

**Welcome:**

Dear educator. Actually—

Dear *source of inspiration*,

Yes, source of inspiration.

The goal of the Social Impact Initiative is to inspire young people to believe in their inherent potential and begin to access that potential in ways that can make a genuine difference, for others, their community, and beyond.

As an educator-partner in this initiative, you have the opportunity to help young people come to understand that as Jews they have access to wisdom, a tradition, and a community that is rich in knowledge, ideas, and practical insight for unlocking their most dynamic selves.

This Instructors Guide is designed to help you quickly grasp the core ideas in each module, put you on the same page as the students that have watched the videos, and provide you with content that will enable you to lead Torah based, module focused discussions that will help the students integrate what they learned. As such, within the Social Impact Initiative, you are more than a teacher, you are a dynamic part of an experience with the potential to connect young people more deeply to themselves as individuals and to themselves as Jews with the ability to make a difference in the world.

This guide has four components to each module:

1. Objective: A concise statement of what each module aims to achieve.
2. Recap: A brief overview of the most essential points addressed in each video.
3. Ethical Entrepreneur: Sources and concepts that you can use to easily structure your session.

4. Consider This: Suggested questions that can help you create group conversation around the content of the module.
5. Story Links: Links to stories that illustrate points in the module.

Wishing you great success,  
The SII Team

### **Module One: Believe to Achieve**

#### **Course Intro:**

Objective:

To convey the idea that—

- The key to success is believing that you *can* succeed.
- The biggest obstacle is not believing in yourself.
- Others just like you have become successful because they believed they could, and lived that belief.

To convey two essential understanding of success—

- One: Success is when one takes a vision, turns it into a concrete goal, creates a plan, and implements the plan.
- Two: Success is trying. This means that while not all goals are achieved, and not all plans come to fruition, the very act of trying, of striving to achieve one's goals is, in itself, a success. Our sages call this, *l'fum tsar agra*.
- Achieving goals, or not, is not always in our hands, but trying or not trying is.

## The Ethical Entrepreneur:

(I)

1. “Justice, justice shall you pursue, so you will thrive and inherit the land that God is giving you.” (Devarim 16:20)
2. “Learn to do good. Be devoted to justice. Help those that have been wronged. Uphold the rights of the orphan and defend the cause of the widow.” (Yeshayeh 1:17)
3. “The one who saves one life is considered to have saved the entire world.” (Sanhedrin 37a)
4. “L’taken ha’olam.” “To repair the world.” (Aleynu)

These sources contain within them the following principles:

- *“Pursue.”* To pursue means to be proactive, even boldly so.

This verse assumes that, for whatever reasons, there will be injustices in society, and in the world. Therefore, the Torah is telling each and every Jew that he or she is tasked with identifying injustice, thinking about how it can be corrected, and *pursuing* it, meaning; getting involved, being active, and striving to make things better.

- *Learn to do good.* Just like it takes understanding, wisdom, practical tools, and commitment to be successful in a career or business, the same is true, if not more so, when it comes to repairing what’s wrong in the world.
- Be aware, be sensitive, be responsive. In order to pursue justice and help those who are marginalized by society—the widow, the orphan, the abused, the homeless, and many others—one needs to have an eyes-wide-open mind set. One needs to live life with a sensitivity to those in need, and a commitment to not just walking by.
- Never underestimate your potential to make a difference. You can save a life. And, if you *can* save a life, then you can also save a group, a community, and even the world.
- Near the end of every daily prayer, in the Aleynu, we mention tikkun olam, repairing the world. Why? Because it’s not enough to pray for a better world, one has to look how to be a source of repair.

(II)

Maimonides, the great 12<sup>th</sup> century sage, and one of the leading physicians of his age, wrote that there are eight levels of charity, *tzedakah*. The lowest is one gives charity because she has been pressured to do so. A middle level is giving to a person in need even before he asks. And the highest level?

- The highest level is to help someone find a way to support himself.
- This can be achieved through giving a loan, helping someone find employment, or creating a partnership with the person.

