others is a skill that needs to be acquired.

26. Networking.

- Kids can develop a network once they are aware of the importance of learning how to associate with people and keep in touch.
- Help kids to understand the importance of networking to develop relationships that can help to obtain jobs and create business opportunities.
- Friendships and associations that kids develop—in school, activities, and neighborhoods—can be helpful in developing a network.
- LinkedIn is an example of a professional networking platform that provides a way for kids to establish and keep track of a network.

27. Happiness.

- It is important to understand what gives you happiness.

- Happiness relates to preparing kids for business because the work they do and the careers they pursue will affect how happy they are in life.
- Success and money may not translate into happiness.
- Enjoying what you do and having time to do other things you enjoy is part of achieving happiness.
- Help kids to understand the balance of life that will make them happy.
- “When I was five years old, my mother always told me that happiness was the key to life. When I went to school, they asked me what I wanted to be when I grew up. I wrote down ‘happy’. They told me I didn’t understand the assignment, and I told them they didn’t understand life,” John Lennon.

28. The importance of a relationship partner.

- It is important for kids to realize the team outside of business is important. Family and friends are an

important support system throughout the many challenges of business.

- For those of us with successful marriages and supportive partners, we realize how important our partner is to our happiness and success in business.
- This may seem to be a distant concern for kids, but it is something they should be aware of and grow up with.
- Kids should learn to respect the role of the partner they choose and its importance. This will help them to make informed decisions on the relationships they pursue and the partner they choose.

29. Business history.

- Teach history through business; there are many inventions and stories to learn from.
- Many lessons can be learned from history. Successes and failure are equally important in learning, and history has many of both to draw on.

- Help kids to respect and learn from the past to build the future.
- A good starting point is transportation (boats, trains, roads, and cars.) and other inventions (such as electricity, telephone, printing press, wheat, and medical cures). A range of examples of business history can help to create an interest for kids to explore the history of business.

30. Business cases.

- Business cases are a good way to gain experience through reading and discussions.
- A business case is a situation that demonstrates issues and opportunities to consider.
- Many university and college business schools use business cases to teach business.
- Business cases can be created easily by researching businesses and following strategies published in financial reports, news, interviews, etc.
- Many business cases are available for review.

- Many published news stories can provide case examples from businesses.
- News articles on business can also be used as cases.
- Your own experience in business can become a business case.

Section 3: When to teach kids business?

The question of “when” helps us to focus on the issue of when we should begin, when good opportunities are, and for how long should we continue teaching and learning about business.

1. When a question is asked, answer it.

- It is important to seize the moment when a question arises.
- Whenever a child has a question, this should be addressed. If you do not have the answers, find the time to explore the answer with the child.
- Much can be learned from the process of finding an answer and helping the child with this process.
- A question can also identify an interest that can be developed further.

2. When the opportunity arises, seize it.

- Many unexpected experiences in life present learning opportunities.
- A great time to teach business is when the opportunity arises. This could be during a product purchase, change in jobs, looking for a business for a product needed at home, etc. Engage your kids in your decision-making process regarding business, buying products, etc.

3. Now and in the future.

- It is never too early or too late to learn about business.
- Starting at an early age and continuing to develop through to independence prepares children for business.
- Learning about business is a life long journey. Formal schooling ends at some point in people's lives, but learning should continue. Business is a

good example of a subject that should be continued.

4. Business preparation at any age.

- Kids can learn life skills to prepare for business at any age. Skills, such as learning to talk and learning a language(s), are examples of life skills that are learned and applicable to business; they contribute to creating the foundation for other skills.
- Skills can be learned at all stages of life and will prepare a child for independence and business.
- Every life skill kids develop prepares them for a successful future in business.
- Skill development builds other skills. A foundation of life skills grows and leads to the building of confidence, which encourages the child's ability and attitude to develop skills further.
- Kids can learn at any age. Kids can learn about business at any age.

