

A FREE GUEST-SPEAKER SESSION · GRADES 8-12

Look Closer

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

WHAT THE SESSION TEACHES Three ideas, and never more than three.

1 — Every business has one thing holding it back

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

2 — Busy and profitable are not the same thing

One team meets a lawn crew working a full Saturday for \$5.50 an hour. The fix is fewer customers, not more.

3 — You find it by counting, not by being a genius

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

HOW THE FIFTY MINUTES GO

Teams of three each get a card describing a real business — a waffle window, a barbershop, a lawn crew. They find the one thing holding it back, prove it with arithmetic, and defend it to the room in sixty seconds. Then they learn what the fix is worth in real dollars. I rewrite the businesses for your town before I come.

WHAT THEY WALK AWAY WITH

"I could actually do this."

One belief, in a student's own voice — earned by doing the work, not by hearing about it.

What I bring

I run the full period, start to finish

Every printed handout, brought with me

Business cards rewritten for your town

What I need from you

Fifty minutes of class time

A whiteboard and desks that group in threes

Nothing else. No technology required.

WHAT I DON'T DO No cost, nothing sold to or collected from students, no time spent on my firm. I come alone, don't photograph students, send you everything for review first, and will complete whatever background screening your district requires.

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.

Fenwick How

Founder, The Aperture Method™. I have started and run several businesses across a few industries; my work now is helping owners see what is holding them back. BBA in Project Management, PMP, MBA in progress at Texas A&M. Based in The Woodlands, Texas, and happy to travel.

To book a visit: hello@aperturemethod.com · Send your school, course and two dates; I confirm within two business days. Everything I would hand your students is at aperturemethod.com/look-closer.