When we give others the tools to create their own wealth; whether that's financial, spiritual, or in terms of personal growth and tapping into one's inner potential, we are helping in the most profound way possible.

When we see people who are suffering; who society has neglected, who are the victims of indifference or injustice, and we not only help, but looking for ways to give them the tools to help themselves, that is repairing the world in the highest fashion.

Consider This:

- 1) Do you know someone who made a big difference in the lives of others?
- 2) Can you think of 2-3 factors that contributed to their success?
- 3) If you could change one thing in your family, school, or among your friends, what would that be?

### **Lesson I: What Does Your Future Hold?**

This lesson is different from all those to come.

- This lesson is about reminding students why they are participating: Because they want to succeed.

Recap:

Do you want to be successful? Successful in school, as a person, in a career or business?

- Of course you do.
- We all want to be successful.
- That's why you are continuing with this course.
- In coming this far, you have already taken a significant step on the road to your personal success story.
- Good luck with the rest of the journey.

## **Lesson II: The Power of a Chocolate Bar**

Objective:

To help the student understand that they have control over their thoughts and not to think/feel that they are at the mercy of their thoughts. And, to help students understand that since their feelings and actions are an expression of their thoughts, that it's critical to be aware of, and in control of one's thoughts.

Recap:

In addition to all the conversations we have with other people throughout our day, we also have inner conversations. In our minds we are always talking to ourselves, telling ourselves various stories, and giving ourselves internal messages.

- These inner stories can empower us and help us achieve our dreams, or they can pull us down.
- You have the ability to turn down the volume on negative stories, and crank up the volume on stories that can help you reach your dreams.

- One way to crank up the volume on positive thoughts is to write them down and review them, out loud, at least once a day. This will help build the habit of thinking positively.

#### Ethical Entrepreneur:

Theodor Herzl was the founder of modern Zionism and a pivotal figure in the return of the Jewish people to the land of Israel. At the time, the idea of a reborn Jewish state seemed like a total fantasy. But Herzl said, *“If you will it, it is no dream.”*

- In 1897, in Basel Switzerland, he organized the first Zionist Congress.
- In his diary, after the Congress he wrote that, *“Were I to sum up the Basel Congress in one word—which I shall guard against saying publicly—it would be this: at Basel I founded the Jewish State.”*
- Thoughts lead to action: Herzl had a thought—that Jews needed a state of their own. This thought led to a vision, the creation of a Jewish State. He then articulated his thoughts and vision into a small book entitled, *The Jewish State*.
- Concretizing his thoughts helped him to focus tremendous energy on making the vision a reality.
- Though he never lived to see it, fifty years after that first Zionist Congress, the dream seed he planted grew into the State of Israel

#### Consider This:

1. Have you ever become excited about an idea or plan and then thought about all the things that could go wrong, and you abandoned the whole idea?
2. Has there been a time when you abandoned an idea because someone else told you it wasn't a good idea? Did you regret not doing it?
3. What successes or accomplishments are you already proud of in your life?
4. What strengths helped you be successful?
5. What were your biggest challenges or obstacles along the way?

### **Lesson III: If You Think You Can, You Can**

Objective:

For the students to understand that passion, truly caring, is critical to success.

Recap:

At six years old, Dylan Siegel wasn't a genius, he hadn't developed any particular skills, and no one could have seen the potential he possessed to make the difference he did. Dylan had a few things going for him:

- He cared.
- He was ready and able to act.
- He believed he could help his friend.
- The result was that Dylan raised over \$1.5 million and a pharmaceutical company invested \$100 million and a cure is in clinical trials. All because of a 6 year old boy that cared and believed he could make a difference.

The Ethical Entrepreneur:

1) Rabbi Isaac Luria (1534-72), known as the Ari, was the greatest teacher of Kabbalah, Jewish mysticism, of the last five hundred years.

