

Entrepreneur Activity

Set Up: Desks will be in 6 groups. As students enter, arrange them into EQUAL groups – even if you only have 4 or 5 groups.

Activity: You will be watching a video and playing a board game with students.

Goal: Students will see that entrepreneurship is a type of self-employment. They will learn the common characteristic traits and definitions of entrepreneurs. Our focus and discussion will be centered around Milton Hershey. The students will learn about his failures and of course his rise to wealth by creating his vision, the Hershey Chocolate Company. You will play a video about his life and journey as an entrepreneur. This will be followed by a board game of “Ladders to Success” - a game that the students will play in groups answering questions that pertain to the video and the entrepreneurial terms that you share.

Introduce yourself and briefly share your career/education background.

Opening Remarks: Ask the students, “Who has eaten a Hershey candy bar? Who has gone to Hershey Park? Has anyone gone to the Hershey Hotel? Who knows the name of the person who created these products and landmarks?” (*Milton Hershey*) Inform the students that Milton Hershey was an entrepreneur. Ask the students, “Who knows what it means to be an entrepreneur?” *An entrepreneur creates something new or does something in a different way. It’s a form of self-employment, but not everyone who is self-employed is an entrepreneur.*

- **Talking Points:** There are a few key terms in entrepreneurship (see cards). Hold up and read each word and see if the students can define it. If they can’t, tell them to look and listen for the terms in the video, and they will probably understand the meaning then. **(3-4 minutes only)**
 - **perseverance** – to keep doing something despite difficulty or delay in achieving success
 - **passion** - a powerful or compelling emotion or feeling
 - **innovative** - to create something new, original, or groundbreaking
 - **motivation** - a driving force that directs a person’s behavior
 - **launch** - to start or set an activity or enterprise in motion
 - **apprentice** - a person who studies with experts in his or her chosen field
 - **commitment** - pledging yourself to a course of action
 - **obstacle** - something that interferes with or prevents action or progress
 - **problem solving** - the process or act of finding a solution to a problem
 - **entrepreneur** – someone who creates something new or does something in a different way in hopes of earning a profit
- Milton Hershey had all these traits and more.
 - Ask, “**Why are these traits so important to being an entrepreneur?**” (*You must believe in your vision, have the passion and motivation to carry it through despite obstacles along the way, and be willing to work hard to achieve success.*)

Activity 1- Milton Hershey Story (12 minutes)

- Show students the video about Milton Hershey's life. They should pay attention because they will be answering questions from the video when they play their game.
 - The teacher should have a link to the video already downloaded onto a computer. If not, insert the flash drive in your bin into the computer or scan the QR code.
 - After watching the video, ask, "**Do you think Milton Hershey succeeded as an entrepreneur?**" *(Yes. Hershey Chocolate Company made over 10.41 billion dollars last year. He was worth over 1 million dollars when he died in 1945. He created a new way of making chocolate that was different than anything done before.)*

Activity 2- Ladders to Success (10-15 minutes)

- Students will be playing a board game in their groups.
- Hand out the Ladders to Success Gameboard, student game instructions, and small game bags (set of 15 cards, 1 die, 6 game pieces) to each group. (You can get all the materials together and place them on a gameboard while students watch the video. Then you can easily pass out the supplies.)
- Read over the Ladders to Success game instructions with the students.
- Each team will begin the game and continue until a player reaches the end. If this happens early, they may play again.
- Once all teams have completed the game, collect all gameboards, student game instructions, and small game bags from each group.
- Review by asking the students if they can now define any of the terms that they weren't able to define before watching the video (if there were any) and give them the answers if they still can't. You may also read the Ladders to Success Game Question and Answer Sheet if time permits.

CLOSING/TALKING POINTS:

Ask the following questions:

- Who learned something new today about Milton Hershey? Ask several students for their answers.
- Does anyone have an interest in being an entrepreneur one day?
- Milton Hershey's passion was candy making. What are some of your passions?

