



EXTENSION

UNIT 2

ENTREPRENEURSHIP INVESTIGATION

ESI: The Case Of ME





The Country Pumpkin

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Dear EntrepreneurShip Investigator,

Congratulations on obtaining your Entrepreneur Explorer Certificate. You are well on your way to becoming a budding entrepreneur! Unit 1 took you on the first steps of your journey by discovering the E-Scene. Unit 2 continues this journey by identifying the traits you have that will establish an ethical business foundation. You will learn about the importance of time management and about the laws that affect business ownership. Through Unit 2, you will also discover the impact of professionalism relating to your chosen business venture and about giving back to your community.

As a former 4-H'er and owner of *The Country Pumpkin*, I support the ESI curriculum created by Nebraska 4-H. *The Country Pumpkin* began as an FFA Supervised Agriculture Experience (SAE) Project 11 years ago. When I started my business while in junior high school, I was only 12 years old. At that time, there was very little material available for me to use that would have helped me learn how to build a successful business. For this reason, when I was asked to be on the development committee of an entrepreneurship curriculum for students, I did not hesitate. I knew there was a definite need for curriculum that would teach young people, like you, about entrepreneurship and how to go about starting their own business. The ESI project will certainly teach and promote entrepreneurship to you and other students in the state of Nebraska and beyond. It will be a great resource for youth – my only regret is that it was not available for me 10 years ago when I was learning how to be an entrepreneur.

Your journey through the ESI Unit 2 curriculum will help lay a solid foundation to accomplish your goals and also lead to your designation as ESI Detective. Good luck with your journey and congratulations on taking the first steps to entrepreneurship and starting your own business.

Sincerely,

Brett Nunnenkamp
Owner
The Country Pumpkin

Unit 2 – The Case of ME

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Is That My Conscience I Hear Talking ?

Success Indicator

You will evaluate your personal values and beliefs, create a "This I Believe" project to reflect your findings and identify traits that indicate honesty and integrity in business.

Life Skills Practiced

Character, Self-Responsibility, Self-Discipline

Project Skills Practiced

Identify personal values and their influence on ethics.

Introduction

Jiminy Cricket gave Pinocchio wise advice when he told him, "Let your conscience be your guide." These activities will give you a chance to listen to your conscience as you look at situations that involve your values and ethics. Your "Personal Code of Honor" will help you establish strongly held beliefs to build your reputation.

Activity 1: Let Your Conscience Be Your Guide

A value is a belief that is meaningful to the individual. Every individual has a core set of personal values that helps guide them in their daily lives as they make decisions and interact with other people. Below is a list of some common values. See if you can find them in the word search puzzle below.

B M D T V P G R X I Y K H V L U K J E Y R N K V E
B T N E Y O V S E Y S T E T J F P N T Y O Y N U Y
Y N E Y C J Z X D C E D I C Y K V I O N S E F T V
C E P R O I N T Q G B P A L W T V H V W D J I H S
A M C C O G S B W U N V D K A I I I A U L L F S R
R E S P O N S I V E N E S S T U O N T R I E E I T
C V Y D P M O F V L A S B A T L T I U B M C D F I
O E S T L A A H T E E L E N E U T C A M C O U G M
M I Y X I M T O C N N R T N B A D T N U M T N G E
E H X C I L L R R C C E C H R V N A S U F O I Y L
D C L L A E A I I O I E S G O U B D I N P R C Y I
I A Y Y R R A U N O H K C S O H N V M O D S I W N
O L G A C F U I Q P T L G C F R I E N D S H I P E
E C N E L L E C X E I I C I T T F N L K O O B T S
N C U T R U S T C R A A S X C F S T O R L N E J S
E P R I V A C Y D A F U R M I X J U V O L E A E N
P O S I T I V E C T U E Q C Q U R R E W L S U C O
T C E P S E R I P I W C I U S M Q E Q M O T T I K
I N T E G R I T Y O M E G T J H H Y F A W Y Y V E
N Y Q K R X L B P N N O I T I D A R T E T T N R L
T T M Z H X Y Z G C O C R X N C I F Y T A R K E C
H C B L G F R Z Y A E B Z T T D G U N G W F U S N
Y B E I K Z S S E N I L R E D R O P T O U R K T I
M V E G H D L G B M R X D L N N H F R W C U N Y H
G K Q C P G S H X L Q W I H C A U O W F S I B J G