- He taught that every single person has an absolutely unique, and indispensable contribution to make to the world.
- Each person is a custom crafted instrument in the symphony of creation.
- You can't achieve what someone else was created to achieve, and no one else can make your priceless contribution.
- The world absolutely needs each and every one of us.

## 2) A Bit Less Than God

*“What is man that You should remember him, and the son of man that You take note of Him? Yet, You have made him slightly less than God, and adorned him with honor and splendor. You made him master over Your handiwork, laying the world at his feet.” (Psalms 8:5-7)*

With these words, King David, the author of Psalms, was telling us this:

- Yes, in the grand scheme of the universe, each person may seem tiny and insignificant, but the truth is, we are each created *“slightly less than God.”*
- This means that not only are each of us unique, and not only do we have a unique potential, but that there is nothing at all tiny about our abilities and potential, in fact, they are vast.

3) “In Israel, in order to be a realist, you have to believe in miracles.” David Ben-Gurion, Israel’s first Prime Minister.

- For centuries, and certainly in the midst of WWII and the Holocaust, the thought of the Jewish people returning to Israel and building a country from scratch, was even less realistic that a man running a mile in under four minutes.
- Believing in your potential, and your dreams, and pursuing them with your whole heart, is truly the first step to success

Consider This:

1) If you could change one thing about you think about yourself, what would that be?

2) Have you ever wanted to do something, had others doubt you, and did it anyway?

- What gave you the confidence to do that?
- What kept you going despite your doubters?

3) Do you know someone who you think has a lot of potential, but doesn’t see it themselves? How could you help him see his potential?

4) Have you ever done something that made you believe in, and feel, that you actually do have a lot of ability and potential? Describe it. Think about it. Remember it.

### **Lesson IV: The Four Minute Mile**

Objective:

For students to appreciate the power of belief. For them to understand that what stands between them, and belief, is that they haven't made the effort to imagine, picture, and feel the success they are striving for. And, that by picturing it, they will come to want it more than ever.

Recap:

Nobody thought it was possible for a human being to run a mile in under four minutes. No one throughout all of history had been able to do so, though Roger Bannister came close. After coming close, after *almost* succeeding, Bannister was convinced that he could actually do the "impossible."

- He believed in himself and in his mind, he saw himself running the race, and braking that time barrier, over and over again.
- And then he did it.
- Less than six weeks later, another runner also broke the four minute barrier, why?
- Because now he believed, and knew, that it was possible.
- Since then, thousands have done what thousands of other runners once believed was impossible.

The Ethical Entrepreneur:

*"Ayn lecha davar ha'omed bifnei ha'ratzon: Nothing can stand in the way of someone who truly wants to achieve something."* Chidah, 18<sup>th</sup> century scholar

In the Book of Deuteronomy (1:26-28) Moses is reviewing what happened to the Jewish people over their forty years in the desert. Early on, the Jews were on the verge of entering

the land of Israel, but they resisted. Moshe said to them, “You didn’t want to go into the land.” And the people responded, “We couldn’t ...”

- The people claimed that they couldn’t, that the obstacles were too daunting.
- Moses was telling them that it’s not that they couldn’t, but that they didn’t really want to.
- Because they didn’t *want* it badly enough, the obstacles seemed overwhelming, and so they *couldn’t*.

Consider This:

1. Do you know someone that overcame a challenge that to you seemed virtually impossible? What do you think was the key to their success?
2. What is the greatest challenge you ever overcame?

### **Lesson V: The Belief Cycle**

Objective:

For students to understand that big successes are made out of a long series of small successes. Many little successes both build momentum and, in time, become far more than what they seemed to be.

Recap:

#1) **Potential**: Appreciate that you have the potential to succeed

#2) Take **action**. Take your first practical step. Do something to get your idea / project moving.

#3) **Result**. Taking action creates the possibility to see results. No action = no results = no chance. Even negative results are helpful. They are often part of the path to success. #4) Results nourish **belief**. Once you take an action, and see positive results—even small results—that empowers the belief that you actually *can* be successful.

All success requires perseverance. Perseverance comes from knowing that the road to success is built step by step by step, and day after day after day.

