

Creating a Business Plan Lesson 9: What Is Your Managing Style?

SUBMITTED BY: WGYP Summer Educator

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson of the unit Creating a Business Plan, students will learn about different types of leadership styles and characteristics. Students will also learn about organizational structures for a business and begin to design the leadership and organization for their businesses.

≡ RELATED ARTICLES:

- [“Educator Toolkit: The Chief Executive Officer”](#)
- [“A Maker Develops the Business Plan for His Latest ‘Eye-pad’ Innovation”](#)

NBEA Standard(s):

- Develop a management plan for an entrepreneurial venture.
- Develop a business plan.

Common Core Standard(s):

- CCR Standard for Reading: Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

- CCR Standard for Speaking & Listening: Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.

Objectives/Purposes: In this lesson, students will read an article about leadership. Students will apply the ideas from the article as they construct an organizational structure for their businesses.

Knowledge@Wharton Article:

- “What Makes a Good Entrepreneurial Leader? Ask Middle Managers”

Other Resources/Materials:

- Poster or Newsprint
- Markers

Activity:

1. Do Now: If you were running your new company, what type of leadership skills would you need? What kind of work environment do you want to establish? (5 min)

2. Students, with a partner or in small groups, will read the article “What Makes a Good Entrepreneurial Leader? Ask Middle Managers.” They should answer the following three questions on poster board or newsprint.

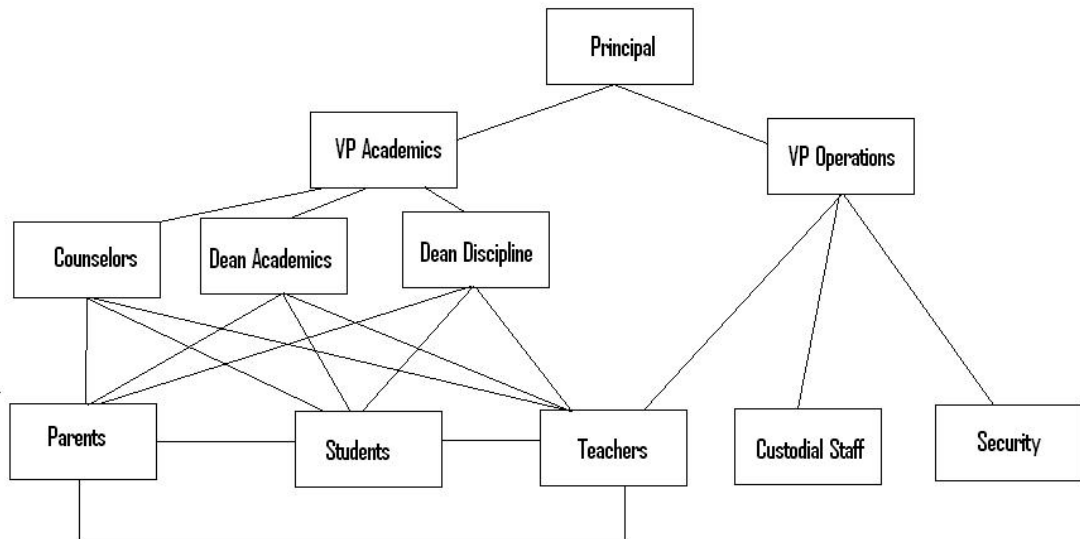
- a. What is the overall point of the article?
- b. What are two characteristics of leadership that were described in the article that you think are most valuable? Why?
- c. What do you think the type of leadership says about a business?

Once they are finished, each group will hang their answers around the room. (15 min)

3. The teacher will lead a discussion about the article and what each group learned about leadership and management skills. (5 min)

4. After the article discussion, the teacher will lead the class in developing an organizational chart to represent a company/business. In this case the class will work with the teacher to develop one that represents their school. This should be done on the board, overhead or computer with the students. (10 min)

a. This is an example of a hierarchy model:



b. How could this model be changed?

5. Students will work within their business group to develop an organizational chart for their business. (10 min)

6. Wrap Up: Based on the type of organizational chart you are making for your business, what do you think it says about the type of business you want to construct? (5 min)

Practice Outside of the Classroom:

At home, students can write about the leadership characteristics they have and the characteristics they lack. This could be a good writing reflection piece. This can also be extended into developing a résumé.

What Worked and What I Would Do Differently:

Teacher might want to look up some organizational structures of different companies and provide those as models for students as they begin to construct their own. The teacher might also want to provide some job descriptions in case students are not familiar with the titles CEO, CFO and the like.

