



GGC Make A Difference Days

# International Women's Day

March 8, 2018





## INTERNATIONAL WOMEN'S DAY

On International Women's Day (IWD), GGC wants you to think big and dream even bigger! This instant meeting is focused on entrepreneurship and celebrating the inspiring women who drive innovation.

IWD should take you one unit meeting to complete. Mix and match activities that are interesting to you and your unit. They can be led by anyone. The Making a Difference crest is available to celebrate all your hard work.

For your meeting why not include:

- The starter activity
- 2-3 activities
- The closing activity

Share your experiences with us on social media using **#IWD** and the tags:



Girl Guides of Canada



@girlguidesofcan



@girlguidesofcanada

## OBJECTIVE AND OUTCOMES

### Objective:

To develop entrepreneurship through activities inspired by the stories and lessons of female role models.

### Outcomes:

You will:

- Explore ways to combine your interests and entrepreneurship
- Develop creative ideas that could be used to solve problems and make positive change
- Discover what it means to be a girl boss

“ ” **Introduce your unit to some inspiring female entrepreneurs by reading their quotes and sharing their stories before starting each activity.**



Look for the outdoor icon throughout this instant meeting. This icon identifies activities that can easily be done outdoors with little or no modification.



Look for the **TECH NEEDED** icon throughout this challenge. This icon identifies activities that work best with technology included.

**BEGIN** the instant meeting with this Starter Activity.

## STARTER ACTIVITY: IT'S A \_\_\_\_\_!



SBGPR

*“ I get bursts of creativity with bursts of physical activity. ”*  
 – Payal Kadakia, Founder of ClassPass



Before founding ClassPass, MIT graduate and world-class dancer Payal started her own dance company. One day during the off-season she spent hours searching online for a ballet class to drop into that night. That’s when the idea for ClassPass was born. ClassPass is a subscription service that lets users search, book and access a variety of fitness classes.

Warm up your creativity muscles with this quick, idea-generating energiser!

### Skills you’ll build:

- Imagination
- Initiative
- Courage

### You will need:

- 3-5 lightweight objects (e.g. hula hoop, empty box, paper plate)
- Buzzer (optional)

### Time it takes:

- 10 – 15 minutes

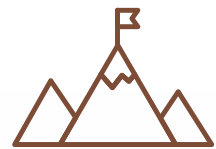
### What to do:

1. Quickly come up with as many ways as possible to use the object you’re given.
2. Place the object on the floor of your meeting space and have everyone stand arm’s length apart in a circle around it.
3. As you come up with an idea, run into the centre of the circle and demonstrate how you would use the object in 10 seconds or less.
4. If you need some help demonstrating your idea, bring a volunteer into the circle with you.
5. You can have someone use a buzzer, timer or call out a chosen word when the 10 seconds is up to keep things moving so everyone can have a turn.
6. If you get stuck, have someone call out a scene and think about how you might use the object in that scene. For example, if the object is an empty box and the scene is ‘at the movies’ you could use the box like you’re eating popcorn from it. Suggestions for scenes include:
 

◦ library	◦ school	◦ doctor’s office	◦ baseball game
◦ bakery	◦ movies	◦ recess	◦ amusement park
7. After a minute or two, switch the object for a new one and keep playing.

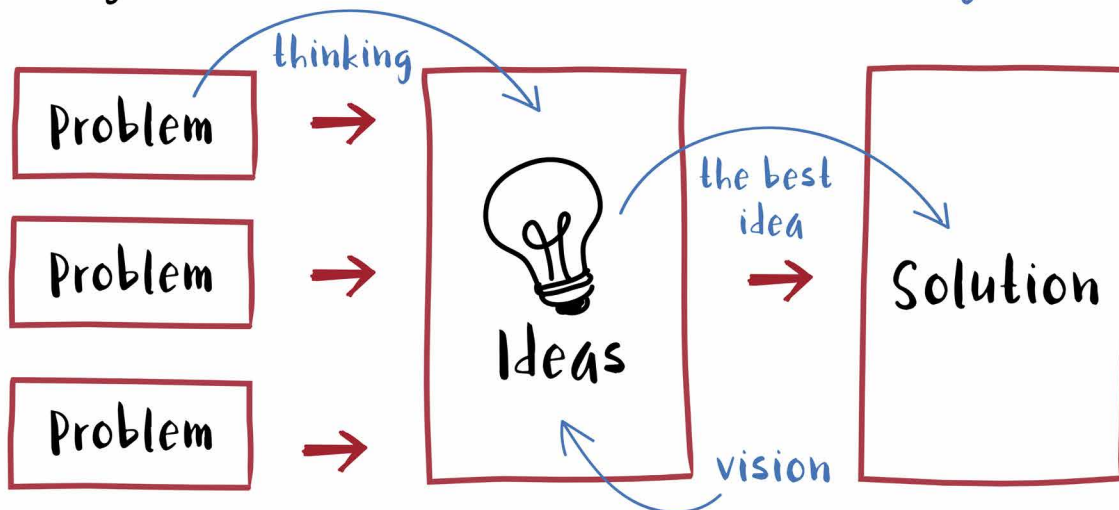
Stuff to talk about:

- What strategy did you use to come up with new ideas for the object?
- Physical activity like going for a walk helps some people think creatively. What helps you be creative?
- Why might creative thinking be an important skill for an entrepreneur?



# INNOVATION

if you have ideas → let's create something new





☰ **CONTINUE** your meeting by selecting 2-3 activities below. ☰

## YOUR FUTURE IS IN YOUR HANDS

SBGPR

“What you love is probably staring you right in the face.”  
 – Maya Penn, CEO of Maya's Ideas



At the age of 8, Maya Penn combined her love of art and design, her interest in computer technology and her care for the environment to start her own eco-friendly online fashion company, Maya's Ideas. She creates headbands, scarves and other accessories made from sustainable and recycled materials, sells them online, and gives some of the money she makes to charities she cares about.

Where could your combined passions take you?

### Skills you'll build:

- Reflective thinking
- Creativity
- Confidence

### You will need:

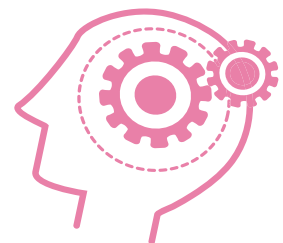
- At least 5-7 playing-card sized pieces of cardstock each (you may need more)
- Drawing supplies

### Time it takes:

- 20 minutes

### What to do:

1. Take a few moments to think about people, places and things you're passionate about.
2. Write or draw one thing you are passionate about on each piece of cardstock. Leave one side of the card blank.
3. Make small groups of two to four. Have everyone in your group look at their cards. Think about how two of your passions could be combined to create something new, a new business, or a new way of doing something.
  - For example, you could combine your passion for animals with your interest in playing outside into a pet playground business.
4. Take turns sharing your ideas with your group and helping others build their ideas.
5. Once everyone has had a turn, shuffle the cards face down. Pick any two at random and play again. Your ideas don't have to be realistic. Stretch your mind and get creative!



## Stuff to talk about:

- Were you surprised by any of the new ideas or businesses that were shared in your group? What surprised you?
- Did any of the ideas shared lead you to other new ideas? What were they?
- What ideas excited you the most and why?

## More to talk about:

PR

- It's pretty common to be asked what you want to be when you grow up. How do you answer when you get asked? Does your answer ever change? Why/why not?
- How does it make you feel when you're not sure about what you want to be?
- How can following your passions lead you to new opportunities?

## LOST ON A DESERTED ISLAND



GPR

“ Fall in love with the problem you're solving – not the solution. ”  
 – Sarah Prevette, Founder & CEO of Future Design School



Sarah is not only an innovator herself, but also helps others to be informed innovators, too. She's the founder of several businesses including Sprouter, an online community that gives advice to start-ups as well as BetaKit, a site that reports news on startups and tech innovations. She is also the founder and CEO of the Future Design School which offers workshops for kids to develop their entrepreneurial skills.



Your unit has been shipwrecked! Come up with creative **S**olutions in **O**rders to **S**urvive (S.O.S.)