The Ethical Entrepreneur:

1) *“Run to do a “light” mitzvah, the same way you run to do a “serious” mitzvah ... because one mitzvah leads to another.”* (Ethics of the Sages, 4:2)

2) *“A person is shaped by the actions he takes.”* (Sefer hachinuch)

Mitzvot, and all “good deeds” and positive actions have two outcomes. First, there is the immediate impact of doing something good, like helping a person in need. Additionally, every positive action also builds one’s inner character muscles. The more one *does* good, the better one *becomes*.

Taking action to do one mitzvah leads to another. But why?

- Because action creates momentum
- Action leads to tangible results.
- Results build the inner belief that one can do any mitzvah, the “light” ones as well as the more “serious” ones.

“Just as your thoughts control your actions, so too do your actions influence your thoughts. Even if a certain positive behavior is not your automatic way of being, when you continuously take positive actions, it becomes an integrated part of you.

How do you take action? By giving your hands and feet orders in such a way that they listen to you. Right now, move either hand forward. Then backwards. Then lift your hand up. Now stand up, or at least lift your feet. If you were able to do this, you have the ability to take action when you really wish to.” (Rabbi Zelig Pliskin, *Begin Again Now*, 27)

2) *“Rabbi Elazar used to give a coin to a poor man and then immediately begin to pray.”*  
(Baba Batra 10a)

*“Many have the custom to give tzedakah before beginning to pray.”* (Shulchan Orech Harav,  
Orech Chaim 92:10)

- The point of giving tzedakah before prayer is not to bribe God, it’s to slowly, day by day, sensitize ones’ heart to the needs of others.
- We all want God to see our challenges, and to help us.
- God wants us to see the challenges of others, and to help them.
- For this reason, while donating a hundred dollars to a cause is wonderful, in terms of transforming yourself into a more sensitive, giving person, it’s better to give a dollar a day for a hundred days, then to give a hundred dollars all at once.

1. Consider This:

Can you think of five reasons why you can be successful in life.

2. If someone told you that you “don’t have what it takes to be a success,” how would you reply?

### **Lesson VI: Deed of the Day journal**

Objective:

For students to understand that big successes are made out of a long series of small successes. Many little successes both build momentum and, in time, become far more than what they seemed to be.

Recap:

Adina wanted to become a better person, to do more with her life, and so ...

She created a Deed of the Day Journal.

- Every day she wrote something positive that she did that day, or something that made a difference.
- Even a small difference. Because small differences add up to big differences.
- Saying hello to a security guard at school isn't a particularly big achievement, but it was big enough to make it into Adina's journal.

The Ethical Entrepreneur:

Cheshbon Ha'Nefesh, Spiritual Accounting:

A thousand years ago, Rabbi Bachya ibn Pequda, authored one of the classic Jewish texts about personal growth and development, *Chovot Ha'levavot, Duties of the Heart*. The eighth chapter deals with the concept of cheshbon ha'nefesh, spiritual accounting.

- A cheshbon ha'nefesh is a private journal or chart where one chronicles aspects of one's life.
- Ideally, one writes in this journal on a daily basis and uses it as a way to reflect, assess, and grow.

Over the centuries, many of the greatest teachers of Judaism have emphasized the importance of a written daily "accounting" as a particularly powerful way to grow, succeed, and reach one's goals.

- If you own a smartphone, (iphone) you know that it has apps that throughout the day remind you to breathe, stand, walk etc. These daily reminders are designed to keep you on track with your health and at the end of the day you can see your accomplishments. It's just as important to be focused on your life/work goals and your emotional and spiritual health if you want to be truly successful. Set goals and review them each day.

Consider This:

1. Did you make a difference in someone's life today? How about yesterday, or the day before? In what way?
2. Start Right Now: Grab a piece of paper, a napkin, your Notes app, anything, and write down three things you did in the last week that made a difference. It doesn't matter how small, every difference counts.
3. Now, today, not tomorrow, get yourself a physical notebook, and start your own Deed of the Day Journal.

