



The Lemonade Stand Book Curriculum

"Empowering and inspiring the next generation of entrepreneur"

Companion Facilitation Slides Also Available

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Class Plan Outline

Date	Session Title	Chapters	Speaker
Day 1	The Lemon	Introduction, Optimism, Embrace Problems	Instructor
Day 2	Effort without results is meaningless	Outcome-based thinking	Instructor
Day 3	Be extraordinary	Do not compete	Instructor
Day 4	Old marketing is dead	Tell your story	Instructor
Day 5	People buy experiences NOT products	Sell the experience	Instructor
Day 6	Do more with less	Be resourceful	Instructor
Day 7	Efficient lemonade	Fund your business through sales	Instructor
Day 8	Power teams	Build your A team	Instructor
Day 9	Motivate – not micromanage	Framework based management	Instructor
Day 10	Systems that serve	Scale or die	Instructor
Day 11	What do you stand for?	Build a movement	Instructor
Day 12	Sustainability	Build to last	Instructor
Day 13	Making more than \$, making a difference	The Lemonhead	Instructor
Day 14	Your Lemonhead future	Presentations	Instructor
Day 15	OPTIONAL: Guest Speaker	Lemonheads in action	Local Lemonhead Council Member

15 Sessions Consisting of the Following Modules:

(Sessions and modules made be combined or amended based on class time or semester length.)

Session 1: The Lemon

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Introduction, Optimism, Embrace Problems

Module 2 - Instructor: Presents slides on Introduction, Optimism and Embracing Problems (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students create their own “Lemon Basket” list. Then students divide into groups and discuss their “lemons” or business ideas. The group selects the idea that they want to use as their business for the remainder of the program. The groups present their idea to the class and explain why they selected it. (30-45 minutes)

Session 2: Effort without results is meaningless

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Outcome-Based Thinking

Module 2 - Instructor: Presents slides on Outcome-Based Thinking (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students define the outcomes they believe are necessary for their business to succeed. What is the vision of their business? What are the action steps that will need to be taken to realize the vision/outcome they define? The teams document and present their vision, outcomes and action plans to the class. (30-45 minutes)

Session 3: Be extraordinary

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Do Not Compete

Module 2 - Instructor: Presents slides on Do Not Compete (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students get in their company teams and make a list of companies that they believe are extraordinary in some way. Then they define ways that they “will not compete” with their specific product or service. They make an action plan about their approach to being extraordinary and document ways that their plan will follow this principle. The teams present their list of extraordinary companies to the class, their own “do not compete” action items for their company and specific reasons why their company is extraordinary. (30-45 minutes)

Session 4: Old marketing is dead

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Tell Your Story

Module 2 - Instructor: Presents slides on Tell Your Story (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students get into their company groups and spend time creating a one page document that tells the story of their company. Each group presents to the class, and the class votes on what story interests and inspires them the most. Ask the class: What story presentation makes you want to do business with that company or buy their product? (30-45 minutes)

Session 5: People buy experiences NOT products

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Sell the experience

Module 2 - Instructor: Sell the experience (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their company teams and discuss a company that they feel provides an outstanding customer experience. The students list aspect of that experience. Then the group makes a plan of ways that their company will provide an extraordinary experience to their customers. Finally the groups present their information to the class. The group can discuss which presentation sounds like it would offer the best customer experience. (30-45 minutes)

Session 6: Do more with less

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Be Resourceful

Module 2 - Instructor: Be resourceful (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their company teams and define 10 ways that they can be resourceful in starting and running their business. The students present their ideas to the class. The instructor assigns each group to evaluate another group's list and make 10 of their own suggestions about resourcefulness in regard to the other company. Then each group presents their ideas to the class. The entire class discusses some of the most creative ways to be resourceful that were presented. (30-45 minutes)

Session 7: Efficient lemonade

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Funding the Business Through Sales

Module 2 - Instructor: Funding the Business Through Sales (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their small groups and discuss how they will fund their business through sales. Then each group presents their plan to the class. The class asks questions about their plans and offers suggestion. The class decides on which “funding through sales” plan sounds the best. (30-45 minutes)

Session 8: Power teams

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Build Your A-Team

Module 2 - Instructor: Build Your A Team (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their company teams and create a plan to build an A Team for their company. The team creates a plan of 10 or more specific action items to build the team. Each team presents to the class, and the class discusses which plan they believe would be the most successful. (30-45 minutes)

Session 9: Motivate not micromanage

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Framework-Based Management

Module 2 - Instructor: Framework-Based Management (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their company teams and discuss what they have learned about framework-based management. The team makes a list of why they think that working in a company that is based on a framework-based management style would be the type of place they would like to work (or not). The teams present their lists and rationale to the class. The class discusses task-based vs. framework-based management. (30-45 minutes)

Session 10: Systems that serve

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Scale or Die

Module 2 - Instructor: Scale or Die (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their company teams and create a plan for their own company's "scale or die" plan. Each group presents their plan to the class, and the class discusses whether the plan appears to be truly scalable. (30-45 minutes)

Session 11: What do you stand for?

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Build a Movement

Module 2 - Instructor: Build a Movement (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their small groups and discuss what their company stands for and how they would build a movement around it. Each group presents to the class, and the students decide which movement they would be most likely to go and talk to someone else about TODAY! (30-45 minutes)

Session 12: Sustainability

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): Build to Last

Module 2 - Instructor: Build to Last (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students divide into their small groups and discuss how they will build their company to last based on the following characteristics: what is next?, designing themselves out, cultivating new leaders and moving on. The groups present their plans to the class. Class discussion on the presentations completes the session. (30-45 minutes)

Session 13: Making more than money, making a difference

Module 1 – Reading Chapters for this session (Can be done prior to class or in class): The Lemonhead

Module 2 - Instructor: The Lemonhead (20-30 minutes)

Module 3 - Workbook: Students complete Lemon Lessons for associated chapters (20-30 minutes)

Module 4 - Activities, Small Groups and Presentations: Students write down their own definition of a Lemonhead and whether or not they believe that Lemonheads can change the world. Students are asked to summarize how the Lemonade Stand approach to business has impacted their view on starting a business and business ownership in general. Each student presents to the class, and group discussion completes the session. (30-45 minutes)

Session 14: Your lemonhead future

This class is dedicated to each team presenting their business idea in relation to all 13 of the principles in “*The Lemonade Stand*” book. These presentations may be recorded and submitted on the www.lemonheadsrule.org website for consideration in the annual “U-R-A Total Lemonhead” competition. The winner is selected to receive a personal mini-Lemonhead Council session with the original Lemonheads, authors and successful entrepreneurs: Ara Bagdasarian and Nick Gustavsson. The students also review ‘what is next for them in their education as entrepreneurs’. The class reviews options for continued growth: courses in the mechanics of entrepreneurship, SBDC resources, SCORE, College and University entrepreneurship programs, Kauffman Foundation, NFTE and any others that the instructor wants to share with the class.

Session 15: Lemonheads in Action (Optional Guest Speaker)

Module 1 – The instructor may choose to request a guest speaker from the www.lemonheadsrule.org website. There is a [form](#) to ask a member of a Local Lemonhead Council to come speak to the class. The instructor may also choose to invite another member of the business community that represents “*The Lemonade Stand*” book principles to present. Another option is to look for examples of Lemonheads in the news, in history and/or in the community. The instructor can gather videos, articles and other examples to review with the class. The students may be given time to search the Internet for their own “favorite” Lemonhead. The students can present to the class on why they chose that person and how they believe that individual embodies the principles in the book.