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## **Lesson 1: Chuck Williams – The Power of Passion**

### **AUTHOR**

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### **OVERVIEW**

During a 3-month trip to Europe, Chuck Williams was inspired to make high-quality cooking products available in the United States. His passion for home cooking would help launch an entire industry.

This mini-lesson is part of the Economics Arkansas iNSPIRE! series and can be used to start a class on a number of related topics including entrepreneurship fundamentals, entrepreneurial mindset, or product development. The included activities will get your students to consider their own unique “*Personal Brands*” along with the value and usefulness as aspiring entrepreneurs.

### **CONCEPTS**

Innovation

Inventory

Opportunity Recognition

Personal Brand

### **OBJECTIVES**

Students will be able to:

- Identify their own **PERSONAL BRANDS** by taking an **INVENTORY** of their strengths, passions, values, and experiences.
- Evaluate specific startup opportunities that could be a good fit for their **PERSONAL BRANDS**.
- Examine successful entrepreneurs and the **INNOVATIONS** that helped them launch entire industries.

**TIME REQUIRED** (10 – 35 minutes)

Bell Ringer: Steps 1 through 4 (10 minutes)

Mini Lesson: Steps 5 through 9 (+15 minutes)

Extension: Step 10 (+10 minutes)

### **MATERIALS**

Visuals

- Visual 1: “Definitions”

Handouts

- Handout 1: “Video Questions” (1 per team of 3-4 students)



- Handout 2: “Personal Brand” (1 per student)
- Handout 3: “Recognizing Opportunities” (1 per student)
- Handout 4: “Industry Innovators” (1 per student)

#### Online Resources

- Video “Chuck Williams: The Power of Passion”  
<http://www.thisiscapitalism.com/profile/chuck-williams/> (2 minutes, 55 seconds)
- Inventor Archive, Lemelson-MIT Program  
<http://lemelson.mit.edu/search-inventors>

#### RELATED LINKS

##### Williams-Sonoma

- Video, timeline, and fun facts about Chuck Williams  
<http://www.williams-sonoma.com/pages/Chuck-Williams-timeline.html>

#### PREPARATION

1. Before class begins, print **team** copies (1 per team of 3-4 students) of Handout 1: “Video Questions.”
2. Print **individual** copies (1 per student) of Handout 2: “Personal Brand,” Handout 3: “Recognizing Opportunities,” and Handout 4: “Industry Innovators” for each student and yourself.
3. Using your copy of Handout 2: “Personal Brand,” complete **your own** INVENTORY of personal strengths, passions, values, and experiences.

#### PROCEDURES

1. Watch the video “Chuck Williams: The Power of Passion” at <http://www.thisiscapitalism.com/profile/chuck-williams/> (2 minutes, 55 seconds).
2. Ask students to work in teams of 3-4.
3. Distribute Handout 1: “Video Questions” (1 per team), and have teams complete the questions. Allow teams five minutes to complete.
4. Ask teams (Question 3): “How was Chuck Williams able to use his unique blend of Strengths, Passions, Values, and Experiences to identify the business opportunity for Williams-Sonoma?” Answers will vary but should include comments on his **experiences** with travel and **passions** for home cooking and high-quality cooking products. As time allows, offer students the opportunity to discuss their results.
5. Using Visual 1: “Definitions,” review each definition. Explain that students will be taking an **INVENTORY** and that each student’s unique blend of Strengths, Passions, Values, and Experiences represents their **PERSONAL BRAND**.
6. With students still in teams of 3-4, distribute Handout 2: “Personal Brand” (1 per student). Have students complete individually, making sure that they circle the two or three traits that they feel most clearly define them. Allow students five minutes to complete.
7. Have students exchange their completed Handout 2: “Personal Brand” with another student in their team.



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8. Distribute Handout 3: “Recognizing Opportunities” (1 per student), and have students complete using the exchanged results they received from another student in their team. Allow students five minutes to complete.
9. Allow a few students to share the results they wrote for Handout 3: “Recognizing Opportunities”. Emphasize that the goal of this activity was to help them identify business opportunities that could be a good fit (e.g., love animals = dog walking service) but that we may have *never* considered otherwise. This is meant to get students thinking outside of the box, focusing more on *abstract* possibilities rather than concrete recommendations.
10. Optional Extension Activity: Distribute copies of Handout 4: “Industry Innovators.” Display the assignment (without Answer Key), and ask students to complete it on their own paper in class or as a homework assignment. Ask the students to use the provided website <http://lemelson.mit.edu/search-inventors> to complete the table. The focus is on identifying entrepreneurs who, like Chuck Williams, ignited entire industries by “creating” a demand for new products/services that did not exist before.



