

Teaching Children Business Presentation Framework for Children Participants

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BY JEFF M. BROWN

**EXAMPLE OF SUBJECT MATTER WHICH
COULD BE COVERED IN A PRESENTATION**

Jeff M. Brown Bio

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- Jeff is a passionate leader in;
 - creating the opportunity to engage children in thinking about, understanding and developing skills for business
 - elevating the role of parents in the development of independent and well prepared children
- A pioneer in recognizing the need and developing business programming for children in 2000.
- Author of; “The Kids’ Guide to Business” (published in North America, Japan, China, Taiwan, India) and “Strategies for Parenting - The Road to Independence”
- A social entrepreneur and professional accountant CMA who has a broad base of business and industry experience.
- Recognizes the opportunities for children, parents and business to develop in ways to improve and have a positive impact on society.
- A logical and progressive thinker who inspires thought provoking conversations and perspective.
- A father of two and husband of 25 years.

Jeff M. Brown Bio Continued

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- As a seasoned business person, entrepreneur, author and founder of several related social ventures, Jeff brings diverse and interesting perspectives to his subject matter.
- Founder of:
 - www.teachingkidsbusiness.com
 - www.strategiesforparenting.com
 - www.TheGameOfParenting.com
 - www.businesspreparationprogram.com
- www.jeffmarkbrown.com
- <http://ca.linkedin.com/in/jeffmarkbrown>

Goals Of A Presentation

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- The key goal is to introduce children to business in a way that they are engaged and understand.
- Not trying to entertain children as business is not necessarily thought to be fun, but there are ways to make it enjoyable.
- Important to get children engaged in; thinking about business, observing, asking questions, exploring and learning about business in their daily lives.
- Important for children to think about their futures and understand how the things they do now will impact their future.

Approach

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- **A number of methods are used by the presenter;**
 - Explain basic concepts,
 - Relate the concepts to businesses that children can understand and relate to,
 - Engage children in discussions, brainstorming, idea generation – get them thinking about business,
 - Provide them with opportunities to experience business and learn from their experiences,
 - Encourage children to ask questions, explore, dream and make business a part of their lives that they are aware of,
 - Find ways to make business education playful, fun, competitive and rewarding.

Approach continued

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- A number of methods are used by the presenter;
 - The material can be taught to various age groups.
 - ✦ Every child is capable of learning business concepts. The ability to advance and apply the concepts is not necessarily a function of age. Example: In North America most children are aware of the business of the lemonade stand and are capable of starting this business. The key is help them understand how to start, run and grow a business using the business concepts they are taught.

Introduction

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- Who is the presenter – background and business experience.
- Why is the presenter interested in the subject of business.
- Social entrepreneurship and how it relates to teaching business.
- Social cause of teaching children business.
- Business of teaching business.

Introduction To Business

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- Definition of business.
- Daily interactions with business.

Basic Business Terms

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- **Meaning and connections between;**
 - Business
 - Customer
 - Consumer
 - Money
 - Jobs
 - Careers
 - Employee
 - Employer
 - Union
 - Manager
 - Business owner
 - Investor
 - Stock
 - Loans
 - Banks
 - Financier

Entrepreneur

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- What is an entrepreneur?

Thinking Behind TeachingKidsBusiness.com

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- Why should you consider thinking about business?
- How can you benefit from learning about business?

Your Future In Business

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- What do you want to be when you grow up?
- How can you use this interest and passion to learn more and develop yourself?
- Will this change over time and why?

Role Parents Can Play

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- How can you learn about business from your parents?
- How can your parents help you learn about business?

Roles Businesses Can Play

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- How can you learn about business from a business?
- What can business do to teach children business?
- Social causes.
- Corporate social responsibility.

Investment In Yourself

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- What kind of investments are made in you?
- Concept of the investment that is made in you and how it impacts your future.
- Me Inc.

Business In Your Life

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- Look at how business impacts your life now and in the future.

Thinking Like A Business

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- Understand how a business thinks and how you can learn to think about and think like a business.
- Thinking skills.

What Do You Notice About Business

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- What do you think business is and how does it impacts you?
- Examples of business you like?
- What makes a good business?
- What should you notice about business?

Your Interest In Business

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- **What interests you about business?**
 - Interests in business will help you understand what you may want to do in business.

Learning Business As A Consumer/Customer

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- What can you learn about business as a consumer/customer?

Skills Required In Business

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- What are the skills you need to prepare for business?
- What are life skills?
- There are a very comprehensive list of skills that can be covered. (TeachingKidsBusiness.com Resource Center)

<http://www.teachingkidsbusiness.com/resourcecenter.htm>

Meetings

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- Why do people meet?
- How to conduct a meeting?
- How can you benefit from a meeting?

Recommendations

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- What is a recommendation?
- How to make a recommendation?
- Why do people make recommendations?

Business Decisions

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- How are decisions made?

Experience

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- Why is experience important and how can you obtain it?
- Developing a resume.

Learn Business Skills From Sports

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- How can you learn business skills from sports?
- How is sports used in business?

Negotiation Skills

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- What is negotiation?
- How can you use the skill of negotiation?

Networking

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- What is networking?
- Why is it important?

Business plan

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- What is a business plan?
- Key elements of a business plan.

Business Case

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- What is a business case?
- How can you learn from business cases?

Business Model

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- What is a business model?

Perspective

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- How to learn from what others think and share with you.

Business Sense

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- What is business sense?
- How do you develop business sense?

Responsibility Of Business

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- What are the responsibilities of business?

Role Of Government In Business

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- What is the role of government in business?

How To Learn More

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- Ways to learn more about business.

Business Games

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- www.teachingKidsBusiness.com and www.businesspreparationprogram.com have developed a number of games to engage people to explore business, begin discussions, understand & develop interests and skills.

Business Preparation Program

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- Examine curriculum from our Business Preparation Program with more details at www.businesspreparationprogram.com

Key Outcomes

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- Learn about business.
- Learn about life skills for business.
- Learn about the importance of experience and how to start now.
- Learn how to prepare for working in a business.
- Learn how to think about business and like a business.

Next Steps

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- What can you do with this information and advice?