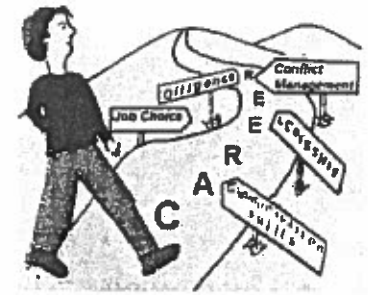


# Career Development 2201

Portfolio Check #1 (November 2016)

Name: \_\_\_\_\_



Here are the portfolio items to be evaluated for term 1.

Item	Not Done	Incomplete	Complete	Complete with Effort
1. Career Development: Course Introduction Terms				
2. Career Development: The Basics				
3. Using your experiences (BLM 6)				
4. High School Planner				
5. Extra-Curricular & World of Work (BLM 55)				
6. School Courses & the World of Work (BLM 54)				
7. Dealing with Change: How did they cope?				
8. Terry Fox: Coat of Arms (Parts 1 & 2)				
9. How Have You Changed (BLM 13)				
10. Volunteer opportunities				
11. Volunteering Takes You to new Places				
12. Newfoundland Volunteer Profile				
13. Pay it Forward Movie Assignment				
14. Changing Careers, Changing Technologies: Did You Know?				
15. Career Development: Change in the Workplace				

Item	Not Done	Incomplete	Complete	Complete with Effort
16. Generation Jobless				
17. Who wants to be an entrepreneur?				
18. Big It Up! & learn from setbacks				
19. Famous Entrepreneurs				
20. Steve Jobs One Last Thing				

# Career Development: Course Introduction

#1

September 09, 2016

Define each of the following concepts using the textbook glossary

Job: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Career: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Course Content Portfolio: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Balanced Decision Making: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Well-being: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Self-concept: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Self-knowledge: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Credentials: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Opportunities: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Career Development: Course Introduction

September 09, 2016

Lifestyle:

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Diversity:

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Motivation:

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Aspiration:

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Success:

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Life Role:

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Life-long Learning:

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High Five:

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Adaptability:

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# #1. Career Development: The Basics

#2

## Components of Career Development

- CD is your continual search and striving for the achievement of your own potential and fulfillment in your work and your expression of this in your work today.
- It involves understanding yourself in terms of your potential, your fullest possible capabilities, your personal values, your interests, and your environment.
- It also involves seeking opportunities, making discoveries, taking risks, growing and taking action.
- CD is working today with one eye on your future.
- It is knowing where you are going.
- It is not a plan or a blueprint fixed in advance.
- Developing your career is a process, continually unfolding, shifting and changing.

## Career Development

- Your career development has already begun and includes the processes such as your work, schooling, and life experiences
- It's about how your work connects with the rest of your life
- You've already made decisions that are part of this development
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- CD is not about making one decision rather it is about taking a pro - active approach to living – making many good decisions as opposed to making one good decision in a variety of life areas
- A job is only a part of your career. Your career is the path you take to achieve your profession and personal goals
- CD is about making a life, not making a living

# #1. Career Development: The Basics

**BLM #6 Using your Experiences** Complete this activity and add to your portfolio

## Career Planning

Step 1 Discover who you are and what you want. This involves identifying your interests, abilities, aptitudes, skills, personality, and values.

Step 2 Discover possible suitable career options.

Step 3 Discover what these options have to offer.

Step 4 Make decisions by matching what you know about yourself to what the options have to offer.

- As you will be faced with career decisions throughout your life, these steps can be used continuously to help you make good decisions related to work, education, or leisure activities.
- Profile: Maidena Walsh. P 7 of the textbook (read her profile and discuss the questions)

## Making Positive Choices (page 8)

- When you make important decisions based on a mixture of logical thinking and intuition we refer to that process as balanced decision-making.

- **Logical Thinking:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- **Intuition:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- You always have choices
  - Courses? / Part time job?/ College, university ...? / Apartment?
  - You'll need to gather all the facts and all the feelings connected to your choices in order to make the "right" choice.

Complete "How You Make Choices" (BLM 8)...ADD THIS TO YOUR PORTFOLIO

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

Using your experiences, p.3

BLM 6

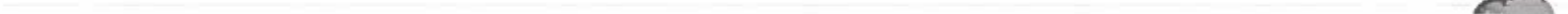
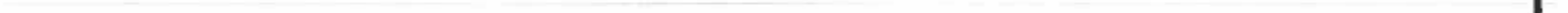
ACTIVITIES	IMPACT ON CAREER DEVELOPMENT
Sports	
Places travelled	
Part-time jobs	
Awards	
Hobbies	
Volunteering	
Other	





*Three Year Planner*

Graduation Requirements		Year 1		Year 2		Year 3		Total credits
Subject Area	# credits required	Course(s)	# credits	Course(s)	# credits	Course(s)	# credits	
Language Arts	Core Language Arts							6 required
	Optional Language Arts							2 required
Mathematics	4							4 required
Science	4							4 required
Social Studies	World Studies							2 required
	Canada Studies							2 required
Career Development	2							2 required
Physical Education	2							2 required
Fine Arts	2							2 required
Other Required Credits	4							4 required
Any Subject Area	6							6 required
Total	36							



# 51  
↙

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

Extra curricular activities and the world of work, pp.162-163

BLM 55

Extra-curricular Activities	KNOWLEDGE AND SKILLS You Have Gained	Fields of Work / RELATED OCCUPATIONS

continued ...