ACCOUNTABILITY	KNOWLEDGE
ACCURACY	LOVE
ACHIEVEMENT	NONVIOLENCE
ADVENTURE	ORDERLINESS
BEAUTY	PATRIOTISM
COMMUNITY	POSITIVE
COOPERATION	POWER
CREATIVITY	PRIVACY
DECISIVENESS	PUNCTUALITY
DEMOCRACY	QUALITY
EFFICIENCY	RESPECT
EXCELLENCE	RESPONSIVENESS
FAIRNESS	SERVICE
FAITH	SUCCESS
FAMILY	TEAMWORK
FRIENDSHIP	TIMELINESS
GRATITUDE	TOLERANCE
HARMONY	TRADITION
HONESTY	TRUST
HONOR	TRUTH
INTEGRITY	WEALTH
JUSTICE	WISDOM

Do you think
any of these
values are
talents?

Our values and beliefs help us make wise decisions. Ethics, which are the rules and standards that help us guide our actions, also help us live according to our values. Together our ethics and values help shape our reputation, that is, how people see us and treat us as a person.

Discussion

1. Our values are often influenced by people around us.
Who do you think positively influences your values?
2. Have you ever been influenced to do something that went against your values? If so, how did you feel about it later?
3. Write down two or three core values that are important to you. Review the list of values you found in the puzzle and select two more that you would like to add to your core values.

Activity 2: Where Do You Stand?

Think about each of the following actions. Mark an "X" on the line indicating where you stand on the continuum between "Should Always" and "Should Never".

How important are the following actions to you?

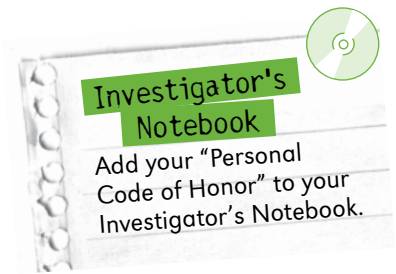
	Should Always	—	Sometimes	—	Should Never
1. being truthful and honest	▲	▲	▲
2. being reliable	▲	▲	▲
3. being trustworthy	▲	▲	▲
4. doing what's right (not just what's easy)	▲	▲	▲
5. speaking well of others	▲	▲	▲
6. being fair	▲	▲	▲
7. standing up for what's right	▲	▲	▲
8. being cooperative	▲	▲	▲
9. doing your share of the work	▲	▲	▲
10. treating others with respect	▲	▲	▲

E-Ship Clue

"To exercise good character daily is to be morally fit for life."
– Karen Hartz

Activity 3: This I Believe

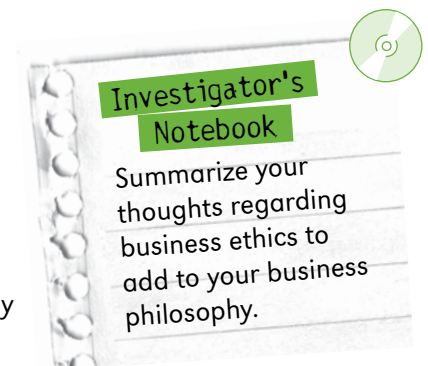
1. Think about your core values and the actions you have identified as important. Identify those that you would never compromise. These can apply to both your personal life and your business.
2. Create a "Personal Code of Honor" representing your strongest beliefs. You may want to design it on a shield or coat of arms, write it as a poem, or in some other way represent at least five of your beliefs. Use your answers in Activities 1 and 2 to help you get started.



Activity 4: Building Your Reputation

Think of an entrepreneur's reputation as being similar to a brick wall. It must be built one brick at a time. However, it can be ruined with one wrong move, just as a crashing car can smash the wall into pieces.

Each and every customer is important to your business. Remember "The Rule of 250" (created by Joe Girard). Each person knows about 250 other people. This is your "circle of influence." Your business actions can spread quickly with that many people! If the word is positive, they and many of their friends will be back. If not, you've lost many potential customers.



