

ENTREPRENEUR VIDEO ACTIVITY DMK CONSULTS

FEDERAL RESERVE BANK of KANSAS CITY

DESCRIPTION:

The following questions connect to the entrepreneurship video series on black female entrepreneurs. The videos can be found at <https://www.kansascityfed.org/community/economic-and-small-business-development/black-women-business-startups-a-report-by-the-federal-reserve-bank-of-kansas-city/> and are around six minutes each.

GRADE LEVEL: 6-12

CONCEPTS:

Entrepreneurship, business, diversity

TIME REQUIRED:

20-25 minutes (including DMK Consult video, 9:07 minutes)

MULTIPLE CHOICE ANSWER KEY:

- 1. Which of these are Dionne's primary areas of strength?**
 - A: Marketing and presenting
 - B: Leadership and inclusion**
 - C: Raising money and teaching
 - D: Adaptability and partnerships
- 2. How does Dionne describe "diversity fatigue"?**
 - A: Sharing diverse opinions even when tired
 - B: Trying to make change when you are worn down
 - C: Working hard to bring about change with little impact**
 - D: Being strategic about when to rest
- 3. Which of these motivated Dionne to pursue her own business?**
 - A: Feeling undervalued in her current job**
 - B: Taking classes on business principles
 - C: Partnering with other leaders
 - D: Learning how to scale her business
- 4. Which of these was NOT a challenge when Dionne began building her business?**
 - A: Monetizing her time
 - B: Finding funding
 - C: Growing her business
 - D: Securing clients**

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5. **What does it mean to “redirect your hustle”?**
 - A: Putting energy into your own wealth and fortune
 - B: Placing your trust in new partnerships
 - C: Marketing to diverse audiences
 - D: Creating new products or services

6. **Who are Dionne’s primary clients?**
 - A: Contract workers
 - B: School administrators
 - C: Executives
 - D: New employees

7. **How did Dionne improve her human capital and learn what she didn’t already know?**
 - A: Searched online
 - B: Contacted her boss
 - C: Asked friends
 - D: Took classes

8. **Which of these was a fear of Dionne’s before starting her business?**
 - A: Hiring employees
 - B: Getting a steady paycheck
 - C: Tracking referrals
 - D: Learning another language

9. **Why does Dionne recommend having a support system like her “sister circle” as a business owner?**
 - A: Promotional assistance
 - B: Funding
 - C: Encouragement
 - D: Training and development

10. **What was Dionne missing when she started her business?**
 - A: Leadership skills
 - B: Knowledge about diversity
 - C: A list of potential clients
 - D: A strategic marketing plan

OPEN ENDED ANSWER KEY:

1. **What are a few ways in which being your own boss and running your own business are beneficial?**

Answers will vary, but may include: setting your own schedule; running the organization the way you want; being your own boss or not having a boss; your business could be an expression of your interests or passions; etc.

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- 2. When many hear the word “consultant,” they may think of a business or a financial consultant. What is unique about Dionne’s type of consulting?**
Answers will vary but may include: focusing on the interaction between people and how leaders work together to foster more inclusive conditions for their employees.
- 3. What are advantages of working with several types of businesses?**
Answers will vary, but may include: the ability to learn about different types and styles of businesses; a greater perspective on what techniques are most useful for entrepreneurs and leaders; having a variety of clients; speaking multiple “languages” as you learn about and tailor the needs of different businesses; etc.
- 4. How might “inclusion initiatives” be beneficial for a business or entrepreneur?**
Answers will vary, but may include: they can help people work better together; more perspectives can create a more diverse and inclusive workplace; a friendly and cohesive environment among employees could be created; productivity could increase when more employees are fulfilled and happy in their work; employees might consider the business a more enjoyable place to work, etc.
- 5. Why might having “a healthy dose of fear” be useful when running and creating a business?**
Answers will vary, but may include: it can help you stay focused on your mission and motivate you to reach your goals, etc.
- 6. Dionne mentioned wanting to create a business that “brings impact and feeds her spirit.” What type of business would feed your spirit or impact your community positively?**
Answers will vary.
- 7. What do you think Dionne meant when she said, “I am the brand”?**
Answers will vary, but may include: she is the greatest representative for her business; her knowledge translates to what she can provide to her clients; the more she knows, the more she can give to her customers, etc.
- 8. Dionne said she did not have a strategic marketing plan when she started her business. Why would this be harmful to her business?**
Answers will vary, but may include: if she doesn’t promote her business effectively, it may not grow; letting people know about what she offers can make her business more successful; she could always afford to have more clients; etc.
- 9. Dionne expressed how important her “sister circle” can be as a business owner because they listen to her dreams and fears and are committed to helping her achieve her goals. Who in your life would be part of your “circle” and motivate you?**
Answers will vary.
- 10. Dionne took classes and learned about areas she did not know to improve her business. What would you like to learn more about and what are ways you could acquire that knowledge?**
Answers will vary.

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