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

School courses and the world of work, pp. 162-163

BLM 54

Part A

SCHOOL SUBJECTS	KNOWLEDGE AND SKILLS RELATED TO WORK	KNOWLEDGE AND SKILLS RELATED TO LIFE	RELATED OCCUPATIONS

#6

continued ...

Careers 2201

DEALING WITH CHANGE	
Effective Ways	Ineffective Ways
Look at the positives involved.	Focus only on the negatives.
Accept the reality of what is happening.	Be in denial: refuse to accept the reality of what is happening.
Talk about your concerns with family or trusted friends.	Worry excessively and keep all your feelings inside.
Set new goals.	Make no realistic plans for the future.
Take care of yourself, to deal with the stress of change: eat well, sleep well, exercise.	Neglect yourself.
Try to focus on future opportunities.	Keep focusing on the good old days.
Stay informed about the world around you.	Ignore information that might help you prepare for change.

TASK # 1

Read pages in text book; pages 10 & 11  
 Jenny's story & Feeling Good about your decisions before reading about Donna & Peter and completing the worksheet on the pages attached.

## TASK # 2 Read these cases

### Donna's Story

Donna left her home on the Northern Peninsula to attend university in St. John's. She had planned on completing a degree in Business Administration and then moving to Corner Brook to find work. Halfway through the program, Donna's father was diagnosed with a serious illness. With no other family around, Donna decided to return home to help out with her father's care. At first she was devastated by the whole situation. After taking some time to gather her thoughts, Donna began to consider all of her options and decided to enrol in distance education courses. She knew she wanted to fulfill family responsibilities, but also knew that it was important to her and her dad that she continue to work toward her own dreams as well. Within 18 months, Donna was able to return to full-time studies. She completed her degree and moved to Corner Brook. It took her a year longer than she had originally planned, but her father was doing well, and Donna found a job that she loves.

### Peter's Story

Peter had always worked for the same company. When he was laid off from the local plant, he was forced to seek seasonal employment away from his home and family. He worked 12 to 15 hours a day and had little time off. Peter often thought about his old life and missed his family. His job was in a remote location up north and there were very few leisure or recreational opportunities. Peter loved cooking and often spent his time trying out new recipes. He found that this helped him relax from the stress of his job. When Peter returned home in the fall, money became an issue and the family struggled. Peter really wrestled with the decision to return up north next season. He found being away from his family stressful. On the suggestion of a friend, Peter decided to pursue his love of cooking and become a chef. Peter was hired by a local restaurant as a chef's apprentice and his wife got a job at the grocery store to help make ends meet.