My customers would say ...

My business associates would say ...

My employees would say ...

When other people talk about your business, what do you want them to say? Write down your thoughts in the talking frames.

My community would say ...

Conservationists would say ...

E-Ship Clue

As an entrepreneur, your reputation is one of your most valuable assets. From the outset, strive to maximize positive actions that demonstrate your integrity and honesty.

Sum It Up!

Share What You Did

1. What did you learn about yourself?
2. Did any of the answers surprise you?

Process What's Important

1. How did this activity help you formulate your own set of business ethics?
2. Why are integrity and honesty so important for entrepreneurs?

Generalize to Your Life

1. In what ways is a business reputation similar to or different from a personal reputation?
2. Knowing your ethical beliefs is important in what other situations?

Apply What You Learned

1. How might you behave differently with your values and beliefs in mind?
2. If you were to teach someone about values and ethics, what would be three of the most important ideas you would want to share?

More Challenges

Over the next two weeks, keep a journal of different ways you notice people demonstrating their ethics. Your examples might be in person, on TV, in a music video, on a game system, etc. At the end of the two weeks, go back and label the examples as either positive or negative. Then write a paper (at least $\frac{1}{2}$ page) about your personal reactions to what you saw.

References

- "Make It Big — 49 Secrets for Building a Life of Extreme Success" by Frank McKinney, 2002, NY, ISBN: 0-474-1-44399-9
- "Working Solo" (2nd ed.) by Terri Lonier, 1998, Canada, ISBN: 0-471-24713-8
- "Be A Teenage Millionaire" by Art Beroff and T.R. Adams, 2000, Canada, ISBN: 1-891984-17-9
- "The Young Entrepreneur's Guide to Starting and Running a Business" by Steve Mariotti, 2000, NY, ISBN: 0-8129-3306-0
- "Entrepreneurship and Small Business Management" by Kathleen R. Allen and Earl Meyer, 2006, Glencoe/McGraw Hill, ISBN: 0-07-861303-5
- "Entrepreneurship Handbook and Resource Guide" by Tom Osborne, 2005

Investigator's Notebook

From Activity 3, add your "Personal Code of Honor" to your Investigator's Notebook. From Activity 4, summarize your thoughts regarding business ethics to add to your Business Philosophy.

E-Quote

"Your most challenging taskmaster should be your own conscience, urging you to act like the best 'you' possible."
(Frank McKinney in "Make It Big — 49 Secrets for Building a Life of Extreme Success")

National and State Standards

National Entrepreneur Standards: B.01, B.04, C.09

State Standards: ENT 12.2.1, ENT 12.3.1, R/W 8.4.1, R/W 12.2.4, R/W 12.2.5

YOU Can Make a Difference

Success Indicators

You will show examples of **philanthropy** in your community and demonstrate how you provide leadership and concern for others through your contributions.

Life Skills Practiced

Leadership, Sharing, Concern for Others

Project Skills Practiced

Community Involvement

Introduction

YOU can make a difference in your community! As Max Lucado noted, “The people who make a difference are not the ones with the credentials, but the ones with the concern.” When people in a community care about each other, the community as a whole is strengthened. In this chapter, you’ll investigate types of community service and propose ways you could make a difference. You also can put your thoughts into action by creating a presentation that will help promote community service.

Activity 1: Undercover Kindness

Supplies

Computer with Internet access

“Just imagine. You do a favor that really helps someone and tell him or her not to pay it back, but to pay it forward to three other people who, in turn, each pay it forward to three more — and on and on into a global outpouring of kindness and decency.” (Catherine Ryan Hyde, *Pay It Forward* video sleeve)

It’s hard to believe that one small kindness can have such a huge ripple effect. But it can! And you can be the person who starts it! Go to the Pay It Forward Foundation (<http://www.payitforwardmovement.com>) and read a couple of individual or school stories to learn more about how people are making a difference in their communities.

Discussion

Think of a time when somebody else did something nice for you without being asked. What did he or she do? How did it make you feel?

Did you return the favor, or in some way pass it along to the next person?