## **Module Two: The Formula for Success**

### **Intro: Success Formula**

Objective:

For students to realize that it's the small things that stand between launching something, and finishing with great results.

Recap:

Rosh Hashanah: Jews begin every year with a process of self-assessment and setting goals for the year to come. And we're not the only ones.

- People all over the world make resolutions at the beginning of each year.
- Incredibly, only 5% of people stick to their goals and commitments.
- This module is all about how you can become a member of that 5% club of successful people.

The Ethical Entrepreneur:

Rosh Hashanah I: The Hebrew word for year, *shana*, is related to the word *shinui*, change.

- Judaism believes in every individuals' ability to change.

- Every year is the beginning of a fresh opportunity for change.
- Change = the potential to grow, expand, and develop.
- A Rosh Hashanah view of life says that we are never prisoners of the past, and despite what we may or may have not achieved in previous years, we can always move forward on a new path to growth, accomplishment, and success.

Rosh Hashanah II: Rosh Hashanah is part of an annual process; a process of reflection, introspection, self-assessment, and planning for the future.

- This process begins a month before Rosh Hashanah, at the beginning of the month of Elul.
- That month is a time for reflection and assessment. Then comes Rosh Hashanah.
- Rosh Hashanah is a day for committing to new visions, directions, and goals.
- Rosh is then followed by another eight days of thinking about what it is that undermined our success in the past.
- After Rosh Hashanah, we arrive at Yom Kippur, where we discard that which held us back, and get ready to launch our lives into a new, more-productive-than-ever future.
- All growth and achievement takes process; thought, small steps, time, and effort.
- That's life.

Consider This:

1. What goal or commitment do you most regret not fulfilling?
2. List examples from your life, regardless of how big or small they might be, of when you set a goal and achieved it.
3. Ask three people about the most significant goal they set and kept, and what their secret to success was.

### **Lesson I: Own Your Stuff**

### Objective:

For students to appreciate the significance of choice, and the power that they have in their hands. An extension of choice is responsibility. If one's actions have an impact and make a difference, then we are responsible for making good, positive choices.

### Recap:

Life will either happen *to* you, or you will *make life happen*.

- The choice is yours.
- Another word for this choice is responsibility.
- There are all sorts of things in life that are beyond your control; what other people say or do is beyond your control, as is the weather or how your favorite team does this season, or even if there is a season.
- However, what is in your control, and what you are fully responsible for, is how you react.
- That's up to you. Own it.

### The Ethical Entrepreneur:

1) To be God like.

Human beings were created *b'tzelem Elokim*, in "God's image."

The Jewish understanding of "image of God," is that human beings possess freewill; the ability to choose.

- Yes, we are affected by our upbringing.
- Yes, we are affected by our society.
- But no, we are not bound by those influences. The great, core power within every person, that which gives every individual vast potential, is the ability to make

choices, and pursue goals and directions, despite whatever outside pressures we might encounter.



## 2) Blame or ...

“One who blames others for making him angry will never put in the work to overcome the negativity of anger. When one becomes angry, he shouldn’t blame others, rather he should take responsibility for himself, his reaction.” (Hegyonei Mussar, R. Ben Tzion Bruk)

- We’ve all said, “He-You-She made me so angry.”
- Our anger is rooted in inner dialogue, in the stories we tell ourselves about what other people said, and why.
- Those stories are ours, and we have the ability to take responsibility for changing them.
- When we do, we take charge of our own lives.

## 3) Criticism, or ...

When criticized we can become defensive, angry, even vindictive.

Imagine a doctor telling a person that he is on the verge of having a number of health problems and that the cause is excessive and unhealthy eating habits. Would that person get angry at the doctor, or would he say “Thanks doctor, I’m going to change the way I eat before it’s too late?” When we see criticism as an opportunity to grow, and not as a personal attack, we discover new ways to reach our potential. (Chochmah u’Mussar, R. Simcha Zissel Ziv)

Consider This:

1. Who “makes” you angry?
2. What do they do that triggers your anger? How do you feel when that happens? How do you react?

