Teacher guidance

Split the class into groups of two to four students.

Copy the Business Brain Bank template and place one on the table with each group of students.

Give the students a list of well-known entrepreneurs, such as:

|  |  |
| --- | --- |
| Entrepreneur | Founding Company |
| Simon and Bobby Arora | B&M Retail |
| Denise and John Coates | Bet365 |
| Jason Bannister | Oak Furniture Land |
| Gareth Williams | Skyscanner |
| Alex Chesterman | Zoopla |
| Ray Kelvin | Ted Baker |
| Sir James Dyson | Dyson |
| Tim Steiner | Ocado |
| Richard Tang | Zen Internet |

Ask the students to write down reasons why these entrepreneurs have been successful. They should write one idea onto a piece of paper and place it onto the Brain Bank. Ideally, they should write three to four ideas in total.

The next step is to ask each group to discuss their collective ideas and begin to prioritise which ideas they think are most important to the success of the entrepreneur/s.

Finally, ask each group to contribute three ideas to the rest of the class so that they can collectively produce a list of ideas. You can then add to these ideas and lead a discussion about these ideas with the whole class.

Extension Activity

You could ask students to produce a one-page fact sheet on one of the entrepreneurs listed. Ideally, get the students to think of alternatives to the most popular entrepreneurs such as Richard Branson and James Dyson. This could be a homework task.