- What is the nicest thing you have ever done for somebody else?
- Did that person know you were responsible, or did you do it anonymously?
- What was her or his response?
- How did it make you feel?

Plan one or two simple “Undercover Kindness” actions you could do today and see what kind of reaction you get from that person.

E-Ship Clue

If you’ve never tried to give an “undercover kindness,” try it sometime. It will give you great satisfaction to know you’ve helped someone!

“Undercover Kindness” action	Reaction

Activity 2: Pay It Back

Supplies

One pie (any kind will do), something to cut the pie, tooth picks, small strips of paper or flags, and paper plates and forks for eating.

Imagine that you were just awarded \$1 million that must be used or given away within the next 12 months. All capital gain taxes have been paid so you don’t have to worry about paying the government for the additional income. The money is for you to spend however you want, only you cannot invest the monies to increase your income. You must have every penny spent by the end of 12 months. What are you going to do?

1. First, put together a list of where you want the money to go and in what amounts. Make sure you use all your money.
2. Next, figure out what percentage of the money will go to each category. For example, if you donate \$200,000 to the Community Animal Shelter, the shelter’s percentage of the money is 20 percent, or you may decide to keep and spend 40 percent on yourself. It’s your decision.
3. Cut your pie into little wedges and use the same percentages that you have for your donations in Step 2. Using the toothpicks and flags, label each section of the pie with the category name.
4. On small strips of paper, write down each donation category, fold the papers and put them into a container. Have your friends, classmates or family draw a category. That is the piece of the pie that they get to eat. Now, enjoy!

Discussion

1. Did you cut the pieces of the pie all the same size or were they all different sizes? Explain why.
2. If your pieces differed in size, was everyone satisfied with their slice of the pie?

In real life, we make decisions daily about how we spend our time and our money and possessions. In Activity 2, you will discover how others spend their money by giving it to charities.

Before you give donations, you may want to check to see if the agency or group is legitimate by going to <http://www.give.org>. It contains a list of charities checked out by the Better Business Bureau.

Activity 3: Discover Philanthropy

Financial contributions can range from less than \$10 to over \$10 trillion. When you think of philanthropists, you generally think of wealthy people. **Philanthropy**, however, is simply concern for others expressed through financial contributions usually given to charities or **foundations**. If you've ever shared with others, you're a philanthropist, too!

1. Artists, athletes and successful business owners often organize philanthropic foundations to help fund their specific causes. A list is available in the Foundation Center's "Famous and Celebrity Philanthropists" section, http://foundationcenter.org/focus/youth/kids_teens/youth_about.html. Click on a name to take you to that person's foundation's home page. Here you will find information about the philanthropist and the causes this celebrity supports. You can also visit "The 50 Most Generous Philanthropists" (http://www.businessweek.com/pdfs/2004/0448_philan.pdf). Between the two websites, choose one person you would like to find out more about.

Name of philanthropist I want to find out more about:

Name

2. Read more about your selected philanthropist. Look for the following information and write your answers below:

- What is this person's name and where is this person from?
- What is the company (or companies) this philanthropist is associated with?
- How much money has this person given away?
- What major causes does this philanthropist support?
- Does this person have a foundation that helps make decisions about how the money should be spent?
- What other information about he or she is interesting?

In-Classroom Activity

Develop some type of project to report your findings. (It could be a slide show, a display panel, a journal through the philanthropist's eyes, or another type of project you can suggest.)

Activity 4: Finding a Cause

Entrepreneurs must constantly balance their time, money and skills to make a profit. Successful entrepreneurs have discovered that their balancing act also requires them to look beyond their business and help the community or neighborhood succeed as well.

Entrepreneurs can contribute to society in many ways, including donations of skills or services, goods and money. There are numerous ways a business can support the community, such as giving discounts to customers who buy on a “special cause” day and then donating a percentage of the day’s **sales** to a local charity. Support also can be as simple as having a jar near the cash register for customers’ change to be donated to a charity.

By supporting the community, businesses develop good public relations for the company. That is, they create a positive image about their business in their customers’ minds, an image that says the business believes in the community and its people. Community services also help to make the community stronger, and besides, it just feels good to help!