5. Every day.

- Any day and every day is a good day to learn and teach.
- Imagine if we learned the meaning of a new word each day, a new piece of history, a new skill etc.
- There are many daily opportunities to teach and learn skills and learn about business.
- Be creative and find time. Make time. Establish it as a priority.
- Many “teaching moments” can be found in our daily lives—scheduled or not.
- Mealtime and down time can be used for discussions and observations that touch on business preparation.

6. During the process of preparing for an education path.

- Learning about business helps kids to understand choices and what they need to learn to prepare for business. This will allow them to make decisions

that are more informed on the subjects they study in school and out of school.

- Learn about business well before kids have to make significant education choices or career choices.
- Too many kids go to university and college with little idea of what interests them or what they are good at or knowing what skills and experience they need for various career paths.

7. Continue to learn.

- Business is dynamic and requires constant learning.
- New opportunities for business and new needs evolve from technological changes, changing consumer needs, population growth, and demographic changes all the time.
- Once kids begin to become aware of business, it is easier to continue to learn and realize how businesses need to change, which requires new thinking and skills.

- Kids naturally represent the changing future and can learn how to cope and lead this business change.

Section 4: Where to teach kids business?

As we progress past the “why,” “what,” and “when” considerations, it makes sense to consider “where” business could and should be taught. The evolution of technology provides greater access to information, and therefore, the “where” consideration presents many more alternatives. There are many opportunities to find the time and place to observe, discuss, experience, and learn about business.

1. In school.

- Help kids to understand the importance of learning how to learn in school. As they develop an improved attitude and ability to learn, they will be able to learn about business.
- Learn to succeed within the organization of a school. Learn the education system and what is necessary to succeed in the system. To succeed in

business, you must succeed within the business organization and out in the competitive marketplace. Kids need to understand what it takes to succeed within an organization.

- Watch and observe how others learn and react to products and services. Learn about people's needs. Businesses need to observe and understand people.
- Learn skills taught in school, and excel in reading, writing, and communications beyond what is taught in school. School can contribute to excellent foundational skills that will allow you to learn more efficiently and effectively.
- Develop skills that might not be taught in school through opportunities kids have in school, such as collaboration, leadership, managing relationships, taking direction, listening, asking questions, and presenting ideas. These skills might not be actual topics taught in school, but kids have opportunities to develop these skills through classes in school.

By being aware of skills, kids will focus on opportunities to develop.

- Learn technical skills through subject matter taught, such as math and science, and then learn business principles for the subject matter. Think about the business side of the subjects taught, such as job opportunities and how the subject affects products and services provided by businesses. Think of ways to solve problems in society using what you learn in school and considering other ways to apply this knowledge.
- Learn to innovate and learn beyond what is being taught in class. Consider how kids could be taught more effectively. Help kids to challenge what is taught to them and to consider other alternatives.
- Learn to create the answers and to solve problems. Problem solving is a key skill needed in business.
- When possible, take business courses that apply to anything we do in life. Business is an excellent basic education.

- You can learn from what is not taught in school. Consider what should be taught and how it could be taught better, which is the basis for learning to innovate and to be entrepreneurial.

2. Out of school experiences.

- Help kids to recognize the many opportunities they have to learn outside of school. Reflect on the time before children go to school and the important skills they learned: to eat, to walk, to talk, and much more. This should help kids to realize that they learn many important things outside of school.
- Kids develop life skills through life experiences outside of school.
- More time is spent outside of school in other environments, such as at home, with family and friends, sports and other activities. This time provides opportunities to learn and develop skills.
- Time outside of school presents an opportunity to try learning approaches different from those in traditional school.

- A great attitude to learning can be shaped outside of school, which is critical to success in school and in life. Help kids to understand that important learning happens outside of school.
- Traditional school education might not teach kids how to apply education, so look around and think of ways to apply school education to business.