### Skills you'll build:

- Flexible thinking
- Resourcefulness
- Teamwork

### You will need:

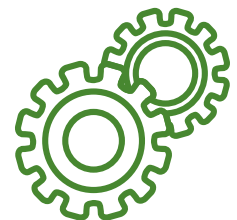
- One sheet of paper each
- Drawing supplies

### Time it takes:

- 20 minutes

## What to do:

1. Choose an object that represents you. It can be something you enjoy or something that is important to you.
2. Take a minute to draw or write it on a piece of paper.
3. Go around and have everyone share what their thing is.

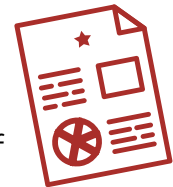


- Next, set the scene: Your unit has been shipwrecked and stranded on a deserted island! The only things you have with you are what you drew or wrote on your pages.
- As a group, come up with ways that you can combine your items to help you survive and/or get back to civilization.



### Stuff to talk about:

- Did the way you normally think about or use the items change? How?
- Why is problem solving an important skill for an entrepreneur?
- What strategies did you use to think about what you needed to do (to survive/get off the island) and how you could use the items you had?
- How can you practice and/or use flexible thinking and resourcefulness in your daily life?



## BRIDGE THE GAP

SBGPR

“Girls are beginning to realize their potential and seeing that they can accomplish anything.”  
– Alice Brooks and Bettina Chen, Founders of Roominate



When Alice was 8 years old, she asked for a doll, and instead, she got a saw. When Bettina was growing up she preferred playing with her brother's building toys. Inspired by the things they played with as kids, Alice and Bettina became engineers. They noticed there weren't many other female engineers, and they wanted to do something about it. Determined to help girls discover a love of science, technology, engineering and math (STEM), they created Roominate, a toy for girls to build, design and wire their own structures.

Roominate is helping bridge the STEM gender gap. See if you can bridge the gap from problem to solution!

### Skills you'll build:

- Goal setting
- Problem solving
- Implementation

### You will need:

- Marbles, one per group of 3-4
- Raised platforms (e.g. stacks of books, tissue boxes, milk crates, cookie cases), 2 per group
- Various building supplies (enough for each group) such as:
  - Paper towel/toilet paper tubes
  - Aluminum foil tubes
  - Popsicle sticks
  - Dominoes
  - Plastic containers
  - Straws
  - Egg cartons
  - Pipe cleaners
- Tape

### Time it takes:

- 20 minutes

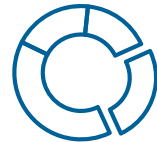
## What to do:

1. Come together as a group and talk about times you noticed a problem and made it your goal to solve that problem.
  - What solutions did you come up with?
  - Did you achieve your goal? How?
2. Place all building supplies in the centre of the room.
3. Give each group two raised platforms, a problem platform and a goal platform. Set the platforms half a meter apart. Move them further apart for more of a challenge.
4. Give every group a marble. The object is to get the marble from the problem platform to the goal platform. You need to create the solution to make this happen.
5. Using the building supplies and tape, create a solution bridge for the marble to get from one platform to the other.
6. Once everyone is done, have each group show how their solution helps their marble get across.



## Stuff to talk about:

- Can there be more than one solution for the same goal? Why?
- What other solutions might there be for getting the marble from one platform to the other?
- Why is it important to identify goals in your life?
- Why do entrepreneurs need to be good problem solvers?



## BRIGHT IDEAS MOBILE

SBG

“ *In some cases, you look around for ideas; in some cases ideas find you.* ”  
– Sairee Chahal, Founder & CEO of Sheroes



Sairee saw an opportunity to empower women in her community. She noticed many women in her community leaving their jobs behind so they could take care of other things, like raising a family. Sairee wanted to show them that they could still have their careers if they wanted to. She started an online network called Sheroes to help women reach their career goals.

Every new product or business starts with an idea. No matter how big or small the idea, when the light bulb goes off jot it down!



## Skills you'll build:

- Curiosity
- Self-awareness
- Reflective thinking

## You will need:

- Dowel rods or popsicle sticks, two each
  - Hot glue gun
  - Pieces of string cut to about 12 inches long, at least 6 each
  - Scissors
  - Hole punch
  - Colouring supplies
  - Cardstock/construction paper cut into light bulbs, at least five each (p. 18)
  - String to hang the mobile (optional)
- Note: You can do this craft individually or create one large mobile for the entire unit to share their ideas!