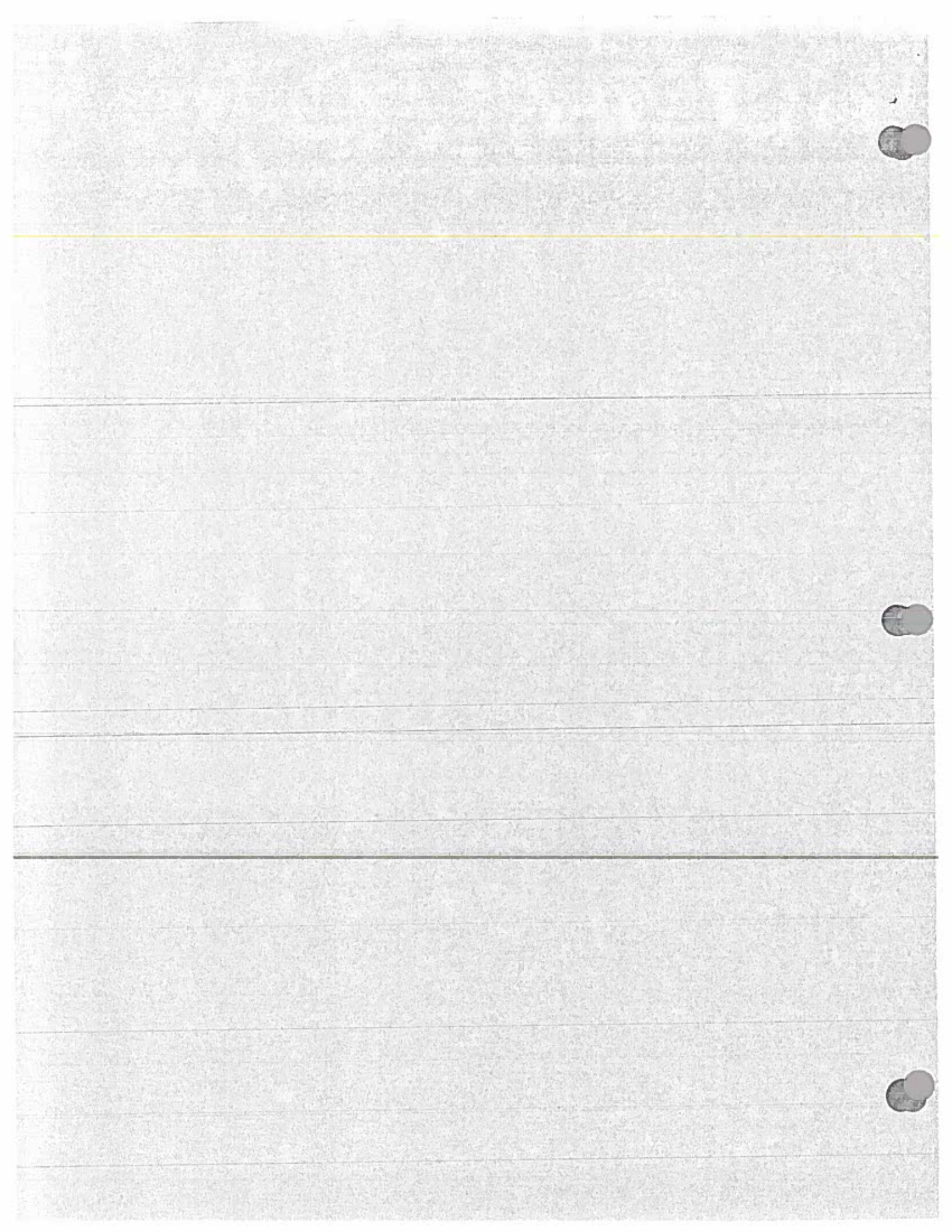
## TASK # 3



Complete the chart attached.

How did they cope?

	NATURE OF CHANGE	LIFESTYLE IMPLICATIONS	COPING STRATEGIES	ALTERNATIVE COPING STRATEGIES
Donna				
Peter				





## Terry Fox Coat of Arms

---

### Part I

In this activity you will be creating a large, illustrated shield or coat-of-arms that depicts the major events of the life of Terry Fox through drawings, paintings, sketches, quotations, landscapes, and so on.

It will be divided into four quadrants, and will include a motto written on a banner.

The shield should be set up as follows:

**Upper Left:** In this quadrant, create an illustration based on one challenge facing Terry Fox.

**Upper Right:** In this quadrant, create an illustration that presents Terry's response to the challenge in the upper left.

**Lower Left:** In this quadrant, create a representation of what you find most remarkable or striking about this story.

**Lower Right:** In this quadrant, create an outline of a personal challenge which you have met or are in the process of meeting.