3. During daily activities.

- Daily activities develop many skills and are valuable experiences.
- All activities require skills and the development of skills; school, sports, arts, socialization, and music activities require and develop skills.
- Skills such as listening, teamwork, communication, leadership, creativity, and expression are developed through activities. Participation in activities provides opportunities to develop many more skills beyond the obvious skill to perform the particular activity itself.

- Activities are a good way to practice the development of skills. Learn to practice to improve skills as you would in sports, music, and arts. This strategy applies to all skills in any activity and applies to the development of specific skills, such as thinking, organizational skills, time management, etc.
- Learn to create a foundation of skills, and then learn how to apply them in competition or in games for fun and enjoyment. Consider the same approach to preparing for sports: develop skills, practice, and apply them in a competitive game. Consider business as a competitive game that requires skills and practice or training. Learn to evolve and apply skills to further development with experiences.

4. Learn from parents and guardians.

- Parents can teach business as they parent daily. Adults who care for children can teach business.

- Parents are ultimately responsible for the development of a child: physically, intellectually, emotionally, and socially. Business preparation should be considered in the intellectual development of a child.
- Parents play an instrumental role in children's development. Children watch and learn from parents and develop good and bad skills and habits from parents. Children watch adults to learn.
- Parents have gained skills and experience, which can be shared with kids. Skills are transferred from parents to kids in a number of ways: hereditarily, through observations, and through teaching.
- Parents who are better prepared can transfer more skills more effectively. There are opportunities for parents to work on developing their life skills at home and for work.
- Parents make choices for children in activities, environments, friendships, and access to

educational resource; a child's development is influenced and affected by parents' choices.

- Kids are also aware of the activities of adults, which influence the choices the kids make.

5. Observe businesses.

- A great place to learn about business is at a business.
- Observe businesses during their daily activities. A trip to a store can be a learning experience beyond a typical shopping task.
- Think about what is going on in a business. Ask questions: Why do they do things a certain way? Think of ways businesses could do it differently.
- Observe jobs people do in a business. Learn from observation.
- Observe business websites and understand their products and service offerings and how they operate.

6. Research businesses on the internet.

- Most businesses have a website that provides extensive information.
- The internet is a good resource. Allocate some internet time to researching businesses, business websites, new products, business news, stock prices, annual and quarterly reports, Facebook, etc.
- A child can conduct research and with parents or friends at any time and in any place.
- Consider “Google alters,” Twitter, and other tools for updated news on businesses or products of interest.
- Allocate time typically spent on video games, social media, and other internet tasks for business learning activities.

7. Read about business.

- There is substantial written material about businesses available.
- Business is a good reason for kids to read more. Consider reading about business.

- Encourage reading and the development of reading skills. There is a good deal of free content about business available for reading. There are business books, business news reports, blogs, Twitter, and Facebook.

Section 5: How to teach kids business?

Many readers will jump directly to the “how” section. When you have time, review the other sections because they provide additional insight applicable to this section. If you have progressed through the “why,” “what,” “when,” and “where” sections, you have a good idea on “how” to teach kids business. Each of the sections gives some insight into “how” to do it. There is an opportunity to use traditional learning techniques, business training, and specific approaches that work for individual children. Each of us learns in a different way and can be taught effectively through a different approach. Parents will find that their children will likely learn the same way that they do. The following strategies are not in any particular order; a number of strategies should be used. Everyone learns in a different way.

1. Use best practices for how kids learn.

- Often school systems do not progress quickly with new approaches to learning, but there are many resources available.
- Be innovative in presenting information.
- Use approaches used in business. Consider exposing kids to job descriptions, management comments in annual reports, procedures, training, mission statements, budgets, plans, etc.
- Watch videos, TED talks, LinkedIn discussions, etc.
- We all have experienced some training to reflect on and draw from. Think of ways to adapt it for kids.

2. Commit time.

- Spending time on teaching kids business is an important start.
- There is a direct relationship between the amount of learning achieved and the amount of time spent on learning activities.
- Time is limited, but priorities are not.