## Time it takes:

- 20-30 minutes



You may prepare some of these things in advance to save time. For example, you can cut out the light bulbs and hole punch them or even attach the sticks together ahead of time.

## What to do:

1. As a group talk about:
  - When do you have new ideas?
  - What skills do you need to come up with new ideas?
2. Give everyone five light bulb cut-outs to start.
3. Think about some of your great ideas. Record your ideas by drawing or writing them on your light bulbs. These could be ideas you have about:
  - A solution to a problem from school, home or an activity.
  - A way to make something you like (a game, activity, food, task, etc.) even better.
  - An idea to make something you use every day better.
4. Now build your mobile:
  - Cross both of your sticks together and secure them at the center using a hot glue gun. Reinforce by wrapping string around both diagonals across the centre and tying it off with a knot.
  - Hole punch the base of the paper light bulbs. Pull a piece of string through the hole and tie a small knot at the end. Do this for all five paper light bulbs.



- Tie the end of each string around a corner of the mobile by looping the string around the stick three times and tying a small knot. Do this for each corner and tie the final light bulb around the centre of the mobile.
  - Hold up the mobile. The light bulbs should hang like a chandelier.
5. As you come up with more ideas, you can continue adding light bulbs to your mobile.

## Stuff to talk about:

- How can thinking creatively help you solve problems?
- Why might you want to keep track of different ideas when you have them?
- Where can ideas take you in the future?

## OUTSIDE THE BOX

SBGPR

“ *By focusing on relevance, we think outside of the box and push ourselves to change, but we never innovate for the sake of innovation.* ”  
 – Katia Beauchamp, Founder & CEO of Birchbox



Giving customers sample products isn't a new concept, but shipping a box of sample products to their door is! Harvard Business School graduates Katia Beauchamp and Hayley Barna are credited with leading the subscription box trend. They started Birchbox, a company that ships personal care and beauty products. Since starting their company, the subscription box model has taken off and is now used by hundreds of companies around the world.

Give thinking outside the box (or in it) a try!

### Skills you'll build:

- Imagination
- Creativity
- Entrepreneurship

### You will need:

- Boxes large enough to fit items, one per group
- Assortment of random items, at least 3 per box for each group to choose from
- Paper, a few sheets per group
- Drawing supplies

### Time it takes:

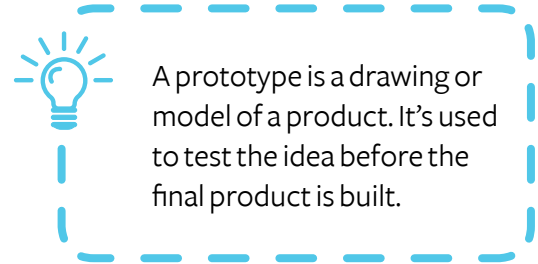
- 20 minutes



### What to do:

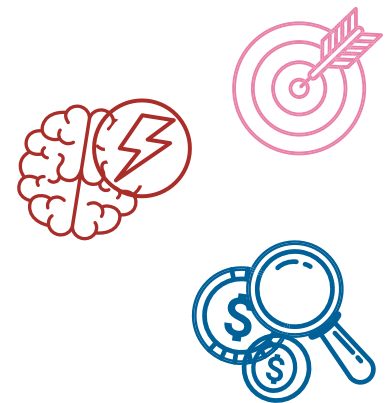
1. Break into groups of three or four. Give each group a box of assorted objects.
2. In your groups, take a look in the box and see what objects are there. Then choose an object to be the inspiration for your business. Guides, Pathfinders and Rangers could choose one or two.

3. Using the object(s) you've selected you can either:
  - Come up with a unique approach to marketing or selling the object(s)
  - Come up with a new product, business or service that's inspired by the object(s)
4. Think about the following:
  - What is the purpose of your product, business or service?
  - How does it work?
  - Who is it for?
  - What makes it unique and something people should have?
5. Draw a prototype of your product or jot down an idea for the service or business and give it a clever name.
6. Have a gallery walk to showcase your ideas and share them with everyone.



**Stuff to talk about:**

- How did you work together to develop your new business? What skills did you use?
- Are there any ideas you saw during the gallery walk that you would use in your own life? How?



**Want more?**

Check out Inside the Den to practice pitching your new business!

