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# Entrepreneurship

## Module 3

### Activity Sheet 3

OAS WEE Train-the-Trainer Program



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## Business Model

Business Model Activity Sheet: Lydia Brown's Entrepreneurial Journey

Read the case of Lydia Brown's journey and challenges carefully before completing the following activities.

### Activity 1: Understanding Lydia's Current Situation

- Identify Lydia's current roles (teacher, wellness coach, etc.).
- Calculate the total number of hours she dedicates to her teaching profession each week.

### Activity 2: Identifying Challenges and Goals

- List two challenges Lydia faces in her wellness coaching business.
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- Define Lydia's ultimate goal regarding her career and financial situation.

### Activity 3: Analyzing Business Revenue

- Calculate the total annual revenue generated by Lydia's wellness coaching business.
- Break down the revenue sources (one-on-one coaching sessions, workshops) and their respective amounts.

### Activity 4: Creating a Strategic Plan

- Propose two strategies Lydia can implement to attract more clients to her wellness coaching business.
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- Explain why investing in self-development and seeking mentorship is important for Lydia's success.

### Activity 5: Leveraging Social Media



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- List the social media platforms Lydia currently uses for her business.
- Explain how enhancing her online presence can benefit Lydia's visibility and potential client reach.

### **Activity 6: Demonstrating Leadership Qualities**

- Identify two leadership qualities demonstrated by Lydia in her journey.
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- Explain how these leadership qualities contribute to her success.

### **Activity 7: Balancing Career and Entrepreneurial Pursuits**

- Describe how Lydia can strike a balance between her teaching career and her wellness coaching business.

### **Activity 8: Embracing Continuous Learning**

- Explain how embracing new opportunities and continuous learning can positively impact Lydia's journey.

### **Activity 9: Reflection and Application**

- Reflect on Lydia's journey and challenges.
- Apply one lesson learned from her journey to your own life or entrepreneurial aspirations.

### **Activity 10: Vision for Fulfillment and Legacy**

- Write a brief vision statement for Lydia that encapsulates her desire for fulfillment and leaving a legacy.

Take your time to complete these activities thoughtfully. This activity sheet will help you delve deeper into Lydia's journey and consider its relevance to your own understanding of business and personal development.