

A FREE GUEST-SPEAKER SESSION · GRADES 8–12

Aperture Business Lab

One class period. Your students find what a business owner can't see.

Teams of three each get a card describing a real business: a waffle window, a barbershop, a lawn crew two seniors run on Saturdays. They find the one thing holding it back, prove it with arithmetic, and defend it to the room in sixty seconds. It is the same question I get paid to answer for business owners.

50

Minutes, start to finish

23

Of them, the students are working

6

Businesses, six different problems

\$0

Cost to the school. Always.

WHAT THE SESSION TEACHES

Three ideas, and never more than three.

A room does not remember more things because you said more things.

01

Every business has one thing holding it back.

THE BOTTLENECK

Find that one thing and you fix the whole business, as true of a lemonade stand as of a company with four thousand employees.

02

Being busy and making money are not the same thing.

BUSY IS NOT PAID

One team meets a lawn crew working a full Saturday for \$5.50 an hour each. The fix turns out to be fewer customers, not more.

03

You find it by counting, not by being a genius.

COUNTING BEATS TALENT

Counting is free and takes no talent. Almost nobody does it, which is exactly why it works.

THE FIFTY MINUTES 0–12 I set it up · 12–35 they work, then they argue · 35–50 the payoff and the close. The full minute-by-minute plan is in the packet, and it goes to you before I come.

WHAT I BRING / WHAT I NEED I run the full period start to finish, bring every printed handout, and rewrite the six business cards for your town beforehand. From you: fifty minutes, a whiteboard, and desks that group in threes. No technology required.

WHERE IT FITS Economics · Principles of Business, Marketing & Finance · Entrepreneurship · Money Matters · career exploration and advisory · DECA and FBLA chapters. No prior business coursework is assumed, and there is no cost to the school, nothing to sign, and nothing sold to or collected from students.

“I could actually do this.”

That sentence is the point of the hour: one belief, in a student's own voice, earned by doing the work rather than hearing about it.

WHO'S COMING TO YOUR CLASSROOM



Fenwick How

Founder, The Aperture Method™

I have started and run several businesses across a few different industries, and spent years inside other people's, in operations, projects and analytics. Today I run a business intelligence firm: the work is sitting down with an owner and finding the one thing quietly holding the whole business back.

BBA in Project Management · certified Project Management Professional (PMP) · MBA in progress at Texas A&M. Based in The Woodlands, Texas, and happy to travel. I get nothing out of the visit: no fee, and nothing sold.

WHERE THIS COMES FROM



Taber Times, 21 December 1978.

Fenwick How (left) and Scott Campbell, both eight.

My first business was a snow shovel.

In December 1978 the local paper in Taber, Alberta ran a story about two eight-year-olds who had worked out that snow was money. My friend Scott and I walked the neighbourhood with shovels, offering to clear driveways. We called it Snow Bank.

"We wanted some money to buy marbles, maybe a new comic book, or even a pop."

Nobody taught us that. We noticed what everyone on the street was complaining about, worked out what they would pay to make it go away, and counted what was left. An eight-year-old found those questions without permission from anyone, which is exactly what I want your students to leave believing.

BEFORE YOU SAY YES The questions you'd otherwise have to ask.

Whatever screening your district requires. Fingerprinting, volunteer clearance, visitor background check. Tell me what you need and how long it takes, and I will start it before we pick a date.

I come alone, and nothing leaves the room. No crew and no camera. I don't photograph students, don't post about the visit, and collect nothing from anyone in the room.

You see every page before I walk in. Everything I hand out goes to you ahead of time. Want a business swapped or a section cut? I change it. It is your classroom.

I am the one who shows up. Not an associate, not a video. Happy to talk to you or your department head first, with no date on the calendar.

Book a visit

hello@aperturemethod.com

Send your school, your course and two dates that would work. I confirm within two business days and send the materials ahead.

Everything I would hand your students is at aperturemethod.com/look-closer.

Fenwick How

The Aperture Method™