



Business Communicates

BEE-LIEVE IN YOUR FUTURE



RESPOND to Mikaila Ulmer's guide to business success, *Bee Fearless: Dream Like a Kid*. Do you agree when she says that creativity drives every aspect of a successful business by guiding innovative products, learning from mistakes, and effectively communicating with consumers?



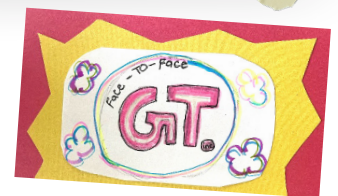
CONNECT Mikaila's messages that a successful business meets an unmet need, provides a solution to a problem, and has a purpose with a business you could create. If you became an entrepreneur, what products or services would your business sell? How would you communicate your offerings, benefits, and purpose to consumers?



CREATE a visual that communicates your business to consumers. Design a company logo or a label for a product or service you will provide. Or create stickers or a poster that build awareness of your new business.



PRESENT your ideas to family members and discuss which aspects of the design they think communicate effectively. Also ask them to recommend copy edits or design revisions.



Note for teachers and parents:
For more creative inspiration and hands-on explorations go to [Crayola.com/CreativityWeek](https://www.crayola.com/CreativityWeek). To share student artwork on social media please post using [#CrayolaCreativityWeek](https://twitter.com/CrayolaCreativityWeek)



Bee Fearless: Dream Like a Kid
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Imagination in Action
Thinking Sheet

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