

CEO Career Study

Digital Activity

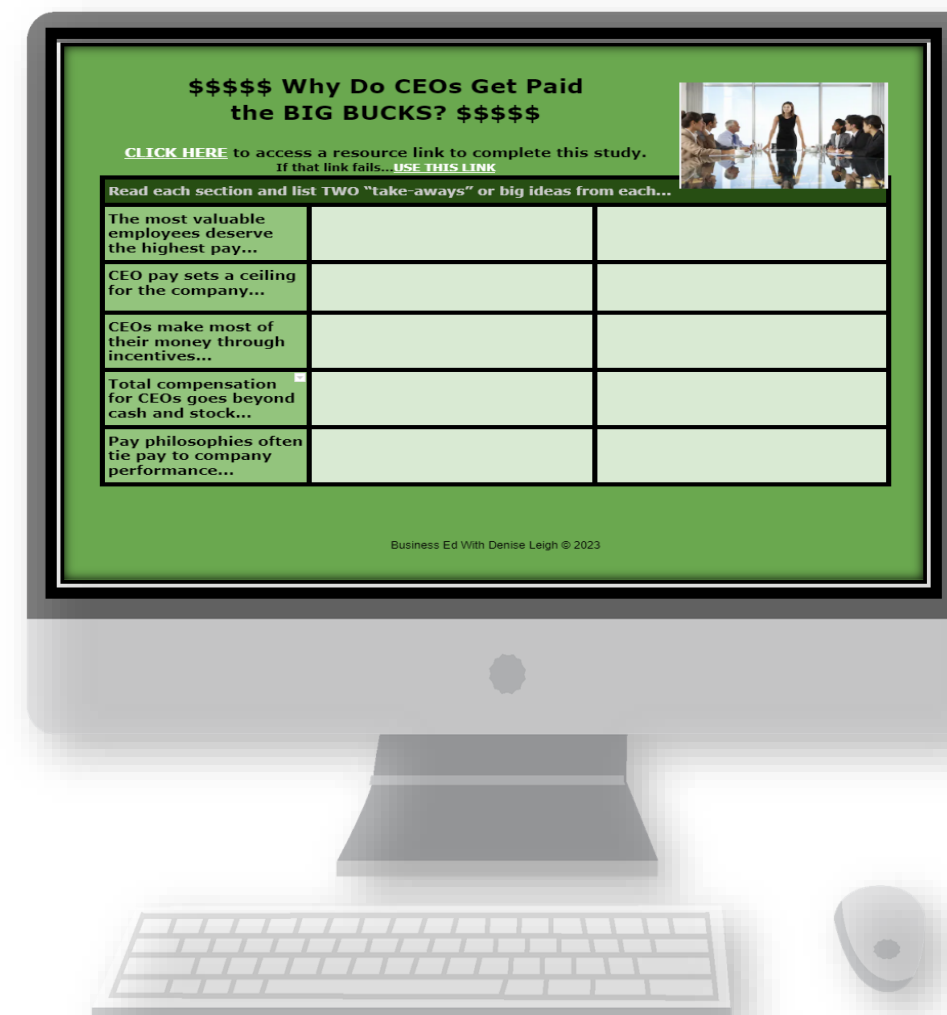
Students learn about a career as a CEO.

How does one become a CEO? How much \$ do they make?

GREAT activity for any Career Discovery class!

Engaging! A GREAT way to get students to think critically about Business Careers.

NO PREP! SAVE TIME!
GREAT FOR A SUB DAY!



BUSINESS EDUCATION WITH *Denise Leigh*

Students **EXPLORE** the thought process behind why companies pay the CEO so much money

\$\$\$\$\$Why Do CEOs Get Paid the BIG BUCKS?\$\$\$\$\$

[CLICK HERE](#) to access a resource link to complete this study. If that link fails...[USE THIS LINK](#)

Read each section and list TWO "take-aways" from each...

The most valuable employees deserve the highest pay...		
CEO pay sets a ceiling for the company...		
CEOs make most of their money through incentives...		
Total compensation for CEOs goes beyond cash and stock...		
Pay philosophies often tie pay to company performance...		

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paid a large amount? Do you believe that it helps in below in a WELL DEVELOPED PARAGRAPH.



Students are prompted to give **THEIR OPINION** on the rationale

Students **RESEARCH** to find 3 high paid CEOs



Search the web and find **THREE** of the highest paid CEOs...

Name of CEO	Company they lead	Annual Salary and other incentives

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How does one become a CEO?

There are many avenues that one can take to become a CEO of a company. Some individuals started the company, some worked their way up the corporate ladder with the same company, while others may have worked for one company after another progressively getting better positions and responsibilities building their resume with experiences. [CLICK HERE](#) to access a Forbes Article. Use this link to get information to complete the following questions...

A large portion of Fortune 100 CEOs have a degree in what?	
What does this article say about students who went to lower ranked schools?	
With an increased emphasis on engineering and science, give two ways that this change corporate leaders?	
What did the 2008 USA Today Survey show?	
List FOUR personal characteristics that companies look for when hiring a CEO.	
Of the characteristic above...what characteristics do YOU have that would make you a good CEO?	

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Students **DISCOVER** how they may be able to become a CEO.

A CREATIVE AND ENGAGING Way for Students to exercise Critical Thinking Skills!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