**INSIDE THE DEN**



GPR

“ *Start now. Work hard. Don't give up.* ”  
– Michele Romanow, Tech Entrepreneur



The true definition of a go-getter, Michele founded four companies before her thirtieth birthday! These include the popular daily deals site Buytopia.ca and grocery coupon app SmartSaves. Michele is also the youngest cast member to ever appear on CBC's reality show *Dragons' Den*, where she is referred to as the 'Tech Titan.'

Grab ideas and prototypes and see how you do in the Den!

## Skills you'll build:

- Risk taking
- Confidence
- Communication

## You will need:

- Your product prototype or business idea from a previous activity (you can work in groups)
- Paper, colouring supplies and other materials for pitch (optional)
- Chart paper
- Chart markers

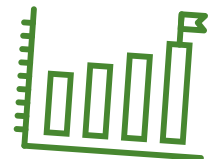
## Time it takes:

- 25 minutes



## What to do:

1. Watch the following video clip or have a few people who have seen *Dragons' Den* act out a pitch so that everyone understands how the *Dragons' Den* pitch process works.
  - <http://www.cbc.ca/dragonsden/pitches/carly-and-charleys-odd-sox-project>
2. Talk for a couple of minutes about the skills these entrepreneurs used to come up with their business idea and what skills they used to pitch their idea. Jot everyone's answers down on chart paper.
3. Choose a product or business idea that you came up with during a previous activity. Working with that same group, decide on the following:
  - What is your product or business called?
  - What is its purpose?
  - What problem does it solve? How is it unique?
  - Who is it for?
  - How does it work?
4. Decide how you will present your idea, information and product creatively. Make sure everyone contributes in some way.
5. Practice your pitch.
6. Take turns entering the Dragons' Den to pitch your idea to the rest of your unit.
7. After each pitch, Dragons (your unit) can give positive feedback to the presenters. Share what skills you noticed the group using during their pitch, what they did well and in a supportive way, and what they could improve.



## Stuff to talk about:

- How did you feel when you were pitching to the Dragons in your unit?
- Why do you think being able to communicate effectively about your ideas is important to being an entrepreneur?
- When else is it valuable to be able to communicate your ideas effectively?

## BOSS UP, TOSS UP



BGP

“When you feel strong emotionally and physically, you show up fully at work.”  
– Emilie Aries, Founder & CEO of Bossed Up



Emilie knows how tough it can be to balance work and life. Originally a political organizer, she became burnt-out in her career and lost in life. She decided to slow down and switch gears. She found her passion as a leadership consultant and started Bossed Up, an organization that helps women find sustainable careers, prevent burnout, and be the boss in their lives.

Being a boss can mean juggling many things at once. Grab a ball and give it a go!

### Skills you'll build:

- Responsibility
- Determination
- Self-awareness

### You will need:

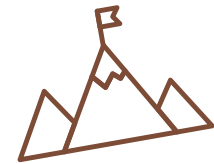
- Ball or soft object you can throw, one per pair

### Time it takes:

- 15 minutes

### What to do:

1. As a group talk about:
  - What do you think it means to be a boss?
  - What are you the 'boss' of in your life?
  - What does it mean to 'drop the ball'?
2. Have everyone find a partner and give each pair a ball.
3. Choose who will be the 'boss' first.
4. In partners toss a ball back and forth and try not to drop it. After throwing the ball back and forth at least four times, the boss will make a rule for both partners to follow as they continue to throw the ball. Examples of rules include:
  - Use only your dominant hand to catch and throw
  - Hop on one foot
  - Don't bend your throwing arm
  - Spin in a circle
5. Toss the ball back and forth four more times while following the rule. If you still haven't dropped the ball, the boss can add another rule for the pair to follow. Start tossing the ball again following both rules at the same time.

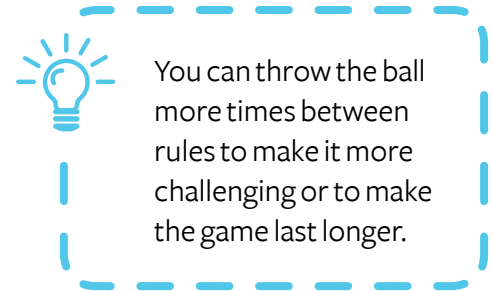


The phrase 'drop the ball' means to make a mistake or mishandle something.

