

## Lesson 1:

### COMMUNITY- THE BEDROCK OF GOOD BUSINESS



#### Why Should an Entrepreneur Think About Community?

---

“Service is the rent we pay for living.”

–Marian Wright Edelman, activist, children’s advocate

The word community has many meanings and may have different definitions depending on whom you ask. Community sometimes means a neighborhood, or it can mean a group of people who share something in common such as ethnicity or religion. As you begin planning your business, consider the community where you would like your business to be located.

Starting a business in your own community has many advantages. People who already know you as part of the community will want to buy from you. An example of a company that knows the value of selling products in its own community is FUBU, which means For Us, By Us. FUBU was started in Queens, New York, in the basement of a house. The participants focused on selling products to their own community. FUBU headquarters is now located in a penthouse suite on the top floor of the Empire State Building in New York City, and people all over the country buy and wear FUBU clothes.

There are also advantages to operating your business outside of your community. If you hire people from many different communities, you will benefit from the diverse ideas people bring from their different experiences and ways of thinking. The more diverse your employees, the more likely they will consider all the possible solutions to business problems. Also, you may be able to sell more products if you consider selling to people in several communities. By operating and selling in diverse communities you will become a member of many communities. Hiring a diverse business population is a challenge and a great opportunity to learn about different people.



#### ACTIVITY: EXPLORING AND DEFINING COMMUNITY

---

#### BACKGROUND:

As you learn to think like an entrepreneur, you’ll begin to explore which communities you belong to and which communities you want to serve. Identifying the different communities you belong to will help you strengthen your sense of yourself and give you the tools to begin thinking about how you want to develop the relationship between your business and the community in which it operates.

YOUR ASSIGNMENT:

In this section, you will review how Antoine Noble, a high school student, thinks about the communities to which he belongs. Then you will be asked to create a similar profile based on the communities to which you belong.

1. Review Antoine’s profile.
2. Write a short profile about yourself and a description of your business idea.
3. Review Antoine’s list of his communities.
4. Create a list of the communities that you are a part of, largest to smallest.
5. Review Antoine’s description and then write a description of each community you listed and an explanation of how you are a part of each community.
6. Study the sample chart of Antoine Noble’s communities.
7. Organize your communities into concentric circles and write an explanation of how these communities influence you.

INSTRUCTIONS:

1. Review Antoine Noble’s profile.  
I am Antoine Noble, an artistic sophomore at Eastside High. I am thinking about starting a T-shirt business. First, I need to decide to which community I should market my business. Once I have chosen a target community, I will choose a location and also decide which words and images to put on the T-shirts.
2. Write a short profile of yourself and a description of your business idea.

---

---

---

---

---

---

---

- 
3. Review Antoine's list of communities.

**ANTOINE'S COMMUNITIES**

City: Oakland, California  
Neighborhood: Fruitvale  
School: Eastside High School  
Racial/Ethnic Community: African-American  
Gender: Male  
Cultural Community: Art students  
Family: My younger brother, my father, and me

4. Create a list of the communities that you are a part of, largest to smallest.

---

---

---

---

---

---

---

---

---

---

---

5. Review Antoine's description and then write a description of each community you listed and an explanation of how you are a part of each community.

COMMUNITY DESCRIPTION	ANTOINE'S PLACE IN HIS COMMUNITY
Oakland, California, a city with approximately 250,000 people.	I was born in Oakland and have lived here all my life.
The town of Fruitvale is located in South Oakland and approx. 50,000 people live there.	My family lives on Chester Street in Fruitvale. I like to play basketball at the park near my house.
African-American male	The African-American students at Eastside High make up 55% of the population. The school also includes 25% Latino, 10% Asian and 10% white students.
After-school art club	I belong to the art club that meets after school 2 times a week. I enjoy being with students who like to create and talk about art.
My family	My family consists of my younger brother, my father, and me.