**Banner:** In the banner below the shield, offer a saying, motto or slogan that you think best represents Terry Fox.

# Terry Fox Coat of Arms

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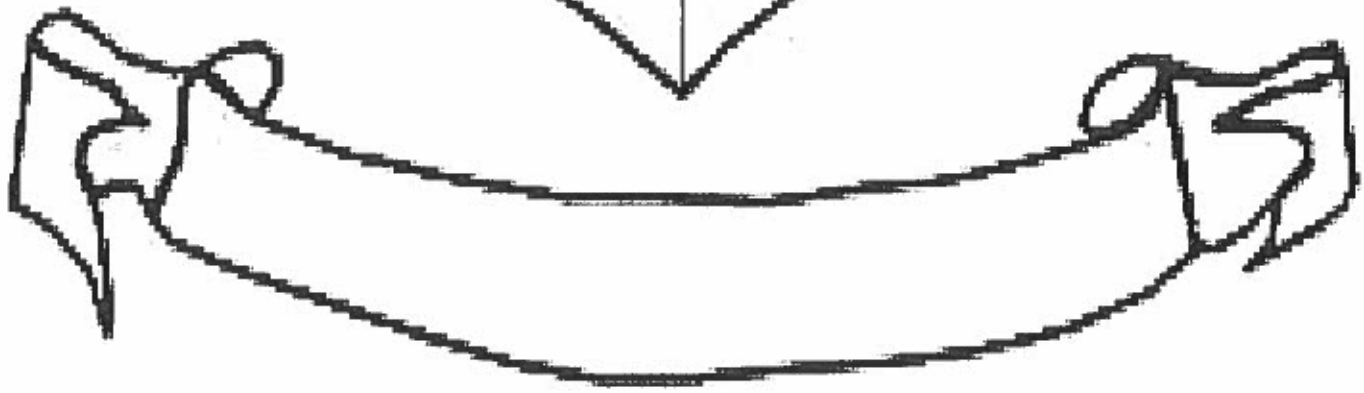
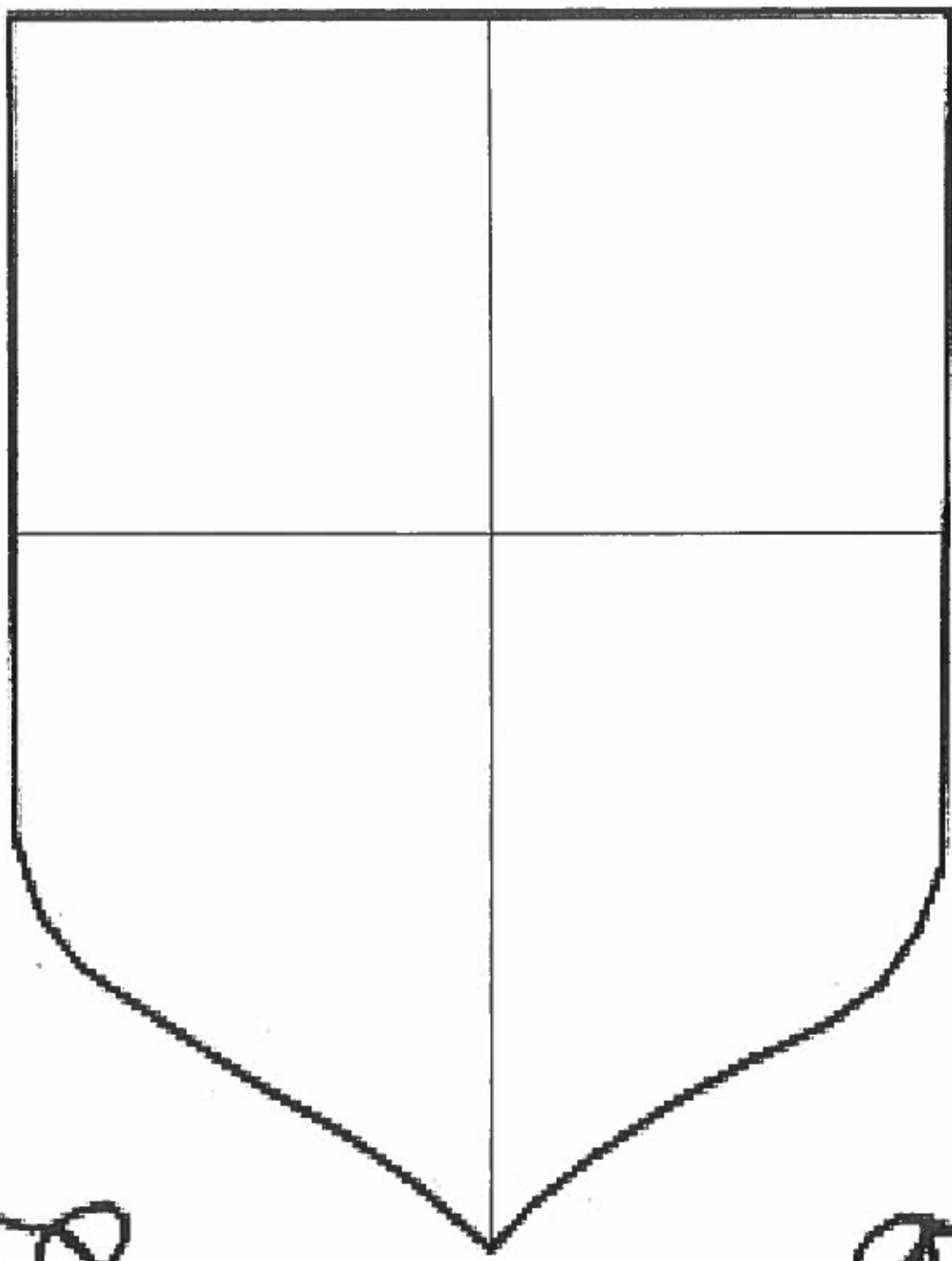
## Part II

Write a minimum one-paged letter to Terry Fox expressing what you think about his journey, his courage in life, and what can be learned from his story.

---

Lined writing area for the letter.

