

# BETTER WORLD BUSINESS

*(Want to create a calm and focused space to start the conversation? Set up desks or chairs in a circle and start the session with 2 minutes of collective silence.)*

## ACADEMIC OBJECTIVES

Percentage Increase  
Growth Rate  
Critical Thinking/Comparing

### 1 Ask an EMPATHY QUESTION: “Have we ever been told that what we enjoy doing isn’t important?”

We might hear answers like, “I really love making food, but I know it’s just a hobby. I could never be truly successful doing that”. Or “I like taking pictures but my friends say I’ll never make a living from it”. Anything is open to discuss. “Do we let others opinions stop us from doing what we enjoy? Where is the balance between listening to others and listening to our own minds and hearts?”

If you haven’t seen “I Am Yuvaraaj”, watch it as a group (<http://www.betterworlded.org/#how-this-works-1>). Then read “Yuvaraaj Runs A Business”. Focus on how he approaches his work. “Do you think people told Yuvaraaj he was foolish for leaving his jewelry business? Is the food business inherently fulfilling? Would everyone find this kind of work meaningful?”

### 2 DIVE DEEPER: “What kind of impact does Yuvaraaj’s food businesses have on the world? How many people does a business affect? The customers? The employees? What do we think are some important qualities of a business?”

Have the group consider both Yuvaraaj’s food business and jewelry business. Every day he makes at least 100 people happy with his food. How does the jewelry shop differ? If on average he made 10 customers happy a day buying jewelry, what percent increase do we see in the happiness he spread? (You can find other math in the green sections of “Yuvaraaj Runs A Business”, too.)

The food he uses is from local New York farmers and the spices are crushed by his mother in India. Do you think he knew where his diamonds came from? Where the metals came from? This has the potential to become very complicated and involve many people we often feel disconnected from. “What are some dangers of this? What is the importance of knowing where our goods come from? In farming, we’ve explored the importance of knowing where our food comes from through Ghani’s story. How does that relate to the example of jewelry?”

### 3 GET CREATIVE: Draw for 10 minutes. “Imagine we’re starting a business. What would it look like? Draw a picture about it. Is it a store? Where would it be? What would the store look like? The inside? Would you sell products? Provide services? Would you travel? Where to?”

Full creativity is encouraged here. There is no limit on the kind of building or space they can design. After 10 minutes, have the group hand in the drawings to the front. Redistribute them so everyone has another person’s business. “What kind of business is this? Would we go here? Would we hire them? Why? What do you imagine the owner cares about? What kind of impact might they be making on the world?”

### 4 Pose the COLLABORATION QUESTION: “What determines how we make a living? Do we let society influence our choices? Should we consider how our work impacts the world? Can you think of some examples of businesses that impact the world positively? How so? What do they do? How can we make sure that good, ethical businesses grow and become the norm in our world?”

This might be a completely new thought for the group. Provide examples of business devoted to social good. “Have we ever thought that every dollar we spend at a business is a vote for it to keep running? Our dollars are the reason businesses survive. Do you know any businesses that you care about and want to thrive?” Remind the group that it’s less about what they are buying, but more about who is selling it and the people involved in the entire process. Buying the same type of sandwich at two different restaurants can have massively different impacts on the world.

## KEEP LEARNING BEYOND THE CLASSROOM:

“During dinner, ask your family if they shop at any businesses because they know and trust the owner. Ask why that person started it and how our dollar is spent. They might not know the answers to this, but at least explore some options together. Start the conversation.”