- Keep adding rules after four tosses. The boss's turn ends when you drop the ball or they've added five rules. Then it's the next person's turn to be the boss.

**Stuff to talk about:**

- What was it like trying to catch the ball and remember all the rules at the same time?
- Have you ever felt like you had too much on your plate? What does that feel like?
- What are some of the advantages of being a boss? Challenges?
- In real life, what can you do if you drop the ball?



**MODELING EFFECTIVE COMMUNICATION**

SBGPR

“Leadership isn't about the leader, but rather those being led.”  
– Cheryl Yeoh, Founding CEO of MaGIC



Cheryl is best known for being the Founding CEO of the Malaysian Global Innovation and Creativity Centre (MaGIC), a government-funded agency to support entrepreneurship in Malaysia. MaGIC offers people a space to share ideas and get support from their peers. Cheryl recognizes that effective communication is an important part of the creative process.

This activity will allow you to shape playdough and the way you communicate.

**Skills you'll build:**

- Leadership
- Communication

**You will need:**

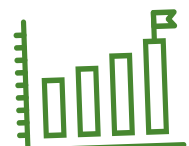
- Playdough, one small container per pair
- Scrap paper, a couple of sheets per pair
- Pencils, one per pair

**Time it takes:**

- 15 minutes

**What to do:**

- Come together and talk about:
  - What are some of the skills you need for effective communication?
- Get into pairs. Give each pair a couple of sheets of scrap paper, a pencil and playdough.
- In your pairs, decide who will be the boss first.
- Draw a simple design on the paper that you think your partner can mold with playdough. Don't let them see your drawing.

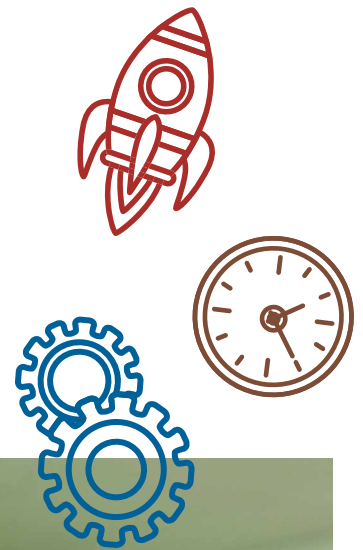




5. Next, without touching the playdough, instruct your partner on how to mold your design.
6. You have 2-3 minutes. See how close your partner can come to the original design.
7. When time is up, show the drawing to your partner and compare it to the final playdough product. Talk about the similarities and differences.
8. Switch bosses and play again.

### Stuff to talk about:

- What communication skills did you notice in your partner?
- What was challenging about communicating your design to your partner?
- How close to the original design did your partner get?
- What could you do to improve your communication?
- Why is effective communication important to being an entrepreneur?



≡ **CONCLUDE** your Instant Meeting with the following Closing Activity. ≡

“ *The more women help one another, the more we help ourselves* ”  
– Sheryl Sandberg, COO Facebook, Founder and CEO of LeanIn.org



Sheryl Sandberg understands the unique barriers women face that can prevent them from getting ahead professionally. That’s why she founded LeanIn.org, a non-profit organization that supports women to overcome these challenges and achieve their goals. Lean In Circles are small groups who meet regularly to learn and grow together, both personally and professionally. According to the organization, women in these circles are “asking for more, stepping outside their comfort zones, and leaning in.”

Support your unit to be bold, take risks and make change happen.

## SUPPORT CHANT



SB

### Skills you’ll build:

- Risk taking
- Confidence
- Dependability

### You will need:

- Chart paper, marker

### Time it takes:

- 5-10 minutes

### What to do:

1. As a group talk about:
  - What is risk taking?
  - Have you ever felt nervous to take a risk or try something new?
  - What are some ways we can support each other to take risks?
2. Come up with a support chant you can sing before you take a risk in your unit. See the sample charts on the right.
3. Write your support chant down on chart paper.
4. Practice your chant together.

### Sparks Chant

Sparks sparkle  
When we help each other out!  
Sparks sparkle  
When we give ourselves a hand!