3. Imagine that person doing “what he always does,” and ask yourself, do I *have* to feel that way, or can I think about the situation in a way that I will feel differently? And, how can I react differently?

## **Lesson II: Visualize Your Outcome**

Recap:

Goals. S-M-A-R-T goals.

- S = specific. What do you want to achieve, and when.
- M = measurable. How much? How many?
- A = attainable. Shoot for the moon, but make sure you’ve got a rocket ship.
- R = relevant. Make sure it’s *your* goal, not one you are pursuing for others.
- T = time-bound. Set a deadline, and critical milestones to hit along the way.

Objective:

To understand that if you can see it, you can do it. This means that if one can picture not just the end goal, but the steps along the way, than what remains to be done is to make the effort to make those steps happen and make the goal a reality.

The Ethical Entrepreneur:

- 1) “Positive use of imagery is very important for mastering one’s emotions.” (Daat Chochmah u’Mussar, R. Yeruchom Levovitz)

2) “Make a list of positive scenes you can focus on. Take a few minutes to actually experience the feelings associated with those scenes.” (Gateway to Happiness, R. Zelig Pliskin)

- Visualize success, and use the feeling associated with it as a source of motivation.

3) “Who is wise? The one who can picture future outcomes.” (Talmud, Tamid 32a)

- Wisdom isn’t just about knowledge, it’s about using what you know now to envision the future so that you can turn it into a reality.

Consider This:

1. What’s a goal that you have right now? Imagine yourself the moment when you achieve it. How does that feel?
2. Make a list of three goals you have. Pick one, and picture yourself achieving it. See every detail of that experience.

### **Lesson III: Live a Committed Life**

Recap:

Obstacles and setbacks are inevitable.

- There will be people who question and even attack your ideas and goals.
- At some point, you will even doubt yourself.
- The key ingredient to overcoming challenges is commitment, and commitment is fueled by “why power.”
- Why power is a crystal clear understanding of *why* what your trying to do is so important.

Along with “why power” driven commitment to succeed, one also needs a deep commitment to personal growth, to becoming the best person you can.

- Your *why* connects you to something higher than yourself.

- When one is focused on, connected to, and driven by, something higher than one's own self and needs, then that bigger, higher factor itself becomes a source of nurturing, strengthening energy.

- 

Objective:

To understand the centrality of personal values to success. In terms of “why” this means, what are the ideals and values that are driving you. Secondly, that people who embody positive values and traits are the kind of people that succeed. To appreciate that personal growth and personal success go hand-in hand

The Ethical Entrepreneur:

1) When the Jewish people stood at the foot of Mount Sinai ready to receive the Torah, they were confronted with the issue of commitment. In the words of Rashi, the great 11<sup>th</sup> century Biblical commentator, God was saying to the people: *“If you commit to receiving the Torah now, from this point forth everything will be sweet. For all beginnings are difficult.”* But does this really make sense. Aren't all beginnings actually quite easy, and isn't the reason 95% of people don't follow thru with their commitments because things get tough, not sweet?

- It turns out that Rashi was addressing the nature of genuine commitment vs faux commitments.
- When a commitment isn't full hearted, then things get bumpy quickly.
- However, when a commitment is 100%, when it's true in the deepest part of your heart and soul, then it's unshakable and all obstacles are transformed into challenges that are rich opportunities for growth.
- That kind of commitment, that kind of beginning, is indeed difficult.
- However, when made, it guarantees success.
- Just ask the Jewish people.

- After all, even three thousand years later, we're still alive and well, firmly rooted in that original, deep commitment.

2) "*For a man is a tree in the field.*" (Deuteronomy 20:19)

From a small seed, to a sappling, to first fruits and beyond; a tree grows and grows. That's what trees do, and that's what people *are*.

- Your life is a growth process, the only question is will you commit, will you embrace and commit to growth—to using the fullness of your potential, and become all you can be—or not.
- Go for it.
- And remember, we're here to help you.

