

Women Entrepreneurs

Digital Discovery Activities

A Study of Four Women Entrepreneurs:

- ❖ Oprah Winfrey
- ❖ Sara Blakely
- ❖ Debbie Fields
- ❖ Cher Wang

Students learn of their success stories

Great for Introduction to Business or Entrepreneurship Class

NO PREP
SAVES YOU TIME

Women Entrepreneurs

Female entrepreneurship has increased greatly. 26% of businesses in the United States were owned by women in 1997. In 2018, 48% are women owned.

Select TWO of these famous women entrepreneurs to learn more about.

 <p><u>Oprah Winfrey</u> Television host and media executive.</p>	 <p><u>Sara Blakely</u> American Billionaire Businesswoman Owner and creator of Spanx</p>
 <p><u>Debbi Fields</u> Founder of Mrs. Fields Bakeries</p>	 <p><u>Cher Wang</u> Technology Tycoon</p>

BUSINESS EDUCATION WITH *Denise Leigh*

MARCH IS WOMEN'S HISTORY MONTH



Oprah Winfrey
Television host and media executive.



Sara Blakely
American Billionaire Businesswomen
Owner and creator of Spanx



Debbi Fields
Founder of Mrs. Fields Bakeries



Cher Wang
Technology Tycoon


- ➔ Features **FOUR** entrepreneurs!
- ➔ Students explore entrepreneurial characteristics that contributed to their success!
- ➔ Learn about these great success stories!
- ➔ Students discover the role that women can play in creating great brands and life-changing products!

**Use as a Choice Board
or
Assign all Four Activities**

Students are introduced to philanthropy and how each of these four successful women give back.

NO PREP!

ALSO GREAT FOR SUB DAYS or SNOW DAYS




Debbi Fields

Debbi Fields is the founder and spokesperson of Mrs. Fields Bakeries. Additionally, she has written several cookbooks and makes cookies. [CLICK HERE](#) to learn more about this self-made millionaire and to answer the questions below...

The early years After reading about Debbi's childhood, what are 3 entrepreneurial qualities that would describe her? Click on THIS LINK for a list of entrepreneurial qualities that you may refer to in your response.	
A moment of change What were contributing factors of determination to "become someone"?	
The company What does the company market and sell?	
Debbi's Wisdom What are three bits of wisdom from Debbi Fields?	

Mrs. Fields Cookie Company made a name for themselves most recently with their popular corporate gift specialty items. Check out their website and analyze why this company is unique. After exploring their website, give at least TWO reasons why you think that the company has remained a strong brand. What is Debbi Fields doing right?

Cher Wang




Cher Wang is one of the most powerful and successful women in technology. [CLICK HERE](#) to learn more about this great entrepreneur and philanthropist.

Cher's Childhood After reading about Cher's childhood, what are 3 entrepreneurial qualities that would describe her? Click on THIS LINK for a list of entrepreneurial qualities that you can refer to in your response.	
Most Successful Women in the world? What are 3 facts that support the claim that she is the most successful women entrepreneur?	
Professional Career After reading about her professional career, what entrepreneurial qualities does she display? List at least three from THIS LINK or use your own descriptors.	
Diverse Interests? What business interest does Cher Wang have that makes her a woman of diverse interests? Explain.	

Cher Wang as a Philanthropist
A **PHILANTHROPIST** is...a person who seeks to promote the welfare of others, especially by the generous donation of money to a good cause.
What about Wang's early years sparked her love for being a compassionate giver? How does she give back?

Sara Blakely




Sara Blakely is the sole proprietor and CEO of SPANK, an under-garment to slim the areas that women often want smooth. [Click on THIS LINK](#) to answer the following prompts...

Early Life After reading about Sara's early life from childhood until just after college, what are 3 entrepreneurial qualities that would describe her? Click on THIS LINK for a list of entrepreneurial qualities that you can refer to in your response.	
The job that paid off What was the problem that Sara had that prompted her to invent Spanx?	
Her product process After reading about her product process, what are at least 3 things that she did that were necessary components of the process?	
Doing what it takes After reading what Sara did to keep her product in stores, what entrepreneurial qualities does she display? List at least three from THIS LINK or use your own descriptors.	
On a personal note... List three bits of information about Sara's personal life.	

Sara the philanthropist
A **PHILANTHROPIST** is...a person who seeks to promote the welfare of others, especially by the generous donation of money to a good cause.
How does Sara give back? What efforts has she made to help others?

Oprah Winfrey



Oprah Winfrey is a television personality, producer, owner and founder of her own network. She is one of the most successful women entrepreneurs of all time. She said, at the age of twelve, that she would be "paid to talk" comedian. [Click on THIS LINK](#) to get information about Oprah and to respond to the questions below...

A difficult childhood After reading about Oprah's difficult childhood, what are 3 entrepreneurial qualities that would describe her? Click on THIS LINK for a list of entrepreneurial qualities that you can refer to in your response.	
A turning point What are 3 contributing factors of her turning point to success?	
Professional Career After reading about her professional career, what entrepreneurial qualities does she display? List at least three from THIS LINK or use your own descriptors.	
Production What happened that contributed to thousands of books being sold? Explain...	

Oprah the philanthropist
A **PHILANTHROPIST** is...a person who seeks to promote the welfare of others, especially by the generous donation of money to a good cause.
After reading about Oprah's Leadership Academy for Girls, explain how these young women are similar to a young Oprah and how Oprah has used her money to help them become leaders.

FOUR ACTIVITIES IN ONE RESOURCE

Teacher Testimonials



I **loved this** and my **students really enjoyed** it too. I think it was great for the girls to see specific women entrepreneurs that have been successful and for the guys to see that women make a difference. **Great resource!**



On National International Women's Day, March 8th, I used this assignment as a backup plan for my Introduction to Business class.



This was a **great way** to celebrate both African American History Month and Womens History Month. It was **super helpful** to get the students to look at some great women business owners!



My students loved this activity. It is a **great asset** to the entrepreneurship unit and the students are **always engaged** when I assign this activity.



I loved this resource. My students were **totally engaged.** Great resource.

**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.