### Brownie Chant

HOOTS got your back?  
We do, we do!  
HOOTS got your back?  
Your Brownie friends do!

### Stuff to talk about:

1. When might you need the support of your unit?
2. When could you use this chant to build yourselves up?
  - You might consider saying the chant before you sell cookies or go on your first camping trip. You can even add the chant to the start of your meetings to pump you up or at the end of your meetings to celebrate your accomplishments!

## YOUR QUOTE HERE

### Skills you'll build:

- Reflective thinking
- Dependability
- Confidence

### You will need:

- Entrepreneur Quotes (p. 19)
- Poster paper, one each
- Drawing supplies

### Time it takes:

- 10-15 minutes

### What to do:

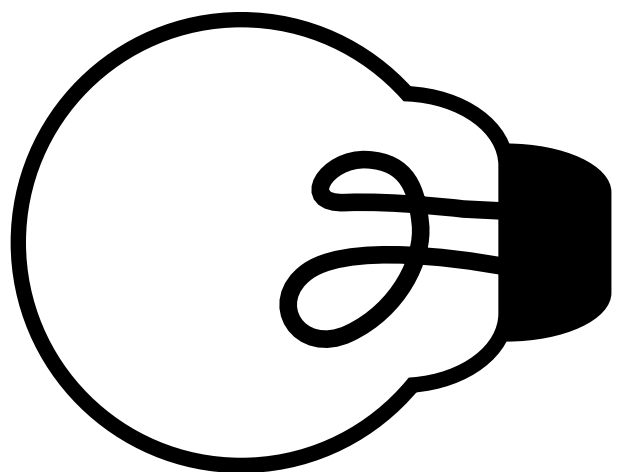
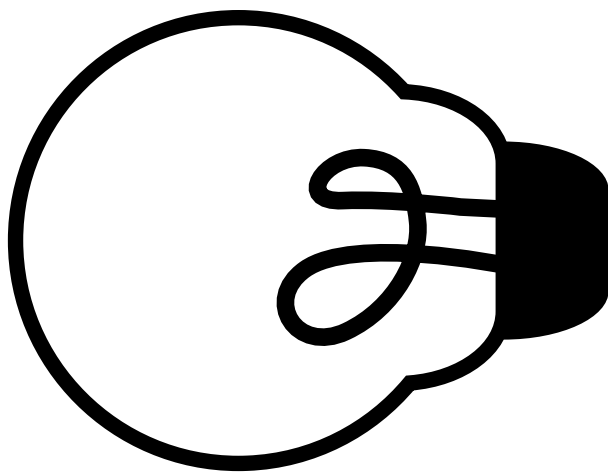
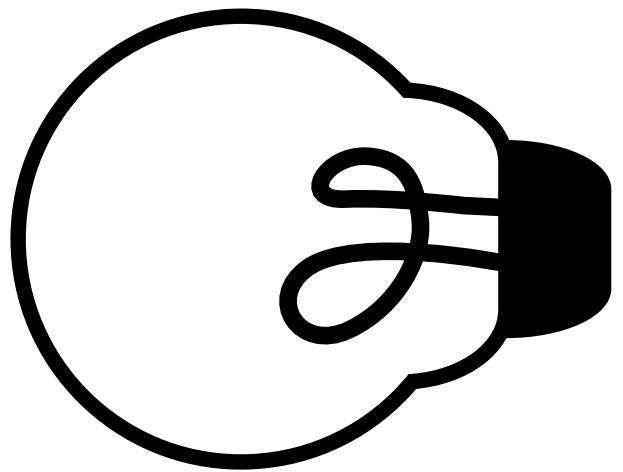
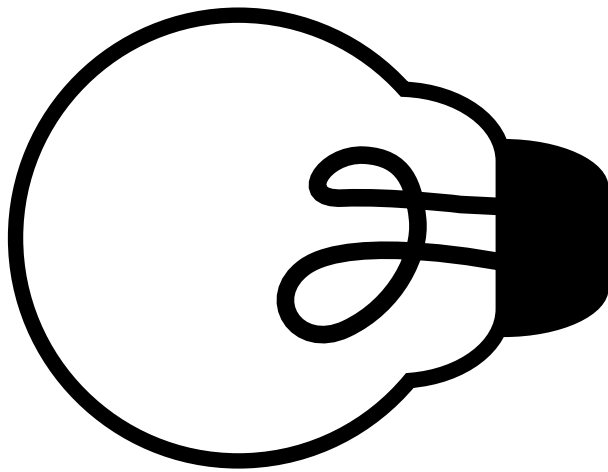
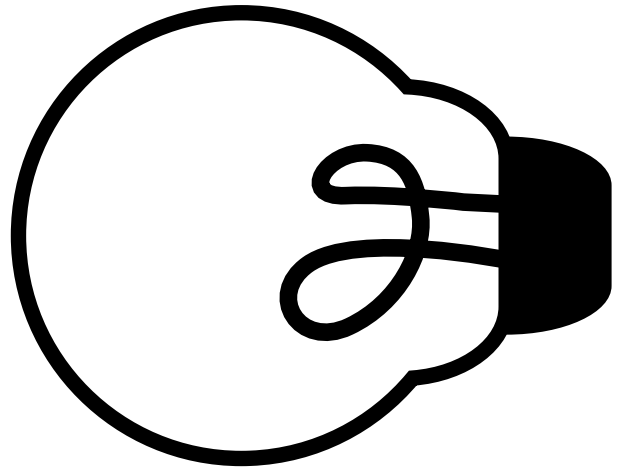
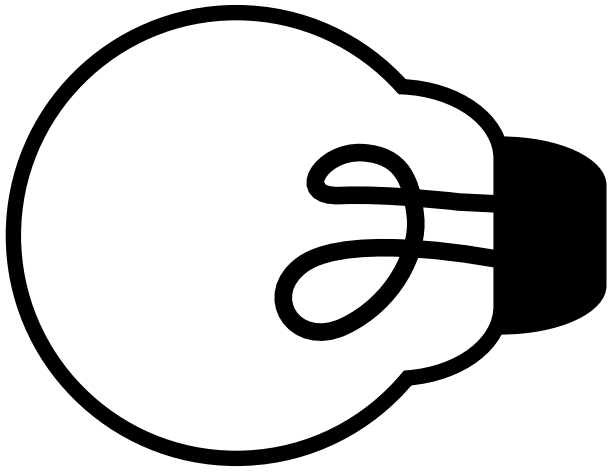
1. Post the entrepreneur quotes (p. 19) in a place that's easy to see.
2. Have everyone choose a quote that has meaning to them or come up with a new inspiring quote related to entrepreneurship.
3. Write the quote on poster paper.
4. Place your poster paper down in a circle. Go clockwise around the circle and write one way you can support that person's entrepreneurship on their poster.
5. Continue moving around the circle until you arrive back at your poster. Read the comments and reflect on your support network.