Consider This:

1. Who is the most committed person you have ever met?  
What do you think is driving his or her commitment?
1. Who do you admire as a growing person, as someone that keeps trying to improve?
2. List 1-3 ways you grown in the last year.
3. If you could improve one aspect of who you are as a person, what would that be?

#### **Lesson IV: Work Smart, Work Hard**

Recap:

There is no substitute for hard work.

- Kobe Bryant began his days at 4:00am.
- Elam Musk works 100 hours a week.

- Jeff Bezos, when building Amazon, worked 12 hours a day, 8 days a week. Actually he only worked 7 days a week, but you get the point.

However, it's important to keep in mind that while success demands great devotion, this does not mean that one has to blot out everything else in life.

- Balance in life is an important Jewish value. Keep this in mind: If your most important relationships are suffering because of your pursuit of success, then you may have lost sight of what a successful life truly is.

Nonetheless, success does take a lot, a very lot, of hard work.

But don't panic, while you must work hard, it's even more important to work smart.

Three keys to working smart:

- 1) Don't underestimate the power of small choices and actions. They add up and make a big difference.
- 2) Find a mentor. Successful people seek the wisdom of those who have excelled and succeeded.
- 3) Evaluate. Understand the things you've done right, more importantly, the mistakes you've made, and learn from both.

Objective:

To help the student internalize what they already know: No pain, no gain. No one ever achieved anything without hard work, lots of it. And, to emphasize, that it's worth it.

The Ethical Entrepreneur:

1) The Accomplishment Principle:

Q: What's the opposite of pain?

A: Pleasure. At least that's what most people will say.

T: Truth is, pain and effort are a requirement for pleasure and accomplishment.

- You want success, accomplishment, meaning?
- It's going to take a lot of work, effort, and even pain.

- If you think pain is the opposite of pleasure and accomplishment, then in pursuit of accomplishment, you will strive to avoid the pain of hard work, and that won't get you anywhere.
- In fact, the opposite of pain is comfort, and nobody ever became successful by pursuing comfort.

(Based on R. Noah Weinberg, *The Pleasure Principle*)

2) *"Make for yourself a Rav, and acquire a friend ..."* (Pirkei Avot. Chapters of the Sages, 1:6)

A Rav is a teacher, or a mentor.

- Our tradition teaches that to be successful, it's critical to have a teacher and guide—a mentor—someone that has your best interests at heart, and who is wise.
- Even if you haven't found a mentor, a friend can also be very helpful.
- A friend is also someone who has your best interests at heart, with whom you can share your ideas, thoughts, and struggles, and who will help you think things through.

Consider This:

1. What's the hardest you ever worked at something?
2. Is there someone you know whom you would like to be a mentor of yours?

### **Lesson V: System of Values**

Recap:

While there are formulas and steps for success, there is an intangible factor that often gets overlooked: Core values.

- You need to know what your non-negotiable, core values are as a person.
- Make sure that your goal, and the means you use to achieve that goal, are aligned with who you are, deep down, as a person.

### Objective:

To understand that before doing something important and meaningful for the world, you need to first understand what is important and meaningful for you.

### The Ethical Entrepreneur:

1) The beginning to personal growth, and the key to fulfilling one's unique potential, lies in being in touch with that which is at the core of one's being. You need to know what your unshakable "self" is in these areas:

- 1) Me as an individual.
- 2) Me as a Jew.
- 3) Me as part of the Jewish people.
- 4) Me as part of humanity.

(Based on Orot Ha'teshuva, R. Avraham Y. Kook)

2) *"The world stands on three pillars: The wisdom of the Torah, relationship with God, and acting kindly to others."* (Pirkei Avot. Chapters of the Sages, 1:2)

- In Jewish thought, every individual is considered to be a mini-world.
- Both every person, and the world at large, must be based on three core values
- One, the pursuit of wisdom.
- Two, being rooted in spirituality and a relationship with God.
- Three, caring about, and being kind to, other human beings.