#8





NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

How have you changed?, p.21

BLM 13

5 THINGS I LIKED TO DO WHEN I WAS 8 YEARS OLD	5 THINGS I DID WELL WHEN I WAS 8 YEARS OLD	5 THINGS THAT WERE IMPORTANT TO ME WHEN I WAS 8 YEARS OLD
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

Since I was 8 years old, I have changed in the following ways: \_\_\_\_\_

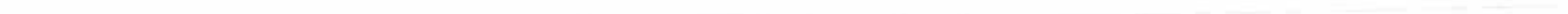
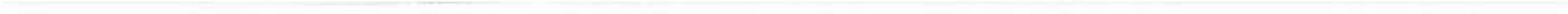
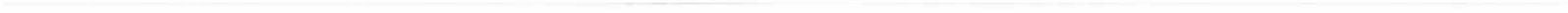
\_\_\_\_\_

\_\_\_\_\_

Ways I might change in the future include: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Volunteer Opportunities

Name: \_\_\_\_\_

#11

## Helping Others Can Help You

Volunteering has a meaningful, positive impact on your community. But did you know that it can have many benefits for you, too? You may have heard that volunteering helps you get into college, but keep in mind they're not just looking for a list of organizations and dates. Colleges want to see a complete picture of you, and real examples of your commitment, dedication, and interests.

## Reasons to Volunteer

### Gain Valuable Life Experiences and Skills

Whether you build houses for the homeless or mail flyers for a local politician, you'll experience the real world through hands-on work. You can use this experience to explore your major or career interests.

### Meet Interesting People

Volunteering brings together a variety of people. Both the recipients of your volunteer efforts and your co-workers can be rich sources of insight. For example, maybe you'll learn about the legal profession from a former lawyer you visit at a convalescent center.

### Send a Signal to Colleges

Colleges pay attention to your life inside and outside the classroom. Your extracurricular activities reveal a great deal about you, such as what your interests are, whether you can manage your priorities and maintain a long-term commitment, what diversity you'd bring to the student body, and how you've made a meaningful contribution to something.

Keep in mind, colleges are not interested in seeing you do it all. It's more meaningful to colleges to see your dedication to one or two causes or activities than to see that you've spread yourself. Volunteering has many other intangible benefits. It can help you give back to society, break down barriers of misunderstanding or fear, explore personal issues, and even have fun.

### How to Get Involved

There are many people, places, and organizations that need volunteers. Here are some tips for getting started:

- Look around your community and in the phone book to see what programs are there. Call and ask if they need help.
- Visit your city or town website. It may list volunteer opportunities in your community.
- Contact your local organizations, cultural arts association, student organization, or another association that can point you in the right direction.
- Ask your library, church or synagogue, and/or community colleges if they sponsor any volunteer groups.



This article suggests three reasons for volunteering. What are they?

- 1.
- 2.
- 3.

**Questions to Ask Yourself Before You Volunteer**

It's important that you enjoy the type of service you choose and that you have the time to stick with it. Ask yourself these questions before you commit to an organization.

- How much time do I have to commit?
- Do I want an ongoing regularly-scheduled assignment, a short-term assignment, or a one-time assignment?
- Am I willing to participate in a training course or do I want to start my volunteer work immediately?
- Which talents or skills do I offer?
- What would I most like to learn by volunteering?
- What don't I want to do as a volunteer?
- Do I want to work alone or with a group?
- With what kind of people do I want to work—both in terms of who is receiving my services and who my co-workers might be?



Read pages 255 to 257 in *Careers for Life*

**Questions: Voluntary Sector in Newfoundland and Labrador**

- ① List four national organizations that the textbook states often seek volunteers for fundraising
  
- ② There are how many voluntary community-based organizations in NL? \_\_\_\_\_
- ③ Percent of voluntary community-based organizations in NL are registered charities? \_\_\_\_\_
- ④ Percent of voluntary community-based organizations less than 10 paid employees? \_\_\_\_\_
- ⑤ Percent of voluntary community-based organizations more than 50 paid employees? \_\_\_\_\_
- ⑥ Percent of voluntary community-based organizations no paid employees? \_\_\_\_\_
- ⑦ Percent of people in NL volunteered their time to community-based organizations \_\_\_\_\_
- ⑧ The average number of volunteer hours per year in NL? \_\_\_\_\_
- ⑨ NL leads the nation with the highest median participation rate by volunteers, at \_\_\_\_\_ hours per year.
- ⑩ In 2003, \_\_\_\_\_ NL citizens claimed a charitable donation on their tax returns with a median donations at \$ \_\_\_\_\_



# Why Volunteer?

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- What image comes to mind when you hear about volunteering? What would encourage you to give your time to help someone within your community?
- In this assignment, you will begin our section on community contribution and your role in that area.

**Purpose:** Your purpose is to develop a personal awareness of volunteering and the vital role that it plays in our community (school, neighborhood, city, & province).

**Task:** Your task, using supplies provided, is to design an 8.5 x 11 poster expressing your views of volunteering that would encourage others to begin.

Your assignment mark will be based on your creativity, your design & aesthetic appeal (use of color, sketches, bold fonts, etc.), neatness & organization, and finally, your overall text message and content.