Here are some ideas on how a business can help a community succeed. First unscramble the type of business and then match it to the donation idea.

eocfef phso	Portion of party sales help fund a “fun day” for sick kids.
gdo gtinsiit ivrseec	Donate produce to teen center.
mpoucret eiaprr	Bring your own mug, 5 cents donated.
ept sweta vlarome	Donate basket of “goodies” to Welcome New Neighbors program.
yraprt gnizorrae	Resell donated items as fundraiser for new park sculpture.
itruf dtnsa	10 percent of vending profits donated for school equipment.
ydcna kream	Organize an animal lovers “clean the park” day.
ednivgn cnamsieh	Refurbish donated computers; give them to day care centers and shelters.
edayb sslae	For each dog-sitting service, donate \$2 to the local animal shelter.

Now, come up with ideas of your own. Be creative! For some great ideas for giving back to your community, go to <http://charityguide.org>.

Activity 4: Who's Giving?

Conduct a survey of some local business owners or managers to find out their views on community service. What type of donations do they make (if any)? Why do they donate to the community? Record the answers below.

E-Ship Clue

When the community works together, the community members become a T-E-A-M = Together Everyone Achieves More!

Name and Type of Business	Type of Donations			Why they donate to community?
	Cash	Goods	Services/Time	

Optional Classroom Activity: Promoting Community Service

Supplies

Presentation supplies as needed
(computer, display board, digital video recorder, etc.)

For this project, your goal is to convince others of the need for a community service project. If you need funds for your project, you may seek them from businesses in your community or apply for a grant. Your presentation can take any of the following forms:

- PowerPoint® presentation
- Portfolio
- Survey
- Video/multimedia
- Display board
- Others you think would be effective

When your presentation is ready, present it to the others in your class/club.

E-Ship Clue

Getting others "on-board" with your ideas about serving the community will help to make it happen.

Sum It Up!

Share What You Did

1. Who was the most interesting philanthropist you discovered?
2. What did you learn while doing these activities?
3. What type of donation would you be most likely to give (if all were possible)? Why?

Process What's Important

1. What did you learn from this project that you didn't know before?
2. What was the most challenging part of this activity?

Generalize to Your Life

1. What key points have you learned?
2. What are several ways you could give someone an undercover kindness?

Apply What You Learned

1. How might you be able to start (or continue) doing community service?
2. What might you do differently in the future as a result of this activity?

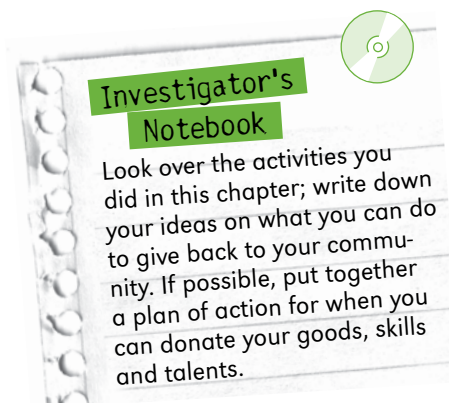
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- "Beyond the Lemonade Stand" by Bill Rancic, 2005, NY, ISBN: 1-59514-103-0
- "Working Solo" (2nd ed.) by Terri Lonier, 1998, Canada, ISBN: 0-471-24713-8
- "Be A Teenage Millionaire" by Art Beroff and T.R. Adams, 2000, Canada, ISBN: 1-891984-17-9
- "The Young Entrepreneur's Guide to Starting and Running a Business" by Steve Mariotti, 2000, NY, ISBN: 0-8129-3306-0

Pay It Forward Foundation, available online
<http://www.payitforwardmovement.com>

The Foundation Center, available online
<http://foundationcenter.org>

Business Week, available online
<http://www.businessweek.com>



National and State Standards

National Entrepreneur Standards: B.03

State Standards: ENT 12.2.1, R/W 8.3.1



Success Indicator

You will be able to describe and assess qualities of professionalism and identify ways to nurture positive relationships.

Life Skills Practiced

Learning to Learn, Communication, Critical Thinking

Project Skills Practiced

Exhibit professionalism and learn how to communicate with customers.