- Parents need to find time to talk about business with their kids.
- Encourage kids to take time to ask questions and explore answers and others to take the time to answer these questions.
- The activities you choose and the time commitment should be considered in the development of your child. Are you spending your time wisely in the development of your child?

3. Share how you learned about business.

- An easy and effective way to teach kids business is to share the ways that you learned about business; draw from your experiences.
- Some helped parents in business, started a roadside business, or performed jobs in the neighborhoods. All of these experiences are useful in teaching kids about business.

- In addition, we have developed skills along the way from activities and school that we feel are important in business.

4. Take kids to work.

- Show and demonstrate the work and business you are involved in.
- If you cannot physically take a child to work, then do it virtually. Sit down and explain your work environment and what you and others do in your business.

5. Life skills.

- Consider the life skills necessary to perform any activity.
- Consider a wide range of activities, such as thinking, time management, organization, interpersonal communication, etc.
- Consider business as a number of life skills needed to accomplish the activities of business: product development, marketing, sales, staff management, and customer service.

- Success in business requires skills of the people who work for the business. These skills are very broad and include basic life skills and very specific technical skills.
- Even people with technical job skills, such as engineers, need life skills, such as thinking, organization, communication, leadership, and decision-making.
- Identify the many skills used in daily life, and work to improve these skills.
- Develop basic life skills and progress by further developing these skills. For example, a simple skill like thinking can evolve to greater perspective and strategic thinking.
- Life skills are learned through practice.

6. Kids as business advisors.

- Ask kids for advice in business.
- We can often learn from a fresh perspective through asking simple questions.

- Often, as you discuss a business issue or opportunity with a child, it becomes clearer to you.

7. Traditional education approach.

- Take the approaches used in schools and apply them to business learning outside of school.
- Learn concepts and apply them.
- Learn business concepts, business terms, and skills, and then apply these skills to jobs and business.

8. Activities.

- Skills are learned and developed through activities. Every activity we perform requires skills and we develop these skills as we do an activity.
- As a child plays a sport, he or she develops skills for the sport. Children also develop other skills, such as teamwork, competitiveness, decision-making, stress management, leadership, and many more. All of these skills are valuable in business.

- As kids choose and participate in activities, help them to think about the many skills they will develop. An example of an activity with excellent development is golf, which develops character, decision-making, patience, focus, etiquette, and social skills.
- Consider business activities that develop skills for business and activities that are business related.
 - Planning a business
 - Visits to businesses to observe
 - Volunteer in a business or community service
 - Internships
 - Jobs at home

9. Experience non-paying jobs.

- Any job experience, paying or non-paying, is valuable.
- Non-paying jobs can help create skills to help kids to obtain and succeed at paying jobs.

- Non-paying jobs, such as making one's bed, can teach skills, such as responsibility, following procedures, quality control, organization, following direction, and time management. It might seem like a simple task, but it can create a good learning opportunity. If kids forget, don't feel like doing it, or were too busy, this can be related to a job to help them understand business. You can't "forget" to do a business job, or not go to work because you don't "feel like working" or are "too busy" doing other things.
- It is difficult for kids to obtain paying jobs but there are many non-paying jobs available at home.
- Think about developing a résumé with lots of non-paying jobs.
- Consider school as a non-paying job that teaches skills, such as responsibility and performing in a structured organization.

10. Experience.

- A great way to learn about something is through experience.
- Paid jobs are recognized as good experiences and references.
- Skills and experience can also be obtained from planning a business.
- Experience can be gained from talking about business.
- Learn responsibility and skills from each experience.
- Much can be learned from bad experiences and failures.
- “Experience is the teacher of all things,” Julius Caesar.

11. Learn through awareness.

- A great way to learn is through awareness.
- Become aware of businesses, and this will lead to interest, which will lead to questions, discovery, learning, and passion.

