

“Interview With An Entrepreneur”

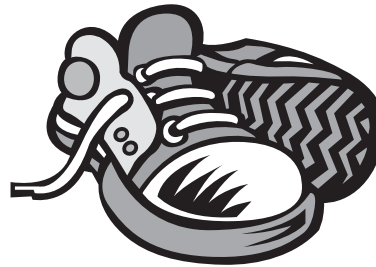
Activity Summary

In this activity, students will:

- ♦ conduct an interview with an entrepreneur
- ♦ produce a report based on the interview
- ♦ present their findings to the class
- ♦ create a reflective journal about their experience

Prior Knowledge

- Characteristics of entrepreneurs
- **Essential Skills**
- Interview techniques
- Report writing and presentation methods



Teaching Planning Notes

- Review assignment including prior learning required and assessment and evaluation tools
- Book access to computers in school
- Provide students with a checklist to stay organized (checklist)
- Provide students with an interview planning sheet (planning sheet)
- Reserve library as a resource for possible entrepreneur listings
- Contact business associations for possible leads
- Suggest possible places to look for and make contact with an entrepreneur (networking)
- Prepare a mock interview for students to role-play then follow up with a discussion on how to identify the **Essential Skills** communicated in the interview.

Assessment of Student Achievement

Task	Tool / Type
Interview	Does This Shoe Fit? Checklist and Interview Planning Sheet (Formative)
Report	Does This Shoe Fit? Report Rubric (Summative)
Presentation	Does This Shoe Fit? Presentation Rubric (Summative)
Presentation Planning	Does This Shoe Fit? Presentation Planning Sheet (Formative)
Peer Review	Does This Shoe Fit? Peer Presentation Log (Formative)
Reflective Journal	Does This Shoe Fit? Reflective Journal Assessment Tool (Formative)

Activities and Assessment Materials

- Interview Assignment Sheet
- Interview Questions Planning Sheet
- Presentation Planning Sheet
- Reflective Journal
- Assignment Checklist
- Report/Presentation Rubric
- Peer Presentation Log
- Reflective Journal Assessment Tool



FOCUS ON LEARNING

Essential Skills:

Oral Communication

Arranging Interview
 Conducting Interview
 Presenting to Class

Writing

Conducting Interview
 Writing Report
 Journal Writing

Computer Use

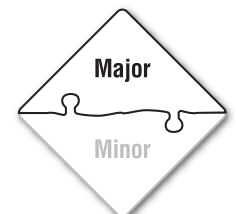
Preparing Questions
 Writing Report

Document Use

Checklist and
 Planning Sheet

Thinking Skills

Essential Skills Identification
 Reflective Journal Writing
 Conducting Interview



Curriculum Linkages For Ontario Educators

Essential Skills truly are everywhere and as teachers we are always teaching students the **Essential Skills!** As subject teachers and specialists, we know that many of the curriculum expectations we are accountable to teach and assess, also address the **Essential Skills** and while the linkages are not always readily apparent, the linkages exist nonetheless.

While this activity connects to a variety of courses it is most closely aligned to the following course(s):

- Introduction to Business – BBI 1O/2O

To assist you, the teacher, in making more transparent linkages, we have identified the following curriculum linkages for this activity.

Introduction to Business – BBI 1O/2O

Coded Overall Expectations	Coded Specific Expectations
EPV.12X – identify characteristics and skills associated with successful entrepreneurs	EP2.43X – describe the characteristics and skills often associated with successful entrepreneurs
	EP2.46X – analyze their own entrepreneurial strengths and interests
EPV.13X – evaluate the roles and contributions of entrepreneurs	EP2.47X – describe how entrepreneurs discover opportunities in people’s needs, wants, and problems
	EP2.48X – identify a variety of goods and services produced by entrepreneurs in their community or nearby community
	EP2.49X – evaluate the opportunities for entrepreneurship within their school or community

Does This Shoe Fit?

For this assignment you will be conducting an interview with an entrepreneur. There are several things you must do to complete this assignment.

1. Choose an entrepreneur and arrange for a suitable interview date/time. (in person, e-mail)
2. Prepare several interview questions (submit prior to interview for feedback).
3. Conduct interview and collect responses.
4. Prepare your interview report according to standard report writing practices and content requirements as detailed below.
5. Present your report to the class.
6. Submit your interview report.
7. Create a reflective journal about your experience.