Introduction

You’ve just won the leading role. You’re going to be an entrepreneur! All eyes will be on you, so you want to do it right. What will you wear? How will you act? What will you say?

Wouldn’t it be nice to have everything written out like it is for actors in a movie? Playing the part of an entrepreneur will be more involved than simply putting on a costume and following a script. To set yourself apart from your competition, you’ll want to “put your best foot forward.” This can be done in several ways:

- Dressing for the job
- Having a positive attitude
- Acting the part

Activity 1: Dress Like a Pro

Some professions have written dress codes, either requiring a uniform or giving you guidelines on what you should wear. Others have “unwritten” dress codes, which means that you must decide what is appropriate and expected for the business. Good grooming is the expected norm, whether or not you’re wearing a uniform.

1. List some businesses that require uniforms and describe what their uniforms probably look like. Why might it be important for people in these jobs, careers or businesses to wear a uniform?

Business	Uniform	Benefit of uniform

2. Other businesses have a dress code but not uniforms. Why might a business elect to have a written dress code with guidelines for **employees** to follow?

3. Unwritten dress codes leave it up to the owner and employees to decide what is appropriate. A good guideline to follow is to think about what your customers might expect. When you don't dress according to customer expectations, your credibility might be questioned. For example:
 - What would you expect a lawyer to wear?
 - What would you expect a gardener to wear?
 - Would the lawyer be able to wear a gardener's clothing and still be considered a competent lawyer?
 - Would the gardener be able to wear the lawyer's clothes and still look the part of a gardener?

4. As an entrepreneur, you will be in a position to decide what look is appropriate and expected by customers. Choose a line of work and describe the clothing you would wear.

Activity 2: Think Positive

As an entrepreneur, you will be able to live your passion and be paid for it, too! Your task will be to share that passion with your customers. Being enthusiastic and energized is a frame of mind that will be obvious to everyone.

1. Who do you know who always seems to have a positive attitude?

2. How do you feel when you're around this person?

3. Think about a business. How does a person with a great attitude affect your decision to shop or conduct business with that person?

4. Does the attitude of a salesperson affect potential customers?

E-Ship Clue

Attitudes are contagious!
Are your attitudes worth catching?

5. With a partner, practice some greetings using the business examples below. Greetings to your customers should relay that you're excited about them being in your business. What could you say to customers when they first walk in the door? Write down your suggested answers.

- a. Ice cream store _____
- b. Movie theater _____
- c. Computer repair _____
- d. Pick-your-own pumpkin farm _____
- e. Baby-sitting or day-care _____
- f. Lawn mowing _____
- g. Sandwich street vendor _____
- h. Craft booth _____

6. Common courtesy is to thank customers for their business. Most employees are trained to thank their customers. However, sometimes it comes out as a required "Thank You" rather than a genuine "THANK YOU!" Practice saying "thank you" in several ways. Vary not only your tone of voice, but the actual words, too. With your partner, use the business examples below and thank your customers for their patronage. Think about what you might say to encourage your customers to come back again. Write your suggestions below:

- a. Ice cream store _____
- b. Movie theater _____
- c. Computer repair _____
- d. Pick-your-own pumpkin farm _____
- e. Baby-sitting or day-care _____
- f. Lawn mowing _____
- g. Sandwich street vendor _____
- h. Craft booth _____

Have another person listen and help you decide which version sounds most sincere.



7. In your experience, is it more common to get a sincere “thank you” or a required one?

8. In what other ways might you display a positive attitude?

9. How is having a positive attitude related to customer service?

10. Friendly customer service can increase visitors to your community and to your business. If someone asked you what they could do in your community, what would you say? Can you give them directions to the activity?

List three exciting things about your community that you can relay to a customer.

E-Ship Clue

Greeting your customers should relay to them that you’re excited about them being in your business.

Activity 3: Acting the Part!

“Acting the part” of an entrepreneur means being **professional** in what you do and say. This means you demonstrate the characteristics of having great knowledge or skill; you are a skilled practitioner; and your work displays these skills. For example, you are considered to be professional when you readily follow up on special requests made by customers or when you treat customers with respect when handling their complaints.

