

Civic Minds

Date: Friday, March 31, 2017

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Article Title: What drives Virgin's founder SIR RICHARD BRANSON Business philosophy: What can make people's lives better?

Section: BUSINESS, A12

Learning Objectives

- ✓ Students will examine what being an entrepreneur is.
- ✓ Students will think about what current industries need drastic change.
- ✓ Students will think about their own personal interests and what they'd like to achieve in their lifetime.

CCSS Standards

Social Studies EALR 1: Civics

The student understands and applies knowledge of government, law, politics, and the nation's fundamental documents to make decisions about local, national, and international issues and to demonstrate thoughtful, participatory citizenship.

Social Studies EALR 3: Geography

Understands the cultural universals of place, time, family life, economics, communication, arts, recreation, food, clothing, shelter, transportation, government, and education.

Social Studies EALR 4: History

- Analyzes the motives and interests behind an interpretation of a recent event.

Social Studies EALR 5: Social Studies

- Analyzes consequences of positions on an issue or event.
- Analyzes the short-term and long-term implications of decisions affecting the global community.

Vocabulary

Look up the definition for ***magnate***. Please write the definition and create a new sentence, using your own words.

"The business ***magnate*** sat down with The Seattle Times on Monday after his Virgin Atlantic flight from London."

Magnate definition:

New Sentence:

Civic Minds Activity: *Take a moment to review today's print replica of The Seattle Times. Can you find a story that stands out to you regarding a global issue or someone that was inspired to help others?*

Pre-Reading Questions



- Do you know who the man in the middle is?
- What do you see in this picture?
- What are the feelings/emotions in this photo?
- What do you think the article will be about?
- What is an entrepreneur?
- What skills and character traits does it take to be a successful business person?
- Have you ever thought about starting your own business?

Comprehension Questions:

1. Who is Richard Branson?
2. Virgin Group encompasses ventures from a varied group of industries. What three industries are mentioned?
3. What quote did Branson tell a crowd of a couple hundred people Tuesday at a panel event in downtown Seattle, part of the entrepreneur's "Business Is an Adventure" series?
4. Why was Branson in Seattle?
5. Why does Branson believe young entrepreneurs have an advantage today?
6. How does Branson measure having a "really good" business?
7. What industry does he believe needs a drastic change?
8. What percentage of Virgin Group does Branson own? How did he keep it like that?
9. What's different about starting a businesses now versus 50 years ago?
10. How did Branson's interest in space begin?
11. What is his favorite place to travel?

Class Discussion Questions or Journal/Essay Prompts:

Branson's business philosophy is "What can make people's lives better?"

- What other companies do you think strive for the same viewpoint in their company?
- What products make your lives better?

What industries do you think need a drastic change, besides energy? Why?

What interests you?

- Branson has a passion for space. If you had an unlimited supply of money, what would you do? Where would you go and explore? What would you study? Who would you help? What would you like to achieve in your lifetime?

Civic Minds in The Seattle Times is posted to the Web on Friday. Please share the NIE program with other teachers. To sign-up for the print replica version of the newspaper please call 206/652-6290 or toll-free at 1-888/775-2655.

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