- Simple goals can be set to notice and learn something each day about a business.

12. Thinking about business.

- Thinking about something is required to learn.
Learn by thinking about business.
- If we encourage kids to think about business, they will learn.
- “We cannot solve our problems with the same thinking we used when we created them,” Albert Einstein.

13. Observation.

- Observe business throughout your daily activities.
Observe as much as you can. Help point out these observations to kids. Ask kids what they observed and share what you observed. Consider it a game between friends: “Did you see that?”
- Notice businesses. Think about how a business operates, the products and services it provides, how it is organized, how well employees do their jobs, etc.

- Learn from watching.
- Gain valuable training and experience through observation.
- Kids are inquisitive by nature. They observe things and ask questions. Continue to nurture this tendency and evolve it for learning about business.

14. Customer experiences.

- A very effective way to learn about business is through experiences as a customer.
- Learn about business as a customer. We know if a business is successful with us. As customers, we realize what a business does well and where it fails.
- Every customer knows a lot about business, so help kids feel confident about their understanding of business.
- Every business learns from its customers. We teach businesses how to gain our business and keep our business, and businesses try to learn our needs and preferences.

- Customers are a key success factor for all businesses.
- As a customer, we understand one of the most important things in business: how to attract and satisfy customers.

15. Consider business a game.

- Games are a good way to engage kids. All kids like games and games can be a good way to learn skills and gain experience.
- Business can be compared to a game and learned through similar approaches to teaching a game: skills, rules, and experiences.
 - i. Business has many rules and many ways to measure winners. This can be explained as a game.
 - ii. Games have players, rules, and participation goals for a competition. Business has similar components. There are winners and losers in business.

- Consider a game of gathering people who are interested in business. Play around with business ideas and work together to come up with ideas to succeed or win together as a team.
- A game idea is also a good way to explore business. Think of developing a game and discuss the steps needed to make it succeed.
- Traditional guessing games and “show and tell” games can be used to explore business.

16. Respect.

- Once we respect kids with business conversations, they will become more engaged.
- Teaching kids business is a big step in elevating respect for kids.
- If people believe in kids, then kids will start to believe in themselves. The reverse also applies. Respect goes both ways. If adults respect kids more, then they will respect adults more.
- Show respect for kids’ ability to learn.
- Respect will empower kids to learn.

- “Walk a mile in my shoes is good advice. Our children will learn to respect others if they are used to imagining themselves in another’s place,” Neil Kurshan.

17. Independence.

- An important component of teaching kids business is to prepare them for independence.
- Independence is a learned skill that needs to be developed.
- Every child wants to be independent and make his or her own decisions.
- A goal of every parent is to raise independent children who can succeed in life on their own, making decisions and providing for themselves.
- Delegate tasks to your children so that they can develop skills and gain experience.
- Give them opportunities to develop at an early age and develop independence over time.
- Step back at times, and let your child lead, make decisions, and make mistakes. Help kids learn to

do things for themselves, and recognize that it is in their best interest for them to learn to be independent.

18. Constructive self-assessments.

- An important way to learn is to recognize that you do not know everything and there are opportunities to improve.
- Be honest with kids and help them to realize that they can improve. Help kids to recognize the many skills that they have and ways they can improve these skills.
- Do personal assessments to determine the level of skills kids have. This could be as simple as recognizing that a child is not organized and would benefit from improving this skill.
- Work to improve their skills.

19. Create a résumé.

- A kid at any age can and should develop a résumé. Every child has skills and experiences.

- A good way to prepare for business is to keep track of the skills and experiences a person has developed. The next step is to build on accomplishments and establish goals to develop the kind of résumé needed for various schools and career paths.
- A résumé tells people about skills, experience, education, community involvement, and interests.
- Help kids to understand and develop the components of a résumé in preparation for business.
- See how the résumé develops over the years. It can be a sense of accomplishment for children and parents.
- A résumé can also be considered a “growth chart,” which many people use to track growth over time. In this case, it is not growth in height but rather in skills and experiences.

