



Bridging gaps between education & the business of life

Introduction To The LEAD Mindset®

Willingness to step into leadership

The Challenge: What's the Problem?

[\[See the problem you were given\]](#)

What's the Goal?

Your school wants to know how confident are you in seeing yourself as a leader.

You have to work together to solve the problem given by your school or the company.

What You Need to Do:

Work in a team of **6 students**.

Create a **digital project** (like a **podcast**, video or audio with 3 short episodes – 2 minutes each).

Your Digital Resource:

1. **Episode 1:** What's the problem?
 - Make a bold statement about how you have reframed the problem
 - Say how strongly you believe in your idea.
2. **Episode 2:** What would you change to fix the problem? Remember LEADer champions don't just fix problems, they make things better.
3. **Episode 3:** What proof do you have that your idea will work?
 - How will you persuade the panel how good your idea is?
 - Share a real story (your own or someone else's).
 - End with a short, catchy phrase people will remember.

You Have 3 Weeks!

You will present your idea in **6 minutes** to business leaders or your school leaders.

What the Judges Want to See:

- An interesting start
- A clear answer with real evidence
- A SMART solution (Specific, Measurable, Achievable, Realistic, Time-based)
- Everyone in your team involved
- Good quality of your resource. For example good podcast sound and clear