## Visual 1: Definitions

### **Innovation**

A *new* idea, device, or method

### **Inventory**

An itemized *list* of current *resources*

### **Opportunity Recognition**

The *process* of identifying *possibilities* of a new business, product, or service

### **Personal Brand**

A *unique blend* of strengths, passions, values, and experiences that forms one's *identity*



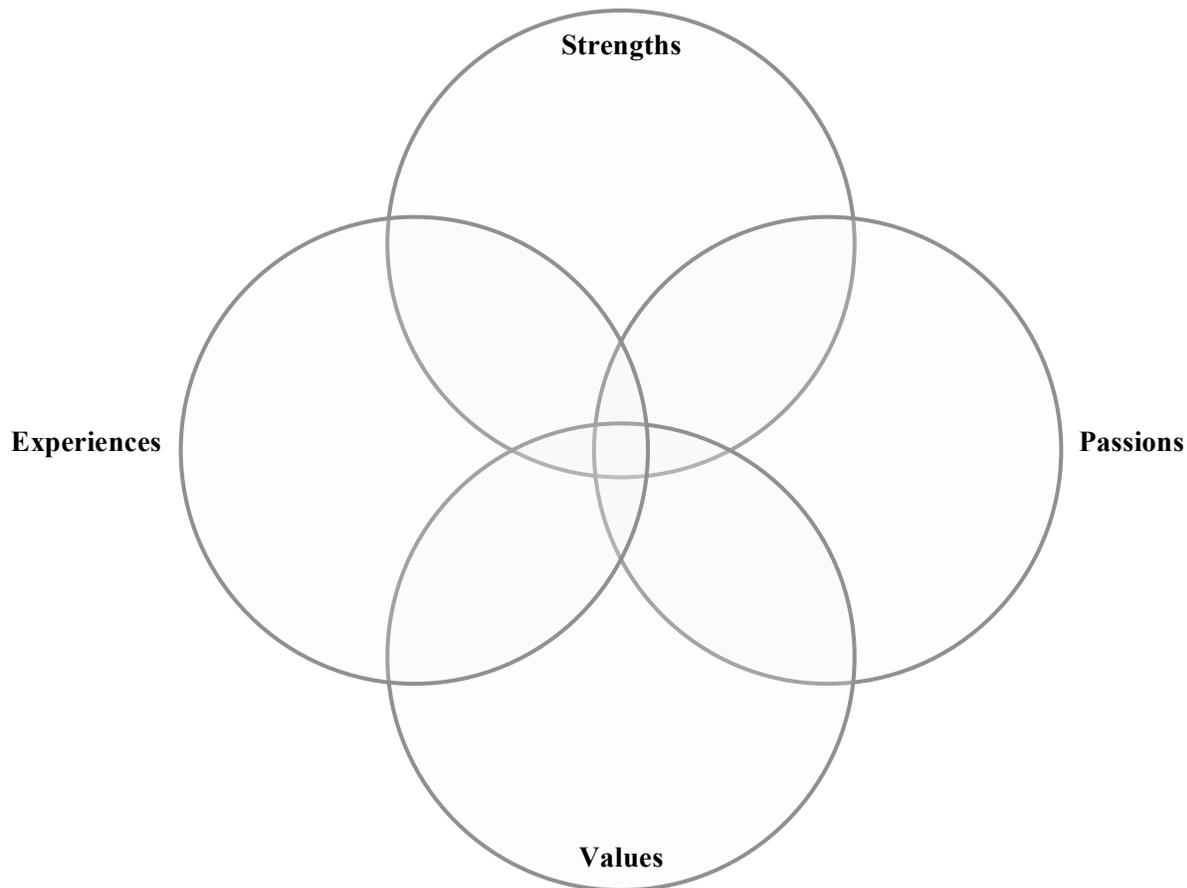
## Handout 1: Video Questions

After watching the video “Chuck Williams: The Power of Passion,” work in teams of 3-4 to answer the following questions. The video can be found at <http://www.thisiscapitalism.com/profile/chuck-williams/>.

- 1) Why do you think Chuck Williams was so successful with the creation of Williams-Sonoma?  
List at least three things that you heard during the video that may have helped him succeed.

1. _____	3. _____
2. _____	4. _____

- 2) Organize your list into the appropriate categories below. You do **not** need to have a response in every circle. This unique blend represents Chuck’s identity or **Personal Brand**.



- 3) How was Chuck able to use his unique blend of Strengths, Passions, Values, and Experiences to identify the business opportunity for Williams-Sonoma? Be ready to report your results back to the class.