### Stuff to talk about:

- What are some ways you can support each other's entrepreneurship?
- Why is it important for female entrepreneurs to have a network of supportive girls or women?
- How can you apply the entrepreneurial skills you've explored in your daily life? How might you apply them in the future?



**LIGHT BULB TEMPLATE**



## ENTREPRENEUR QUOTES



*"I get bursts of creativity with bursts of physical activity."* – Payal Kadakia, Founder of ClassPass

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*"What you love is probably staring you right in the face."* – Maya Penn, CEO of Maya's Ideas

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*"Fall in love with the problem you're solving—not the solution."* – Sarah Prevetie, Founder & CEO of Future Design School

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*"Girls are beginning to realize their potential and seeing that they can accomplish anything."* - Alice Brooks and Bettina Chen, Founders of Roominate

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*"In some cases, you look around for ideas, in some cases ideas find you."* –Sairee Chahal, Founder & CEO of Sheroes

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*"By focusing on relevance, we think outside of the box and push ourselves to change, but we never innovate for the sake of innovation."* – Katia Beauchamp, Founder & CEO of Birchbox

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*"Start now. Work hard. Don't give up."* –Michele Romanow, Tech Entrepreneur

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*"When you feel strong emotionally and physically, you show up fully at work."* – Emilie Aries, Founder & CEO of Bossed Up

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*"Leadership isn't about the leader, but rather those being led."* –Cheryl Yeoh, Founding CEO of MaGIC

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*"The more women help one another, the more we help ourselves."* – Sheryl Sandberg, COO Facebook, Founder and CEO of LeanIn.org