Content of Interview

The following is a list of topics to be covered in the interview:

- Describe the type of business they have
- How they got started
- What education and training they have
- What do they think are the key skills and interests that good entrepreneurs need
- What do they like about being an entrepreneur
- What don't they like about being an entrepreneur
- What their future plans are (next 5 years)
- What advice would they give someone like yourself.

Based on these topics, develop questions from which they will respond. Submit your questions, prior to conducting the interview for feedback.

Does This Shoe Fit?

Content of the Report

- Interview questions
- Responses to questions
- Entrepreneurial characteristics they possess*
- **Essential skills** they possess*
- Follow report writing format

*You cannot create questions for the interview that directly answer these questions. It is up to you to develop good questions that ask them about themselves and from their responses, the answers to entrepreneurial characteristics and **Essential Skills** should reveal themselves.

Presentation of the Report

Your presentation of this report is to be 4-5 minutes maximum. Your presentation should be entertaining and creative. You can work in partners if it is important to the creativity of your presentation. Do not reveal the **Essential Skills** to the class in your presentation. For each presentation students will try to guess which **Essential Skills** you revealed.

(Handout: Guess that **Essential Skill**)



Does This Shoe Fit? Checklist

There are several small steps involved in this assignment.
Complete this chart as we progress through the assignment.

TASK	DUE DATE	COMPLETED	PLANNING NOTES FOR NEXT STEPS	<i>Essential Skills</i> USED
Choose Entrepreneur and Arrange Interview Date		<input type="checkbox"/>	Review outline: interview questions. Start thinking about what is required.	
Develop Outline Questions		<input type="checkbox"/>	Type questions	
Submit Typed Version for Feedback		<input type="checkbox"/>	Think about Presentation Format	
Edit Questions		<input type="checkbox"/>	Prepare for Interview	
Conduct Interview		<input type="checkbox"/>	Review all notes and if necessary call back your interviewee for clarification	
Think about Presentation Format				
Analyze content of Interview for Report		<input type="checkbox"/>	Prepare a point form outline of <i>Essential Skills</i> and entrepreneurial characteristics	
Prepare Rough Draft of Report		<input type="checkbox"/>	Think about Presentation Format – make decisions	
Edit/Proofread		<input type="checkbox"/>		
Create and Practice for Presentation		<input type="checkbox"/>	Be prepared for your presentation	
Present to Class		<input type="checkbox"/>	Read your report once again; make any final changes. Print or e-mail for submission	
Submit Report		<input type="checkbox"/>	Complete this Chart for Journal Writing Activity	
Write Reflective Journal and Submit		<input type="checkbox"/>	You're Done Congratulations	

Does This Shoe Fit? Interview Planning Sheet

Develop questions based on the interview content required below. Take into consideration how much room you will need to write down the interviewee's responses and what "key words" you might be looking for when writing your report.



1. Business Type (what type of business it is)

Question: _____

Response Space: _____

2. Brief description of the business

Question: _____

Response Space: _____

3. History of Business (how they got started and what has happened since then)

Question: _____

Response Space: _____

4. Education and training related to business.

Question: _____

Response Space: _____

5. Education and training they possess.

Question: _____

Response Space: _____

Does This Shoe Fit? Interview Planning Sheet

6. A routine day.

Question: _____

Response Space: _____

7. A challenging day.

Question: _____

Response Space: _____

8. Likes about being an Entrepreneur

Question: _____

Response Space: _____

9. Dislikes about being an Entrepreneur

Question: _____

Response Space: _____

10. Future Plans (next 5 years)

Question: _____

Response Space: _____

11. Advice to someone like yourself.

Question: _____

Response Space: _____

Does This Shoe Fit? Report/Presentation Rubric

CATEGORIES/ CRITERIA	LEVEL 1 (50-59%)	LEVEL 2 (60-69%)	LEVEL 3 (70-79%)	LEVEL 4 (80-100%)
Knowledge and Understanding Identifies and describes characteristics and skills associated with entrepreneurs	Limited	Some	Considerable	Thorough
Thinking and Inquiry Effectively analyses own entrepreneurial strengths and interests	Limited	Moderate	Considerable	High Degree
Communication Communication of knowledge of characteristics of successful entrepreneurs Communication of analysis of own entrepreneurial strengths and interests	Limited Clarity Limited Clarity	Some Clarity Some Clarity	Considerable Clarity Considerable Clarity	High Degree of Clarity High Degree of Clarity