**"Volunteering takes you to new places".**

A volunteer, says the dictionary, is someone who gives his or her time, energy and talents to help others – and does so expecting no pay in return.

Certainly, Joanne Nowak fits that description. As a volunteer with the Canadian Red Cross and Oxfam Canada for the past two years, she has willingly given her time, energy and talents to help others.

However, she says, "I also definitely got a lot in return." In fact, Joanne says she's come to realize that volunteering has helped her every bit as much as she's been able to help others. Her skills, experience and awareness were all heightened by her volunteering experiences.

"During my time with the Canadian Red Cross and Oxfam Canada, I've acquired an incredible amount of experience, nationally and internationally, in areas such as politics and human rights," says Joanne, now a Federal Student Work Experience Program student at Human Resources and Skills Development Canada (HRSDC). "I've had the opportunity to travel to different parts of Canada for conferences on human rights and I've volunteered abroad in Bosnia and Herzegovina to speak with different organizations and survivors affected by human rights abuses. I did my best to bring back their experiences to raise awareness about the importance of social justice at home."

And, because her role as a volunteer keeps changing, Joanne says she is constantly learning new things. As a result of working at both organizations, for example, she has gained experience in fundraising, working with high school youth and coordinating local campaigns.

"That range of experience really helps you develop the interpersonal, networking and presentation skills you need to succeed, both personally and professionally. For instance, I draw on my experiences during interviews with potential employers and I use many of the skills I've gained on a daily basis in my work at the Sector Council Program of HRSDC.

Joanne says volunteering has also changed her as a person. "It has given me a new perspective on getting involved for myself and others, and it's made me realize that I can make positive changes in other parts of the world from right here in Ottawa." She also hopes others will come to recognize the many benefits that come through volunteering as many employers, in particular the Government of Canada, place a high importance on volunteering when they are hiring.

"Yes, volunteering is extremely important for your résumé, for making contacts and for gaining direct experience. But it's just as important for creating a healthy balance in your life."

**"Volunteering takes you to new places".**

1. Define volunteering.

2. Briefly highlight Joanne's volunteer activities and the benefits derived from these experiences.

Volunteer Activities	Benefits Derived from Experiences

3. a) Discuss your previous volunteer experience. Would you volunteer this year if it were not a requirement of this course? Why or why not?

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b) What are some potential problems that you might experience in your attempts to complete your volunteer hours this year?

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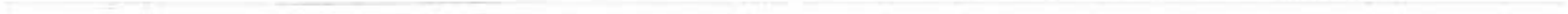
## Pay it Forward Movie Assignment

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#13

1. "What does the world expect of you?" Comment on what your teachers, parents, friends, and siblings expect of you. (25 - 50 words)
2. "The realm of possibility exists in each of you." What can you do to make your school and community a better place? (25 - 50 words)
3. Are you prepared for the world outside of high school? What skills do you presently have that you need for the "real world"? What do you have to work on? (25 - 50 words)
4. Explain the concept of pay it forward and how does it work (25 - 50 words)
5. Could an idea like pay it forward really work and become a global movement? Explain your position. (25 - 50 words)
6. Name four examples of pay it forward from the film, two of which Trevor was directly involved. (50 - 75 words)
7. Often something good can come out of something not so good. Give three examples from the film where a negative event/experience led to something positive. (40 - 60 words)
8. Describe how you were impacted by this film. Do you feel as though a little kindness can go a long way? Can you apply this idea to your own life? How does it apply to character in general? (40 - 60 words)

pay it forward  
OOO

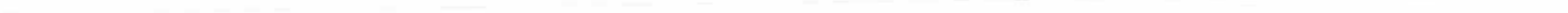
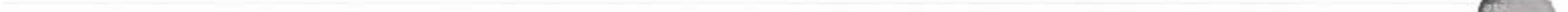


# Changing Careers, Changing Technologies: Did You Know?

Oct 18/16

#14

1. \_\_\_\_\_ will soon be the number one English speaking country in the World.
2. The top ten in-demand jobs in \_\_\_\_\_ did not exist in \_\_\_\_\_
3. We are currently preparing students for \_\_\_\_\_ that don't yet exist....using \_\_\_\_\_ that haven't been invented.....in order to solve \_\_\_\_\_ that we don't even know are problems yet.
4. According to estimates by the US Department of Labour, how many jobs will today's have before their 38th birthday?
  - a). 1-2
  - b). 5-7
  - c). 10 – 14
  - d). 2-3
5. How many monthly active users of Facebook are there?
  - a). 845 million
  - b). 600 million
  - c). 2 billion
  - d). 485 million
6. If Facebook were a country it would be \_\_\_\_\_ largest (behind China and India).
7. Twitter is currently seeing \_\_\_\_\_ tweets a day
8. What does "BG" mean? \_\_\_\_\_
9. When was the first text message sent? \_\_\_\_\_
10. Name the number of years it took to reach an audience of 50 million for:
  - a. radio : \_\_\_\_\_
  - b. television : \_\_\_\_\_
  - c. the Internet : \_\_\_\_\_
  - d. iPod : \_\_\_\_\_
  - e. facebook : \_\_\_\_\_
11. There are only 300,000 words in the English language. True / False
12. Today we are finding that the amount of \_\_\_\_\_ information is doubling every two years
13. Revenue from these two devices now account for 72% of Apple's total revenue?
14. So what does it all mean?





