



*Bridging gaps between education & the business of life*

**EASY**

**Introduction to The LEAD Mindset®**

*WILLINGNESS to take your first LEADership steps*

## **The Challenge: Help Young People Succeed**

### **What's the Problem?**

Some people think you can only succeed if:

- You go to a “top” school
- You live in a “good” area
- Your parents have good jobs

**We believe that's not true.**

You can succeed if you **take the lead** and help others.

### **What's the Goal?**

A big company called wants your help.

They want to know:

**“Can thinking differently about leadership help young people from all areas succeed in life?”**

### **What You Need to Do:**

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

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

### **Your Digital Resource:**

1. **Episode 1:** What's the problem for young people in tough areas?
  - Make a bold statement.
  - Say how strongly you believe in your idea.
2. **Episode 2:** What would you change to fix the problem?
3. **Episode 3:** What proof do you have that your idea will work?
  - Share a real story (your own or someone else's).
  - End with a short, catchy phrase people will remember.



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## **You Have 5 Weeks!**

You will present your idea in **6 minutes** to business 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 podcast sound and clear message

**You've got this. Now lead the way!**