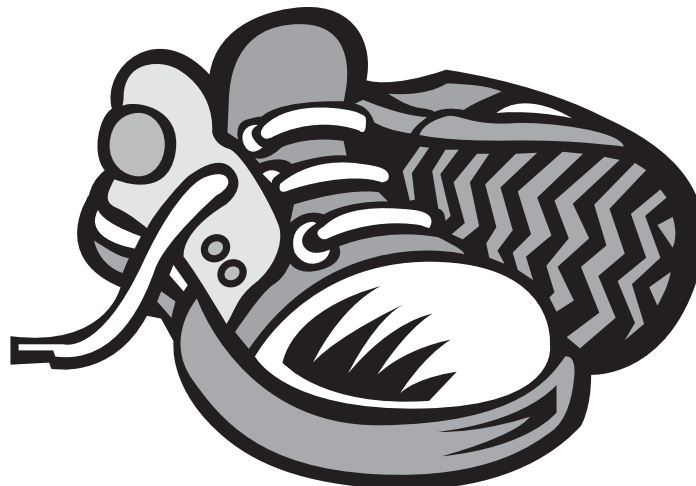
Does This Shoe Fit? Presentation Planning Sheet

Presentation Date: _____

Audio Visual Aids Required: _____

The Opening Hook!

How will you create interest in your presentation?



Does This Shoe Fit? Presentation Planning Sheet

Main Points to Cover:

1. _____

Supporting a) _____

b) _____

c) _____

2. _____
Supporting a) _____

b) _____

c) _____

The Closing Punch!

Does This Shoe Fit? Reflective Journal

How Entrepreneurial Am I?

Wow and congratulations! You have almost completed this assignment. There is one small but important piece left – The “So What” piece.

This “So What” piece asks you to reflect on this assignment and make connections between what you’ve learned and your own life. There are several questions to ponder on and consider when writing your journal. Respond to the following questions based on your answer to the first question.



1. Now that I have interviewed an entrepreneur and have a pretty good idea of what it is like, am I entrepreneurial? How do I know if I am or if I am not?
2. (a) If you believe you **ARE entrepreneurial**, answer the following questions:
 - Have I demonstrated entrepreneurial skills and characteristics in the past?
 - What are they?
 - Do others consider me entrepreneurial in some of the things that I have done and continue to do?

OR

2. (b) If you believe you **ARE NOT entrepreneurial**, answer the following questions:
 - Why is it **NOT NECESSARY** to be entrepreneurial to be successful in life?
 - Give an example of someone you know that is **NOT** an entrepreneur but is successful in life.
 - What makes them successful? Give examples of situations.
3. What parts of this assignment were easy for me? What **Essential Skills** were involved?
4. What parts of this assignment were hard for me? What **Essential Skills** were involved?
5. What parts of this assignment did I enjoy? Why?
6. What parts of this assignment did I not enjoy? Why?
7. What suggestions would I make to improve this assignment?

Format: You can write this journal in either 1st person or 3rd person (which can be quite interesting). Try to be creative in your writing as opposed to just answering the questions as they appear above.

Does this Shoe Fit?

Reflective Journal Assessment Tool

COMPONENT	<input checked="" type="checkbox"/>	COMMENTS
Depth and understanding providing examples to support opinion	<input type="checkbox"/>	
Clear, Concise, Comprehensive and Complete	<input type="checkbox"/>	
Correct (spelling, grammar)	<input type="checkbox"/>	



Does this Shoe Fit?

Reflective Journal Assessment Tool

COMPONENT	<input checked="" type="checkbox"/>	COMMENTS
Depth and understanding providing examples to support opinion	<input type="checkbox"/>	
Clear, Concise, Comprehensive and Complete	<input type="checkbox"/>	
Correct (spelling, grammar)	<input type="checkbox"/>	