## Handout 2: Personal Brand

*"If you love what you do,  
then the world will fall in love with you."*

– Chuck Williams

Chuck Williams felt that his life’s purpose was “to share with others the pleasure of cooking.” He discovered great value and satisfaction in this purpose, this identity, this **Personal Brand**. A Personal Brand can be described as someone’s unique blend of Strengths, Passions, Values, and Experiences that forms their identity. Personal Brands are a great source of opportunity. Chuck was not the first American to visit Europe or the first to enjoy cooking with high-quality products and ingredients. Through a combination of his passions and experiences, however, he recognized a perfect opportunity. Fill in at least three blanks in each category below to begin identifying **your** Personal Brand. Next, circle two or three traits that you feel most clearly define you.

**What are your top...**

**Strengths** (Think of an obstacle that you recently overcame. What personal “skill” did you need to use?)

- |  |          |
|--|----------|
| 1. <u>Example: Persistence (never give up)</u> | 3. _____ |
| 2. _____                                       | 4. _____ |

**Passions** (What activities or topics do you like to talk about?)

- |                                    |          |
|------------------------------------|----------|
| 1. <u>Example: Love to travel!</u> | 3. _____ |
| 2. _____                           | 4. _____ |

**Values** (Has something upset you recently? What personal “value” was being challenged? If a friend lies to you, you will be upset if you value honesty, trust, friendship, or loyalty.)

- |                             |          |
|-----------------------------|----------|
| 1. <u>Example: Fairness</u> | 3. _____ |
| 2. _____                    | 4. _____ |

**Experiences** (What activities have increased your knowledge or skills?)

- |  |          |
|--|----------|
| 1. <u>Example: Teamwork (basketball)</u> | 3. _____ |
| 2. _____                                 | 4. _____ |



### Handout 3: Recognizing Opportunities

If we know that  $A + B = C$  today, we might naturally assume the result will be the same tomorrow. Entrepreneurs *think* differently. They are dreamers and often ask questions like, “Why?” and “What if tomorrow, things are different and  $A + B = D$ ?” Too often, we look at our own *Personal Brands* and see limited potential. Not today! Today, we dream big. Today, we take a new look at our potential.

Mr. Walt Disney is said to have worn three separate “hats” as a Dreamer, Realist, and Critic. When combined, these perspectives helped him bring innovative ideas to life.

Review the results from another student’s completed Handout 2: “Personal Brand,” and complete the following tasks:

**Dreamer** (The dreamer asks, “*Why not?*” Come up with a *crazy* business idea that combines the circled Strengths/Passions/Values/Experiences. *Example: Dog shelter that teaches puppies to play soccer.*)

**Realist** (The realist asks, “*How?*” Come up with a way to make the Dream above more practical or realistic.)

**Critic** (The critic asks, “*What could possibly go wrong?*” Consider if the idea above has a chance for success. What potential problems or challenges should we be aware of or try to avoid?)



### Handout 4: Industry Innovators

*"Experiment. That's what cooking is all about."*

– Chuck Williams

Your study of Chuck Williams has shown you that an entrepreneur's **Personal Brand** (Strengths, Passions, Values, Experiences) can be a great source of opportunity. Chuck's efforts opened the door for a **new industry** by inspiring an interest in high-quality cooking products. This growing interest also resulted in culinary **innovation** and an increased demand for related services and products like TV shows, books, and exotic ingredients. Go to <http://lemelson.mit.edu/search-inventors> to find some other industry innovators. Fill in the blanks below for #1-4. Select one additional Innovation or Entrepreneur, and fill in the blanks for #5.

#	Innovation	Entrepreneur(s)	Year(s)	New Industries
1	_____	Alexander Graham Bell	1875	_____ _____ _____
2	Airplane <i>(first manned flight)</i>	Wright Brothers <i>(Orville &amp; Wilbur)</i>	1903	_____ _____ _____
3	Personal Computer <i>(Apple)</i>	_____ _____	_____	_____ _____ _____
4	_____	Tim Berners-Lee	1989-1991	_____ _____ _____
5	_____	_____ _____	_____	_____ _____ _____



### Handout 4: Industry Innovators (Answer Key)

*"Experiment. That's what cooking is all about."*

– Chuck Williams

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#	Innovation	Entrepreneur(s)	Year(s)	New Industries
1	Telephone	Alexander Graham Bell	1875	Answers will vary: Phone manufacturers, Service Providers
2	Airplane (first manned flight)	Wright Brothers (Orville & Wilbur)	1903	Answers will vary: Airlines, Airports, Airplane Manufacturing
3	Personal Computer (Apple)	Steve Jobs & Steve Wozniak	1976	Answers will vary: Computer hardware, Computer software
4	World Wide Web	Tim Berners-Lee	1989-1991	Answers will vary: Online businesses, Social Media, Internet Providers
5	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.