


Find your way in business

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5. Dezember 2022

Primary tabs

In this unit you will learn how to respond to a need through problem-solving. Indeed, business ideas are tightly connected to the economic and social context in which they are to be implemented, and the personal skills of the entrepreneur. So let's start!

Please finish the following sentences:

- When I was a child, my dream job was...
- Now, what I want to be is...
- My family members (used to) work as...

Exchange with your buddy your professional aspirations when you were younger. Was it related to the profession of people close to you? How have your ideas changed today (or not)?



Do you have an idea you're yearning to turn into a business?

Julissa Prado, founder and CEO of Rizos Curls, explains what inspired her to have her own business and she shares **3 principles** that guide her in her work.

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With your buddy watch the video from min. 0-1.20 twice and answer the following questions:

- Why did Julissa start her business?
- What motivated her?

Tip: If necessary, you may go back and forth within the sequence.

Done?

So... what about you:

- Are there people like this in your family or circle of friends?
- Do you have a passion that you would like to turn into a business?

Share with your buddy!



Watch the video from min. 1.20–4.32 twice and together with your buddy share your thoughts on the following questions:

- When talking about her rules for starting a business, Julissa puts a personal relationship with customers first. Why does she think this is so important?
- Do you agree with her?
- Julissa's second rule was about breaking rules. What are her thoughts about this?
- What about you? Have you ever done something similar?



Imagine that you and your buddy are planning a start-up company.

What type of innovative product/service would be successful in your community?

Done?

Discuss who the clients of your product/service would be.

In order to sell a product, you need to know who your talking to, that is:

what are their interests and needs

→ so that you can find out how to motivate different customers to use your product/service.

where you can find them

→ so you can reach them!

Create three to eight buyer personas = Imagined persons who represent the different profiles of the people who might be interested in your product/service.

Use this form, if you want!

If you want your content to be in the KIDS4ALL gallery, please ask your educator to upload it in the work.it area.



Now that you have an idea about what your product/service would be, create your vision board.

In your vision board you insert images, quotes, data... about your product/service, your perfect clients, your team, your skills, your tasks, your ideal work day, your work place. Dream but try to be concrete and think of goals you would pursue in the first five years!

Important: Jobs and businesses have changed a lot over the years; many of them have disappeared or have transformed.

While doing your vision board, consider how digitalization and climate change might affect your business idea and the skills you need!



Julissa said that in business it is important to know who you are and what you want, and therefore to establish some non-negotiable points. What do you think about this? What are your non-negotiable points?

Exchange with your buddy and make a postcard together!

Download the free KIDS4ALLL app and your wish comes true!



Share postcards

Files must be less than **2 MB**.

Allowed file types: **gif jpg jpeg png**.

And now, what do you want to learn more about?

How to turn your passion into a career?