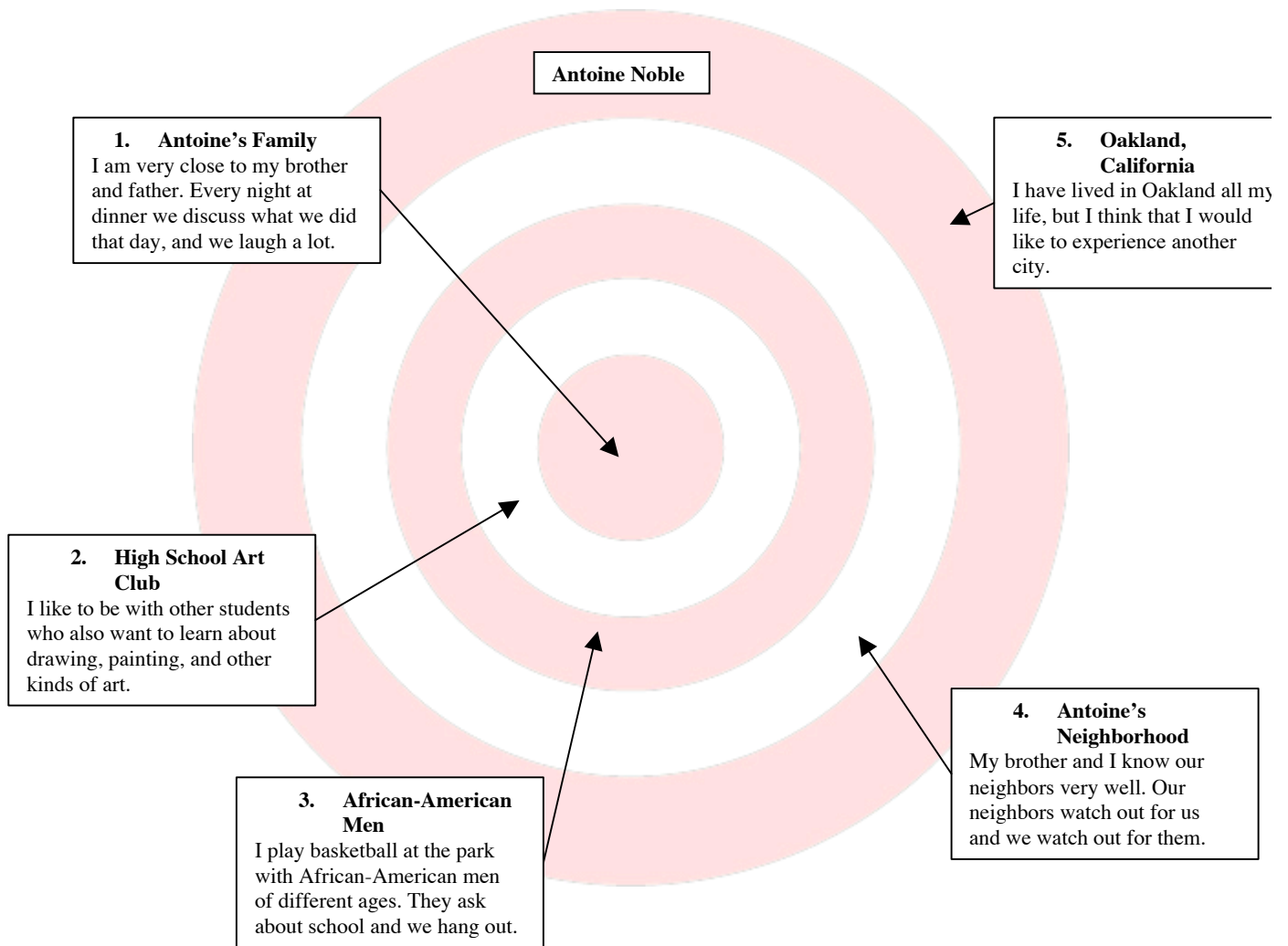
In the area below write a short description of the communities you listed and a short explanation of how you are a part of these communities, (family, school, town, ethnic community, etc.).

COMMUNITY DESCRIPTION	YOUR PLACE IN THE COMMUNITY

6. Study the sample chart of Antoine Noble's communities.

This next activity is meant to help Antoine think about which communities have the most significant influence on his life. He put himself in the center of a series of concentric circles, so that he could picture all the communities that surround him and affect his life. In the circle closest to him he put his family because he believes that they have the strongest influence on his life.