OCT 19, 2016

# Career Development: Change in the Workplace

#15

## Part 1: Trends

1. Define Trend
2. Define technological trend
3. List a technological trend that is radically changing how we live and how we work (you may use the textbook page 142 or list your own example)
4. Define economic trend
5. List an economic trend that is impact how we live and work (you may use text page 143 or develop you own example)

## Part 2: Analysing the New Workplace

Look through the table on page 147 comparing the new and traditional workplaces

1. Identity three positives and three negatives about the new workplace

Positives	Negative

# Career Development: Change in the Workplace

2. Choose two features of the new workplace. Explain how social and economic trends might contribute to these features.

3. Look at the Employability Skills on page 66. Which of these skills will be required in the new workplace? Explain.

OCT 19, 2016

#16

# GENERATION JOBLESS



1. What is the main idea of "Generation Jobless"?

2. What are some of the causes (supporting arguments) of mass youth joblessness and spreading debt?

- 
- 
- 



3. What does "education inflation" mean?

4. How is the nature of work changing currently, and what could it look like in the future?

5. How does the University of Regina guarantee employment for their graduates?



6. What are the problems within the field of teaching within Ontario?

# GENERATION JOBLESS

7. How do internships, apprenticeships and co-op education work?

- Internships

- 
- Apprenticeships

- Co-op education

8. How does the Swiss Education system work, and what's appealing about it?



Black Line Master #24

**Who wants to be an entrepreneur?**

Record your responses to the questions using this scale:

1 = not really

2 = a bit

3 = not sure

4 = probably

5 = for sure!

1. Do you feel you want to be an entrepreneur? 1 2 3 4 5
  
2. Do you think you determine your actions rather than having your actions determined by others? 1 2 3 4 5
  
3. Do you believe you have developed a sense of accomplishment in your life? There are things you know you have accomplished, and you are confident that you will accomplish new things in the future. 1 2 3 4 5
  
4. Do you feel good about yourself and your abilities? 1 2 3 4 5
  
5. Do you think you know yourself and are honest with yourself about your own strengths and weaknesses? 1 2 3 4 5
  
6. Do you have a "passion" in life—have something that you love to do? 1 2 3 4 5
  
7. Do you take action when you can do something to make a difference? 1 2 3 4 5
  
8. When you begin a task, are you committed to seeing it completed? 1 2 3 4 5
  
9. Are you likely to persevere through roadblocks and obstacles? 1 2 3 4 5
  
10. Do you see change as an opportunity rather than creating problems? 1 2 3 4 5

11. Are you personally motivated to work hard? 1 2 3 4 5
- 
12. Do you have a willingness to learn? 1 2 3 4 5
13. Do you believe you are capable of transferring something you have learned to another situation? 1 2 3 4 5
- 
14. Do you set personal goals for things you want to accomplish? 1 2 3 4 5
15. Are you creative and able to come up with new ideas? 1 2 3 4 5
16. Do you have an "opportunities" view of life rather than a "problems" view of life? 1 2 3 4 5
- 
17. Are you willing to assume the risk and responsibility for getting things done? 1 2 3 4 5
18. Can you make good plans and follow them? 1 2 3 4 5
19. Are you able to communicate effectively—orally and in writing? 1 2 3 4 5
- 
20. Are you able to "market" and "sell" you and your ideas to others? 1 2 3 4 5
21. Are you able to identify talent in people and build an effective team? 1 2 3 4 5
- 
22. Are you able to work well and effectively with people? 1 2 3 4 5
23. Are you able to lead and manage people while working to accomplish a task? 1 2 3 4 5
24. Are you willing and able to learn from your mistakes? 1 2 3 4 5
25. Are you willing to try, try again if you don't succeed the first time? 1 2 3 4 5

**Add up all the numbers from each of your answers.**

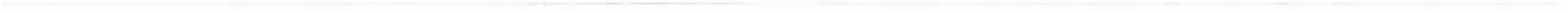
**Scoring Guide**—This is not scientific, but it will give you an idea of how much you want to be an entrepreneur.

