



Class in Session

with Jeb Bush

Lessons in Entrepreneurship with Evan Spiegel

Teacher's Guide

[Class in Session with Jeb Bush](#) (#ClassWithJeb) is a series of video conversations with the visionaries of today. Created specifically for secondary school students and relevant for the classroom, these 20-minute virtual conversations—hosted by former Florida Governor Jeb Bush—draw out personal and professional experiences and, especially important, elicit advice for America's next generation from leaders across the nation.

VIDEO

[WATCH: Lessons in Entrepreneurship with Evan Spiegel](#)



Co-founder and CEO of Snap, Inc., Evan Spiegel, shares his insights on entrepreneurialism, innovation and the future of work.

PROMPTS FOR STUDENTS

As you watch the video, think about the following:

- Evan says computers amazed him from a young age. How did that interest shape his education and work?
- Evan's first project was massive failure. What did he learn from that experience? How did that impact his next project?
- Evan and his co-founder made it a point to hire people who had a lot more experience than they did. How did this help their company?



ASSIGNMENTS FOR STUDENTS

Choose one of the following assignments in response to the video [Lessons in Entrepreneurship with Evan Spiegel](#).

CHOICE BOARD

Lessons in Entrepreneurship with Evan Spiegel

EXPLORE

Failure has been important for the growth of Evan and Snap, Inc. Learn how [giving yourself permission to fail](#) can set you up for success.

Evan discusses the importance of problem-solving and creative thinking. Watch [this TED Talk on creative thinking](#) to learn more.

DISCUSS

Discuss one of the following questions with someone:

- For every good idea Snap, Inc. has, Evan says there are 1,000 or more that are just absolutely terrible. How do you filter through your ideas to identify the ones worth pursuing?
- Snap, Inc., tries to remove barriers to creativity for employees. What barriers to creativity exist in your life? What could you do to remove them?
- Kindness takes many forms. How have you seen this in your life?

WRITE

Select one of the following writing prompts:

- Snap, Inc. believes everyone is creative, but fear suppresses creativity. Do you believe this is true?
- Company values can matter tremendously. Develop a set of company values for business you are interested in. Consider how the values could impact productivity, employees and customers.

ILLUSTRATE

Choose one of the following prompts to create a piece of art, produce a video, write a song or create a dance. Send a photo or video to Jeb@ExcelinEd.org.

- Cultivating creativity.
- Kindness takes many forms.
- “Ideas are not precious.”