20. Parenting strategies.

- Consider business preparation as a parenting strategy and a goal in the development of your child. Many of the ideas in this book can become parenting strategies.
- Consider “teaching moments” for things you notice that can be taught to your kids. Lessons learned by parents and friends can be shared with your children.
- Discuss key parenting strategies for teaching business, which are covered in this book and the author’s *Strategies for Parenting: The Road to Independence*.
- As parents, discuss ways to learn about and teach business. Work together to find strategies that make sense for your family in terms of time, money, and expertise.
- Discuss business and futures in business.
- Discuss business experiences. Teach from both good and bad experiences.

- Allocate family time for learning about business.

21. Follow and believe in dreams.

- “If you can dream it, you can do it,” Walt Disney.
- Encourage dreams and help kids believe in all the great things they are capable of doing in their lives.
- Every great inventor, entrepreneur, and businessperson was once a kid. At some point in time, they had dreams that they pursued. If more kids had these types of dreams, it would be interesting to see the impact.
- Use dreams to build confidence and hope. Many things are possible if one puts one’s mind to it.

22. Teach teachers and caregivers.

- Anyone who has influence on a child should be aware of these concepts and strategies. Train the trainer to make them an effective teacher to prepare kids with skills and experiences for business.

- People who spend time with children should be trained to transfer skills and appropriate perspectives.
- Consider the skill levels of caregivers and how to elevate those skills. Take them through the information in this book.

23. Delegate to others.

- If you are not able to provide the time commitment or resourcefulness for teaching your child business, hire others to do it.
- My website, TeachingKidsBusiness.com, is a helpful tool. Additional sites are in development to help with even more resources.

Section 6: The Impact of teaching kids business.

Thank you for taking the time to consider the other sections. If you act on some of this thinking, then we have accomplished a significant level of impact. If you plant the seed of this thinking with your child, you will see results over time. The opportunity for impact is only limited by our level of awareness and our resourcefulness in helping kids to learn about business. We can appreciate the economic impact of business, but it is hard to measure the future impact of a new generation of more well prepared business people.

1. Positive impact on kids.

- Teaching kids business can be one of the most positive influences we can have on developing children. The skills children develop—confidence, focus, and determination—will be very positive in their development.

- Skills for life developed earlier can be used to benefit kids through their school years.
- Kids who are better prepared to deal with daily life are better prepared to deal with the future.
- Values and principles learned through business can be applied to influence kids to make better choices and succeed in everyday life.
- Kids who are more focused, have developed more skills, and possess a view to the future present an exciting combination of resources for the world.
- A better understanding of what they want to do in life and what it takes to obtain the jobs that interest them will help kids find the right jobs and be more effective in those jobs.
- A positive impact on kids results in a positive impact on society for generations to come.

2. Attitude is contagious.

- As we evolve our attitude toward the capabilities of children, children will develop the belief that they

are capable of learning about business, and so much more.

- Attitude can create confidence, which can create great possibilities!

3. Successful children.

- Children who are well prepared will experience greater success and will enhance the competitiveness of businesses leading to more successful businesses.

4. New business creation.

- An increased understanding of businesses and entrepreneurship will lead to business creation.

This will create jobs and benefit humanity with a positive impact on communities and society.

5. Social benefit.

- A social cause of “teaching kids business” will have a social benefit.
- Focusing children on business activities will reduce social problems among youth. More focused and

positive influences will help kids to avoid many social problems.

- Business activities can help focus kids on good initiatives, which benefit communities and society.
- Advancing education and the ability to succeed in business has great benefit and will grow through future generations.
- We will advance the development of other regions in the world. Children are becoming more aware and interested in helping others to succeed in life. Business skills will be an excellent tool in helping others.