**Score:**

- |         |   |
|---------|---|
| 100—125 | The world awaits you, entrepreneur!                               |
| 75—100  | You could be an entrepreneur in the making.                       |
| 50—75   | The choice is yours.  |
| 25—50   | You probably aren't inclined to be an entrepreneurial person.     |
| 0—25    | No doubt about it, an entrepreneurial life is not likely for you. |

Remember, this test is just a guideline.

**Maximum total score: 125**





**Black Line Master #6****Big It Up! and learn from setbacks**

The way entrepreneurs deal with setbacks is the key to their success, says Dameion Royes. He should know. His company, Big It Up, started out selling skin care products. It now employs 34 people selling hats and accessories.

Dameion started his career as an entrepreneur at a young age. His part-time job in a barber shop gave him the idea to import a popular hand cream from the U.S. for sale in Canada. When the product didn't sell, he wasn't discouraged. He hired a chemist to develop a new skin care product. To demonstrate their attitude toward business and life, he and his cousin named the company "Big It Up".

"In Jamaica, "Big It Up" means to encourage someone, give them respect," says Dameion, "and that's what our company is all about: to show respect, to give

support, to take pride, to value quality. We had some Big It Up T-shirts made to help advertise the skin care products, but the T-shirts were selling faster than the lotion. So we focused on clothing instead."

The T-shirt sales were steady, but slow. One day, Dameion found a newsboy cap he liked at his T-shirt supplier's warehouse. He got a lot of compliments on the hat, so he tracked down the tailor who'd made it. "The dots can always be connected," says Dameion.

"I saw a market for hats and accessories. I had just finished my marketing diploma at Humber College, and I wanted to open a boutique in the bookshop there. At first they said no, but one professor, Art Lockhart, encouraged me to keep trying, and eventually they let me open the store."

The first Big It Up store opened with 38 hats in stock. Sales took off right away. Dameion had found a market and the products to serve it. A few months later, he opened a second location at a mall in Mississauga. It was followed by Big It Up outlets in three other malls in Toronto, including the Eaton Centre.

"We added more and more locations and expanded our lines of clothing as we grew," says Dameion. "Then we made what turned out to be our best decision. We bought our own property in the garment district in

# Masters

Toronto. We believed in our products, we wore them, but you really have to “big up” your own products. With your own store, you can do that. You have a strong brand, a presence.”

Big It Up now sells a lot of its hats, clothing and accessories through its website. Most online sales are from the U.S., where the company’s hats and accessories are also very popular. Clever marketing plays a large part in the company’s success. The company sends discount coupons to selected magazine subscribers, and Big It Up hats are often featured in major fashion magazines like Style and Essence.

“My marketing education has been very useful, but I also studied philosophy at York University,” says Dameion. “That was much more helpful in learning how to deal with people, and how you handle life. Attitude will get you where you want to go.”

## **Their big mistake:**

“We bought a Point of Purchase system (for cash, bank and credit cards inventory) that is definitely not user-friendly. We’ve had some trouble with it.”

## **The lesson learned the hard way:**

“Test any major piece of equipment before you buy it. You’ve got to live with it for a long time.”

## **Five questions:**

- How did education help Dameion succeed?
- What does Dameion mean by “attitude”?
- How did he find the right products for his company?
- How does he market his company?
- How can Dameion find out if his hats will sell in Asia or Europe, without risking a lot of money?

## **Make a case:**

Write a 200-word essay describing Dameion’s entrepreneurial qualities.

# Famous Entrepreneurs

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## Instructions

Check the following link:

[http://entrepreneurs.about.com/od/famousentrepreneurs/Famous\\_Entrepreneurs.htm](http://entrepreneurs.about.com/od/famousentrepreneurs/Famous_Entrepreneurs.htm)

Choose ANY TWO entrepreneurs from past or present.

Find and record the following information, answering in complete sentences where necessary.

## Entrepreneur #1

1. Entrepreneur's Name:
2. Date of Birth:
3. Name of first business venture?
4. Name of business that made them famous:
5. Describe 3 personality traits that made them a good entrepreneur?
6. Describe 3 accomplishments that they are known for?

7. Describe the characteristic or accomplishment that made them famous or successful.

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8. List a major historical event that may have helped or hindered the growth of their venture and how did they take advantage of the situation.

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### **Entrepreneur #2**

1. Entrepreneur's Name:

2. Date of Birth:

3. Name of first business venture?


4. Name of business that made them famous:

5. Describe 3 personality traits that made them a good entrepreneur?



6. Describe 3 accomplishments that they are known for?

7. Describe the characteristic or accomplishment that made them famous or successful.



8. List a major historical event that may have helped or hindered the growth of their venture and how did they take advantage of the situation.



# Steve Jobs: One Last Thing

As you view the video, provide an example of how each of entrepreneurial characteristics apply to Steve Jobs

1. Risk-Taking: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Perceptive: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Curious: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Imaginative: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Hardworking: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Self-Confident: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10:36

10:38

Curve

Rosaire