1. What would be some things a professional might say or do when working with customers?

E-Quote

“Treat your customers well — always do what you say, say what you do, and do a little more than is expected.”

— Bill Rancic

2. Gathering Evidence — Are business owners and employees acting or being sincere?
 Make arrangements to visit a business to evaluate the level of professionalism.
 Observe how the owner and employees interact with the customers. You also might want to choose an item you might be interested in purchasing and then evaluate how the salesperson helps you. Give a grade (A, B, C, D, F) for each of the categories. Mark your ratings in the chart below.

• Business visited: _____

• Date: _____

Professional Actions	A	B	C	D	F
Offers friendly greeting to the customer.					
Listens to the customer.					
Understands wants and needs of the customer.					
Quickly responds to the customer's requests.					
Competently answers questions that arise.					
Doesn't let a phone call or conversations with other clerks interrupt the communication with the customer.					
Demonstrates good manners; is polite.					
Offers a genuine "thank you," whether or not the customer has purchased anything.					
Overall rating					

E-Ship Clue

Being a leader in business means you'll want to play the part in what you think, say and do.

Sum It Up!

Share What You Did

1. Share your thoughts about whether having uniforms is a good idea or not necessary for a business.
2. What were your findings when you observed a business and rated their professional actions (Activity 3)?
3. What did you learn from this activity?

Process What's Important

1. What did you learn about nurturing relationships through this activity?
2. What was the most challenging part of this activity? Why? How did you solve the problem?

Generalize to Your Life

1. In what other situations has attitude been extremely important?
2. What advice would you give others about "playing the part?"

Apply What You Learned

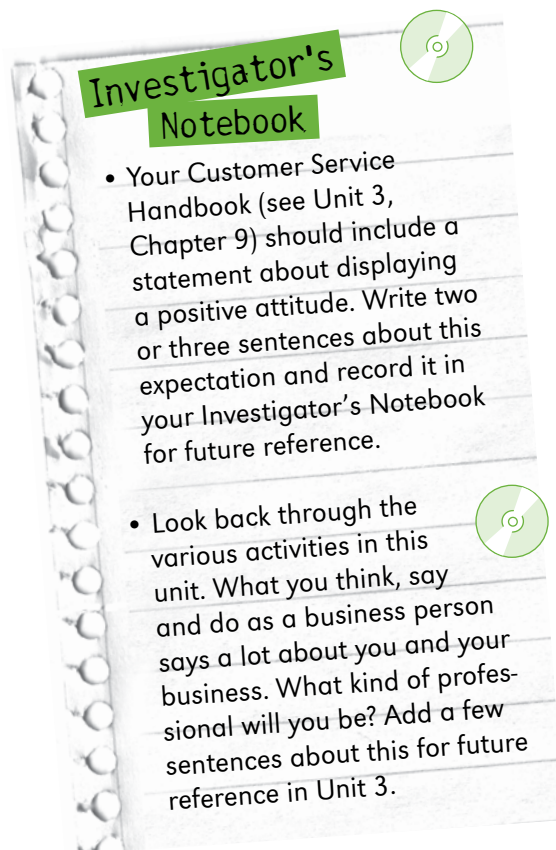
1. How might the relationship skills discussed in this unit be used at home? At school?
2. In what other ways could you start practicing these skills now so that you have them when you open your business?

More Challenges

- Read the book "Fish!" by Stephen C. Lundin, Harry Paul and John Christensen (2000) to see how one company changed the atmosphere of the business to one that demonstrated the principle "Work Made Fun Gets Done." The sequel "Fish Tales" (2002) takes the "Fish philosophy" into other work sites.
- Organize a "What to Wear Fair." With the help of local merchants, plan a fashion show highlighting clothing appropriate for various jobs.

Resources

- "Customers for Keeps" by Lois K. Geller, 2002, MA. ISBN: 1-58062-561-4
- "The Unofficial Guide to Starting a Small Business," excerpt from "How to Gain the Professional Edge" by Sue Morem, Second Edition. Website: http://www.careerknowhow.com/ask_sue/profedge.htm



National and State Standards

National Entrepreneur Standards: B.17
State Standards: ENT 12.10.4, R/W 12.1.1