6. Education innovation.

- By bringing business education to children, we will enhance innovation in teaching. Business practices are more current and responsive to competitive situations. A focus on business will help teachers learn about business and find better ways to be effective teachers. The education systems will benefit from business disciplines.

- As innovation evolves into the education system, children will develop important and relevant skills and education.

7. Enhanced bond and time among families.

- Business can be one common interest for family discussions and activities. Business is relevant to all families and is of international interest to engage new conversations and ways of spending time together.
- Business as an activity can bring families together with quality time together.
- Kids will learn to respect the role of parents and the responsibilities and challenges adults have in business.
- The dynamics of a family will change as respect will increase and conversations will increase.

Next steps

Find the time to work with your child to introduce him or her and engage him or her in business.

There are many ideas to consider. Some will be very simple to implement immediately and others will take time to develop. As we help kids to become more aware of this thinking, they will ask questions and explore business at a level of interest and complexity comfortable for them. As adults become more aware of the range of opportunities to teach business, they will apply this thinking for the best interest of children

The opportunities arising out of the potential for kids to learn business is exciting.

If we consider teaching kids business in the context of a business decision, we can then proceed while recognizing the opportunity, setting a plan, and executing the plan.

This is not a significant capital investment or an all-encompassing public offering, but it is an exciting

opportunity to spend time with kids and begin a personal capital growth plan.

For parents, this book should provide some guiding strategies and some actionable steps. The development of a child is a long-term plan as is participation in business. The sooner you commit to this aspect of your child's development, the sooner you will see the progression in their development. As you develop strategies to teach business, you will develop your own skills.

Kids will hopefully have time with their parents or adults to reflect on the ideas in this book and talk with friends and in social media. There is a lot of information to reflect on and activities for kids to consider. If kids accept that this is an investment in them, then they will find time. As kids engage in other activities, they will be aware of the skills they are developing. As kids become aware of business and the businesses around them, they will be surprised on how knowledgeable they are about business. Kids can think of how they can combine their interests with business.

Teachers have an opportunity to consider ways to integrate business education into their core curriculums.

This book will help them with ideas on how to teach business and apply education to relevant applications, such as jobs and business.

A community-minded person can help begin conversations about the need to better prepare children for business.

Community programming can be added and adapted to incorporate this kind of learning.

Gift givers can change the status quo of toys and find ways to give the gift of business to a child.

Teaching Kids Business: Why, What, When, Where, How &
Impact

About the Author

Jeff M. Brown is a social entrepreneur and the founder of TeachingKidsBusiness.com and StrategiesForParenting.com. Jeff is the author of *The Kid's Guide to Business* published in India, China, Japan, North America, and Taiwan and the author of *Strategies for Parenting: The Road to Independence*. Jeff's son and daughter have both graduated from university and are currently working. Jeff's wife is a successful marketing professional and business operator. As a professional account and experienced businessperson in a range of industries and businesses, Jeff brings an interesting combination of business acumen and parenting skills to teaching kids business.

Jeff is committed to the social cause of teaching kids business. He believes kids are more capable in business than adults realize, and he strongly believes in the positive impact business preparation can have on children.

Business is a life skill necessary to acquire employment

and to deal more effectively with businesses as a consumer. As an essential skill, it is important to teach business.

The Kids' Guide To Business was written by Jeff M.Brown to introduce kids to business and provide a tool for parents and teachers to discuss business. This book uses a kiosk business as the business case. Kids are guided through many principles of business which are related to the simple business model of the lemonade-stand.

To learn more visit TeachingKidsBusiness.com

Strategies for Parenting - The Road to Independence was written by Jeff M.Brown, his wife and two children. This unique book provides simple and effective strategies to develop children and prepare them for independence. The authors draw from their own experiences and provide many proven strategies.

To learn more visit StrategiesForParenting.com

As a social entrepreneur Jeff is developing a number of other initiatives;

JeffMarkBrown.com

TheGameOfParenting.com

BusinessPreparationProgram.com

