

# “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 rubrics (blackline masters)
- 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 and Evaluation of Student Achievement

Task	Tool
Interview	Checklist and Planning Sheet
Report	Rubric
Presentation	Rubric
Peer Evaluation	Peer Presentation Log
Reflective Journal	Evaluation Sheet

## Activities

- Interview Assignment Sheet
- Assignment Checklist
- Interview Planning Sheet
- Report Rubric
- Presentation Rubric
- Peer Presentation Log
- Reflective Journal
- Reflective Journal Evaluation



## FOCUS ON LEARNING

### Essential Skills:

#### Oral Communication

Arranging Interview  
 Conducting Interview  
 Presenting to Class

#### Writing

Conducting Interview  
 Writing Report  
 Journal Writing

#### Computer Use

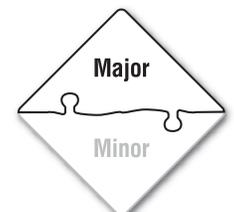
Preparing Questions  
 Writing Report

#### Document Use

Checklist and  
 Planning Sheet

#### Thinking Skills

**Essential Skills** Identification  
 Reflective Journal Writing  
 Conducting Interview





# ***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 Rubric

CATEGORIES/ CRITERIA	LEVEL 1 (50-59%)	LEVEL 2 (60-69%)	LEVEL 3 (70-79%)	LEVEL 4 (80-100%)
<b>Content of interview all questions covered</b>	demonstrates knowledge of facts with limited clarity and accuracy	demonstrates knowledge of facts with some clarity and accuracy	demonstrates knowledge of facts with considerable clarity and accuracy	demonstrates knowledge of facts with a high degree of clarity and accuracy
<b>Analysis of interview content to draw conclusions on Entrepreneurial Characteristics and Essential Skills</b>	uses little analysis to draw limited conclusions	uses some analysis to draw some conclusions	uses effective analysis to draw many conclusions	uses thorough analysis to draw most or all conclusions
<b>Introduction</b>	communicates with a limited sense of audience and purpose	communicates with some sense of audience and purpose	communicates with a clear sense of audience and purpose	communicates with a strong sense of audience and purpose
<b>Body</b>	communicates evidence with limited organization and clarity	communicates evidence with some organization and clarity	communicates evidence with effective organization and clarity	communicates evidence with highly effective organization and clarity
<b>Conclusion</b>	summarizes main points to a limited extent	summarizes main points to some extent	summarizes main points to a considerable extent	summarizes and extends main points in a highly effective way
<b>Language</b>	communicates with the limited use of appropriate language	communicates with some use of appropriate language	communicates with considerable use of appropriate language	communicates with highly appropriate language

# ***Does This Shoe Fit? Report Rubric***

<b>CATEGORIES/ CRITERIA</b>	<b>LEVEL 1 (50-59%)</b>	<b>LEVEL 2 (60-69%)</b>	<b>LEVEL 3 (70-79%)</b>	<b>LEVEL 4 (80-100%)</b>
<b>Writing Mechanics</b>	uses writing mechanics (spelling, grammar) with limited competence	uses writing mechanics (spelling, grammar) with some competence	uses writing mechanics (spelling, grammar) with considerable competence	uses writing mechanics (spelling, grammar) with a high degree of competence
<b>Layout and Design</b>	uses software and technology to enhance design with limited effectiveness	uses software and technology to enhance design with some effectiveness	uses software and technology to enhance design with considerable effectiveness	uses software and technology to enhance design with a high degree of effectiveness

**Note:** A student whose achievement is below Level 1 (50%) has not met the expectations for this assignment or activity. This rubric is based on fundamentals on [www.curriculum.org](http://www.curriculum.org)

# ***Does This Shoe Fit? Presentation Rubric***

<b>CATEGORIES/ CRITERIA</b>	<b>LEVEL 1 (50-59%)</b>	<b>LEVEL 2 (60-69%)</b>	<b>LEVEL 3 (70-79%)</b>	<b>LEVEL 4 (80-100%)</b>
<b>Content</b>	demonstrates limited clarity, conciseness and accuracy	demonstrates some clarity, conciseness and accuracy	demonstrates considerable clarity, conciseness and accuracy	demonstrates a high degree of clarity, conciseness and accuracy
<b>Questions from Audience</b>	answers questions with limited clarity and appropriateness	answers questions with some clarity and appropriateness	answers questions with considerable clarity and appropriateness	answers questions with a high degree of clarity and appropriateness
<b>Design and Delivery (Tone, Pitch, Clarity Eye Contact, Body Language)</b>	communicates overall theme or message with limited consistency	communicates overall theme or message with some consistency	communicates overall theme or message with considerable consistency	communicates overall theme or message with a high degree of consistency
<b>Use of Creativity</b>	uses creativity elements with limited effectiveness	uses creativity elements with some effectiveness	uses creativity elements with considerable effectiveness	uses creativity elements with a high degree of effectiveness

**Note:** A student whose achievement is below Level 1 (50%) has not met the expectations for this assignment or activity. This rubric is based on fundamentals on [www.curriculum.org](http://www.curriculum.org)



# 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 Evaluation*

COMPONENT	MARKS
Depth and understanding providing examples to support opinion	/10
Clear, Concise, Comprehensive and Complete	/5
Correct (spelling, grammar)	/5
TOTAL	/20



# *Does this Shoe Fit? Reflective Journal Evaluation*

COMPONENT	MARKS
Depth and understanding providing examples to support opinion	/10
Clear, Concise, Comprehensive and Complete	/5
Correct (spelling, grammar)	/5
TOTAL	/20

