

HOT CHOCOLICIOUS



2021
TRAINING MANUAL



HOT CHOCOLICIOUS COMPETITION

DAY 1 – Tuesday, October 19th, 2021

LESSON 1

11:45 AM – 12:45 PM – ENTREPRENEURSHIP: KRISA DE LA CRUZ

- > Students will understand the overall purpose of the Hot Chocolicious program.
- > Students will be able to identify and explain entrepreneurship.
- > Students will receive and review the timeline and commitments associated with the Hot Chocolicious program.
- > Students will discuss and understand the key mechanisms for goal settings

LESSON 2

12:45 PM – 1:45 PM – BRANDING: GRANT INGRAM

- > Students will define business name
- > Students will discuss and identify a mission statement
- > Students will learn about logo branding (color, design, etc)

LESSON 3

2:00 PM – 3:15 PM – MARKETING TO "STAND" OUT: SARAH LUNDGREN

- > Designing a stand
- > Product and Packaging
- > Advertising



DAY 2 — Wednesday, October 20th, 2021

8:00 AM – 8:45 AM

LESSON 4

8:00 AM – 8:45 AM – BUILDING A BUDGET: PHILIP GOUGH

- > Define profit, revenue, and expense
- > Develop a budget
- > Differentiate between capital equipment and consumables
- > Assess cost effectiveness when making supply purchases

LESSON 5

8:45 AM – 9:30 PM – TEAMWORK AND CUSTOMER SERVICE: AMY PINKSTON

- > Discuss the importance of customer service
- > Learn about organizational structure: roles and responsibilities
- > Create a project timeline and review project management tools

BREAK

9:30 PM – 9:45 PM

LESSON 6

9:45 PM – 10:15 AM – FOOD HANDLING: PENNY BEREND

- > Food safety and sanitation
- > Food Flow and HACCP
- > Managing a food safe stand

LESSON 7

10:15 PM – 11:00AM – FINDING AN INVESTOR & SECURING A LOAN: WIN GRAHAM

- > Compile potential business plan
- > Discuss and learn the mechanics of a loan

HOW TO USE THIS MANUAL

Thank you for volunteering your time and helping lead GJHS students through the Hot Chocolicious curriculum. The Hot Chocolicious Competition encourages entrepreneurship in students by walking them through training exercises designed to teach the basics of forming a business. The highlight of the program will take place the first Thursday in December in Graham's Downtown Square, when every student opens their hot chocolate stand for business.

This curriculum serves as a guide for instructors to follow during facilitation of the training sessions. The curriculum is designed to where each session builds on the previous and by the end of the program, student's have walked through the necessary steps to form their business plan.

HOT CHOCOLICIOUS LESSONS INCLUDE:

- * Worksheets and handouts
- * Real world" group activities
- * Use of technology (i.e. dropbox, Trello, etc.)
- * Class discussion and interaction
- * Business vocabulary terms
- * Information and learning related to local non-profit charitable organizations.
- * Learn the importance of effective leadership and communication skills.
- * Begin to understand the value of becoming an active citizen in the community

We appreciate your involvement in shaping our future workforce! We hope you find this program to be fun, enjoyable, and a good use of time. Overall, it is important that the students from GJHS learn valuable leadership lessons, better understand entrepreneurship, and feel pride related to the philanthropic donation at the finale.

- THE GRAHAM CHAMBER OF COMMERCE