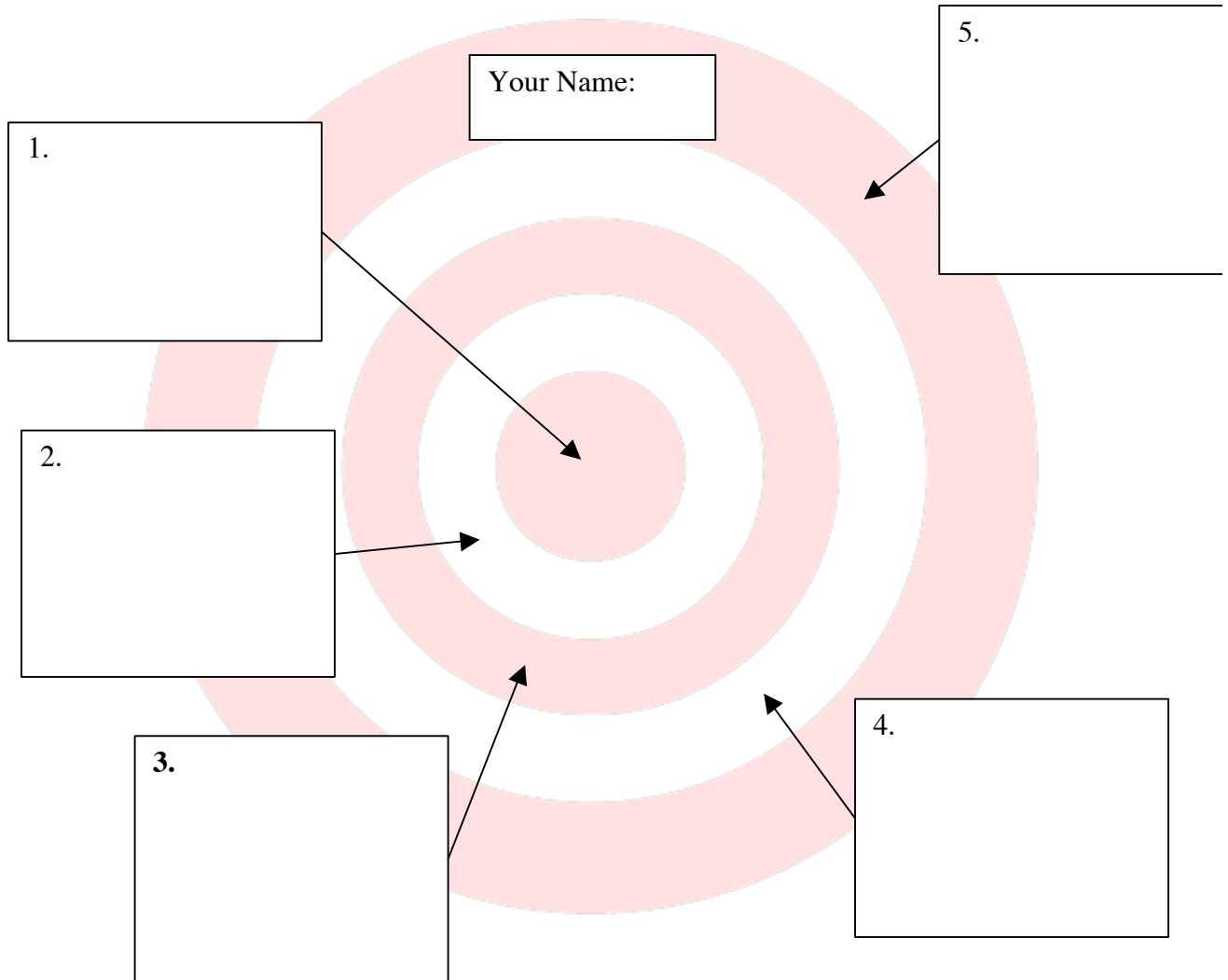
**ANTOINE'S COMMUNITIES ORGANIZED IN CONCENTRIC CIRCLES BY INFLUENCE**



7. Organize your communities into concentric circles and write an explanation of how these communities influence you.

Think about which communities have the most significant influence on you as an individual. Put yourself in the center of this series of concentric circles so that you can picture all the communities that surround you and affect your life. Write a short explanation in each box about how these communities influence you.

Your Name:





## THINKING IT THROUGH:

---

1. How does your community involvement make you unique? How does it add strength to your character?
2. Whether you want to be or not, you are involved in various types of communities. Just think of how many people and places you see in one day. Is this the first time you've stopped to think about all of the communities in which you're involved? Which communities do you belong to that you had not thought about before?

NOTES: