Entrepreneurship—Haskin
Leadership Unit
6 Class Periods (300 minutes)

Objectives:	The student will be able to use Microsoft PowerPoint to effectively build and present an effective presentation researching effective business leaders and how their philosophy and beliefs affect their leadership characteristics. For differentiation purposes, especially IEP, an option to use "recorded narration" will be given to each student in lieu of presenting to the class.
Business Ethics:	Students will model work readiness traits required for success in the workplace including teamwork, multitasking, integrity, honesty, accountability, punctuality, time management, and respect for diversity.
Number of Class Hours:	6 class periods which will equal 300 minutes or 5 hours

Everyone would like to be a good leader, someone who is well liked and respected. Learning the distinction between being on friendly terms with your coworkers and being the type of boss that everyone enjoys working with is important. There are many ways to get your team to follow your lead without coming off as "bossy" or unapproachable. Your attitude will always dictate the working atmosphere, so it's wise to learn how to maintain a good and positive attitude. Learning how to connect professionally with your team is always an important asset.

For your PowerPoint, you will focus on 1 successful CEO. It is necessary to provide enough information to understand your CEO's leadership style and how it effect the success and overall trajectory of a business.

1) You will choose 1 leader of your choice and one CEO to research for this assignment. On your poster board, describe two to three (2-3) fundamental aspects of each of their most important business philosophies.

2) Provide one to two (1-2) examples of the application of such philosophies to support your response.

3) Identify three to four (3-4) characteristics, three to four (3-4) traits, and three to four (3-4) behaviors that have made each of them successful leaders.

4) While researching answer the following questions and include:

- Where did they grow up & in what circumstances?

- Where did they go to school and for how long?

- What are they like as a person – their personality – and what are their leadership qualities?

- How are they a leader and what type are they?

- What have they accomplished?

- Famous Quote by that person

LEADER POWERPOINT PROJECT (DUE NEXT Wednesday--October 2!!!!)

Students…you will not be required to present your Leadership PowerPoints due to time. Your presentation will cover 2 different leaders. One can be someone you greatly respect (athlete, pastor, president, celebrity, etc) and the other needs to be someone who is a great business leader. This person can be living or dead, famous or relative, etc. You will need to make sure you cover the following related to your person of great respect:

- Background
- Their up-bringing
- Why you respect them
- What they stood for
- Specific details about the individual

> **BMA-ENT-2 Relate concepts and processes associated with entrepreneurial success and the personal traits and behaviors associated with successful entrepreneurial performance.**

As you build your presentation, keep the following items in mind:

- Use different pictures and backgrounds.
- Pictures must not appear blurry when enlarged on the screen.
- Use colors that are both professional and related to your Leader
- The presentation must be at least 16 slides.
- Slides must contain a minimum of six lines of information.
- Do not enlarge font on a slide to fill up the slide instead of providing adequate information or you will lose ALL points related to that slide.

Some business leaders, past and present, include (but are not limited to):

1. Samuel M. Walton Wal-Mart
2. Walter E. Disney Walt Disney
3. William H. Gates III Microsoft
4. Henry Ford Ford Motor
5. John P. Morgan J.P. Morgan Chase
6. Alfred P. Sloan Jr. General Motors
7. John F. Welch Jr. General Electric
8. Raymond A. Kroc McDonald's
9. William R. Hewlett Hewlett-Packard
10. David Packard Hewlett-Packard
11. Andrew S. Grove Intel
12. Milton S. Hershey The Hershey Co.
13. John D. Rockefeller Sr. Standard Oil
14. Thomas J. Watson Jr. IBM
15. Henry R. Luce Time-Life Publications
16. Will K. Kellogg Kellogg
17. Warren E. Buffett Berkshire Hathaway
18. Harland Sanders Kentucky Fried Chicken
19. William C. Procter Procter & Gamble
20. Thomas J. Watson Sr. IBM
21. Asa G. Candler Coca-Cola
22. Estee Lauder Estee Lauder
23. Henry J. Heinz H.J. Heinz
24. Daniel F. Gerber Jr. Gerber Products
25. James L. Kraft Kraft Foods
26. Steven P. Jobs Apple Computer
27. John T. Dorrance Campbell Soup
28. Leon L. Bean LL Bean
29. William Levitt Levitt & Sons
30. Howard Schultz Starbucks
31. Michael Dell Dell Computer
32. Robert W. Johnson Jr. Johnson & Johnson
33. James E. Casey United Parcel Service
34. Herbert D. Kelleher Southwest Airlines
35. George Eastman Eastman Kodak
36. Philip H. Knight Nike
37. James O. McKinsey McKinsey & Co.
38. Charles R. Schwab Charles Schwab
39. Frederick W. Smith Federal Express
40. William Wrigley Jr. Wm. Wrigley Jr. Co.
41. Gordon E. Moore Intel
42. Robert (Ted) E. Turner Turner Broadcasting
43. J. Willard Marriott Jr. Marriott Int'l.
44. James E. Burke Johnson & Johnson
45. David Sarnoff RCA
46. William E. Boeing Boeing
47. Walter A. Haas Sr. Levi Strauss
48. Henry J. Kaiser Kaiser Industries
49. Walter A. Haas Jr. Levi Strauss
50. Clarence Birdseye Bird's Eye Foods

Leadership Presentation & Project: PowerPoint Grade

Teacher name: Haskin

Student Name _____

CATEGORY	20	15	10	5	
Attractiveness	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.	Use of font, color, graphics, effects etc. but these often distract from the presentation content.	_____
Theme	Identified and supported throughout	Identified, but varies throughout	Identified, but not supported throughout	No theme Identified or supported	_____
Speed	Speed of presentation is appropriate and not distracting	Speed could be improved by speeding up or down	Speed is varied throughout with no consistency	Speed is off from the beginning and never works throughout	_____
Content	Pictures are varied on every slide and quotes or facts are used every 5 slides	Pictures are varied on every slide and quotes are used every 10 slides	Pictures are varied, but quotes are rarely used, if ever	Pictures and quotes or facts are rarely used on the slides and presentation is incomplete	
Transitions	Transitions exist and support the content and do not distract from the overall message	Transitions used, but are varied and do not support the content of the presentation	Transitions exist, but are not used consistently and do not support the content of the presentation	No transitions are used throughout the presentation	_____

Presentation General Comments:	**TOTAL**
	_____

Student Sample: Alex Speigner

Leadership Presentation & Project: PowerPoint Grade

Teacher name: Haskin

Student Name   Alex Speigner_____

CATEGORY	20	15	10	5	
Attractiveness	Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation.	Makes good use of font, color, graphics, effects, etc. to enhance to presentation.	Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content.	Use of font, color, graphics, effects etc. but these often distract from the presentation content.	20
Theme	Identified and supported throughout	Identified, but varies throughout	Identified, but not supported throughout	No theme Identified or supported	20
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					100

TOTAL

Presentation General Comments:

--**Great eye contact**   --**Good pacing**   --**Time was 4:58**

--**Watch your filler words "um", "uh", "like"**   --**Watch your fidgeting**

--**Good volume and enunciation**