

NAME: \_\_\_\_\_ PERIOD: \_\_\_\_\_ DATE: \_\_\_\_\_



# ***Start Something That Matters*** by Blake Mycoskie

## TEXT

Blake Mycoskie, the Founder of TOMS, describes the idea that would come to define the TOMS business model: One for One. This has been the key to the growth of TOMS as well as the company's commitment to giving. It attracts customers, inspires employees, generates media attention, and appeals to partners that also want to give back. Blake identifies six elements that have helped TOMS to flourish. These six principles – Find Your Story, Face Your Fears, Be Resourceful Without Resources, Keep it Simple, Build Trust & Giving is Good Business - serve as the focus of each of the chapters in *Start Something That Matters*.

## ASSESSMENTS

We will have two quizzes: one for the first four chapters of the book, and one for the last four.

## ASSIGNMENTS

We will have a set of questions to respond to for each chapter. We will also have five documents to complete throughout the project.

## PROJECT

We will practice the book's principles by selling (or trading) a handmade product of our own. Students will create a product of their choice for another person and their needs. In return, students will earn some type of compensation for their deliverable and efforts.

## EXAMPLE

I asked my grandma if she needed something made for her. She said that she likes to feed the birds that fly into her backyard, but the squirrels often steal the birds' food that she sets out. I suggested that I could build her a birdhouse that could feed the birds, and I would make sure that the opening for the birdhouse was too small for the squirrels to be able to use.

## RESOURCES

There is a plethora of resources that can be used on the internet to find ideas and even learn how to make something. Watch YouTube, search Pinterest, browse Etsy, etc.

## STEPS

- (1) Interview someone, identify a need, come up with a solution, make a plan, etc.
  - Product: Concept is due on Friday, May 10 [25 points]
- (2) Complete your first step of the plan: gather materials, make an outline/template, etc.
  - Product: Phase 1 is due on Wednesday, May 15 [25 points]
- (3) Complete your next step of the plan: create product, complete rough draft, etc.
  - Product: Phase 2 is due on Wednesday, May 22 [25 points]
- (4) Complete your final step of the plan: finish product, add all details, etc.
  - Product: Completion is due on Wednesday, May 29 [50 points]
- (5) Give your product to your recipient, complete the transaction, etc.
  - Product: Outcome is due on Wednesday, June 5 [25 points]