End of Day Clean-Up Checklist – Place the following back in the bin:

- **Entrepreneurial Word Definition Cards (10)**
- **Pencils**
- **Scratch Paper**
- **USB with Opening Video and Hershey video**
- **QR Code for Opening Video (1) and Hershey Video (1)**
- **Small Game Bags (6)**
 - **Each with 15 cards of the same color, 1 die, and 6 game pieces**
- **Volunteer Instructions Folder**
 - **Volunteer Instructions**
 - **Volunteer Game Instructions (1)**
 - **Ladders to Success Student Game Instructions - laminated (6)**
 - **Ladders to Success Game Questions and Answer Sheet (1)**
 - **Recap Question Card (1)**
- **You should also have (6) game boards in a carry bag**
- **Thank the teacher for allowing JA in their classroom today.**
- **Return Bin and gameboards to JA staff in hospitality area.**

Smile. You made a difference today!

Questions/Answers for Ladders to Success



- 1) What year was Milton Hershey born?
1730
1800
1857
1940
- 2) Where was Milton Hershey born?
York
Lancaster
Philadelphia
Derry Township
- 3) How old was Milton Hershey when he became interested in making candy?
9
14
19
12
- 4) Where was Milton Hershey's first apprenticeship to become a candy maker?
Philadelphia
Lancaster
Harrisburg
New York
- 5) At 19, Milton Hershey opened his first candy shop in what city?
Lancaster
Philadelphia
York
Derry Township
- 6) Whom did Milton Hershey borrow money from to open his 1st candy business?
Mom & Dad
Grandmother & Grandfather
Aunt & Uncle
A Friend
- 7) What was Milton Hershey visiting when he became interested in making chocolate?
The World's Fair in Chicago
A Street Fair in Hershey
Derry Township Fair
Hershey Hotel

- 8) Milton Hershey learned that _____ makes good candy?
Flour
Sugar
Eggs
Milk
- 9) What candy was Milton Hershey's first real success?
The Hershey Bar
Hershey's Crystal A Caramel
Hershey Kiss
Hard Candy
- 10) Milton Hershey sold the Lancaster Caramel Company for how much money to acquire the land in Derry Township?
\$10,000 (Ten Thousand)
\$1,000,000 (1 Million)
\$100,000 (1 Hundred Thousand)
\$28,000,000 (28 Million)
- 11) Why did Milton Hershey cancel his trip on the Titanic?
His wife was ill
His business schedule
He was late arriving
He got lost on his way
- 12) In the town of Hershey, which of the following did Milton Hershey create?
Schools
Parks
Housing
All the Above
- 13) How much money did Milton Hershey borrow to start his first candy business?
\$50
\$ 100,000
\$150
\$150,000
- 14) Which of the following are entrepreneur traits or characteristics?
Passion
Motivation
Commitment
All the Above
- 15) How old was Milton Hershey when he passed away?
88
98
68
78

Ladders to Success Volunteer Game Instructions

Students should already be evenly distributed among the groups, but if they are sitting alone or in a group of 2, please have them move to another group.

Object

The object of the game is to be the first person in your group to reach the WINNER square (100) on the gameboard.

Preparation

Place the game board in the center of your group. Place the cards with the YES side up beside the gameboard. Place your game pieces below the farm on square 1.

To Play

The first player on the team will roll the die and move the game piece the number of spaces rolled.

- If the player lands at the bottom of a ladder (squares that say **PICK A CARD**) then **another player** in the group picks a card from the pile and reads it, along with all possible answers, to the person in play. The correct answer is the one in **RED**. If the person answers the question correctly, they climb to the top of the ladder. If it is incorrect, **DO NOT** read the correct answer (someone else might pick the card), and the player stays at the bottom of the ladder. Place the card on the bottom of the pile.

- If the player lands at the top of a slide (where Milton Hershey had a setback or faced an obstacle), the player moves down to the bottom of the slide.

The teammate to the left plays next. Play continues until someone reaches the WINNER square at the top.

Please walk around and check that students understand the directions and are playing correctly. If a group finishes early, they may play again.