

Teaching Children Business

Adult Session Overview



BY JEFF M. BROWN

Overview

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- The following presentation is a summary of the components program developer and presenter Jeff M. Brown would commonly discuss in a speaking engagement for adults on the subject of teaching children business.
- The “quotes” are only examples of some thinking to be presented.
- The format of the presentation should be a presentation with an interactive exchange of ideas.
- There is an opportunity to customize a speaking engagement based on the goals, time allocated and budget of the session.
- With a commitment and approval to proceed with a project; the presentation will be developed further.

Introduction of Speaker

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- Jeff Brown is a social entrepreneur who founded www.teachingkidsbusiness.com, www.strategiesforparenting.com, www.thegameofparenting.com and other related social ventures.
- Business person and professional accountant with experience in a range of industries and business models and large and small businesses.
- Author of “The Kids’ Guide to Business” and “Strategies for Parenting – The Road to Independence.”

Why Teach Children Business at an Early Age?

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- Explore the opportunities and benefits of learning about business at an early age.
- Examine the thinking behind TeachingKidsBusiness.com and how this relates the development of children.
- What age does this apply?
- "Undertake something that is difficult; it will do you good. Unless you try to do something beyond what you have already mastered, you will never grow."
Ronald E. Osborn

Business Interactions at an Early Age

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- How children are actually exposed to business and interact with business at an early age.

Expectations

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- Discussion on expectations for children, parents and business.
- “High expectations are the key to everything.” Sam Walton

Children as Our Future Business Leaders

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- Concept of developing a business leader starting at an early age.
- “It is easier to build strong children than repair broken men.” Frederick Douglass

What is Business in the Mind of a Child?

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- Concept of what differentiates adults from children in the context of business.
- What is the difference between you and your child?

What can Businesses Learn from Children?

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- Strategies for adult development from the thinking of children.
- "Imagination is more important than knowledge."
Albert Einstein

Business Strategies for Child Development

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- Concept of using methodologies for developing a successful business that can be related to developing a child for success in business.

Life Skills

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- Concept of life skills in the development of children and preparation for business.
- "Skill and confidence are an unconquered army."
George Herbert

Experience

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- Concept of opportunities for experience in the development of your child for business.
- “Tell me and I forget. Teach me and I remember. Involve me and I learn.” Benjamin Franklin

Business Sense

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- Developing business sense in your children.
- "A smart businessperson is one who makes a mistake, learns from it, and never makes it again. A wise businessperson is one who finds a smart business person and learns from him how to avoid the mistakes he made." Jim Abrams

Management Style

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- What management style do you use with your child and how does this impact their development.
- "It is a fine thing to have ability, but the ability to discover ability in others is the true test." Albert Hubbard

Perspective

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- Developing perspective.

Leadership Development

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- Concept of providing leadership opportunities to children at an early age.
- "I learned that a great leader is a man who has the ability to get other people to do what they don't want to do and like it." Harry S. Truman

Lead by Example

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- Concept of teaching children from your examples of parenting.
- "Genius is one percent inspiration, and ninety-nine percent perspiration." Thomas Edison

Entrepreneurship

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- Examine the qualities of entrepreneurs and the opportunity to teach this to children.
- “Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage.” Victor Kiam

Role of Parenting in Teaching Business

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- Examine the opportunities of using “strategies for parenting” in the preparation for business.

Independence

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- Concept of developing independence in your child as a strategy for preparation for business.

Engage Your Children in Business

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- Strategies to engage your children in your businesses.
- "If I believe I cannot do something, it makes me incapable of doing it. But when I believe I can, then I acquire the ability to do it, even if I did not have the ability in the beginning." Mahatma Gandhi

Key Business Concepts for Children to Understand

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- Key success factors in your businesses that you can teach your children.

Teaching Business Through Sports

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- Concept of learning business skills and business preparation from sports.
- "The will to win is useless without the will to prepare." Henry David Thoreau

Teaching Business through Games

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- Opportunity to teach children business through business games.
- TeachingKidsBusiness.com and BusinessPreparation.com have developed a number of games to engage and teach children business.
- "Play experience can prepare the student for purposefulness in non-play activities, for true play creates the incentive to use one's best ability." Neva Boyd

Questions

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- There will be opportunities to ask questions throughout a session but if necessary time should be provided at the end of the allocated time or at other times during the session.

Closing Discussion

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- Opportunity to share perspectives on the session.