### Consider This:

1. When did you have to take a stand for what you believed in, or what you thought was right or wrong? How did that make you feel about yourself?
2. Is there someone you know that you would call a person of solid principles?

What is it about them that stands out in your mind?

### **Module Three: Become an Entrepreneur**

#### **Intro:**

Recap:

Many people are professionally successful, financially successful, and yet personally unhappy?

- Why is that?
- Why do so many people who achieve their goals, and reach their dreams, wake-up every day feeling empty?

The answer is meaning, and meaning and kindness go hand-in-hand.

Objective:

For the student to understand that kindness isn't an extra credit part of life, it's fundamental. Success is built on the foundation of people whose lives are devoted to kindness.

The Ethical Entrepreneur:

*"For I declared, 'a world of kindness will be built.'" (Psalms 89:3)*

In Jewish thought, human beings are called, *shutaf b'maaseh beraishit*, which means, "partners with God in creation."

- God didn't have to create the world, but He did.
- That was an act of pure kindness — "the purpose of creation is to bestow goodness" (The Way of God 2:1).

Abraham, the founding father of the Jewish nation is most associated with one character trait, *chesed*, kindness.

- The nation that Abraham and his wife Sarah launched was a meant to be an entrepreneurial nation: entrepreneurs of kindness.
- As God’s partners, our most basic opportunity in life, is to be part of building a “world of kindness.”
- Just like “Rome wasn’t built in a day,” and just like company’s aren’t built overnight, neither is a good, kind, beautiful world.
- One day at a time, one kindness at a time, one effort at a time, and in time, we can build a beautiful world.

Consider This:

1. Why do you think it feels good to be kind?
2. Who do you know that to you personifies a kind person?

### **Lesson I: What Gives Your Life meaning?**

Recap:

There are all sorts of pleasures in life; a delicious meal, a day at the beach, curling up with a good book, getting a 1,000 “likes,” and many more. But none of them compare to meaning.

- Meaning is to life what going viral is to a youtube post.
- It not only outshines every other post, it can change everything.

Objective:

(similar to kindness from previous lesson)

For the student to understand that meaning isn’t an extra credit part of life, it’s fundamental. Success is built on the foundation of people who strive to fill their lives with meaning.

The Ethical Entrepreneur:

1) “*Why was the first human being created alone? So that he would say, ‘the world was created for me.’*” (Talmud, Sanhedrin)

- Rabbi Noach Weinberg would ask, “Created for me? What does that mean? That all the chickens in the world are mine to eat?
- Of course not! It means the world is mine.
- And if it’s mine, then *I’m responsible* for it.”

If there are problems in the world; if there is a lack of drinking water for millions, if there is abuse and human trafficking, if Israel is being threatened by BDS or a nuclear Iran, it’s up to *me* to do something about it.

- It’s my world, and I’m responsible.

2) Very Good. That means You.

At the end of each day of creation, God surveyed the landscape and, *vayar Elokim ki tov*, “And God saw that it was good.” Then, on the sixth day, after the creation of the first human beings, God saw creation as *tov meod*, “very good.”

- The creation of human beings wasn’t just the addition of another facet of creation, rather it was, and we—YOU—are, the only aspect of creation that bears responsibility for the entirety of creation, and that changes everything.
- The creation of people was the creation of responsibility, and the presence of responsibility is a radical distinction between people and all other creatures, no matter how good or beautiful they may be.
- Everything God created is good, we are spectacular: Spectacularly responsible.

Consider This:

1. Do you have a friend that needs help with something in her life, and you actually think you know how to help?
2. Among your friends, in your school or community, what social problem exists that you would like to see solved?

## **Lesson II: Become an Entrepreneur**

Recap:

Not only is there nothing wrong with making money, but it's a good thing. At the same time, it's not what life is about.

- Life isn't about figuring out how to make money, it's about figuring out how to use the money you earn to make a difference.
- In learning about entrepreneurship, you learn about both: making money, and making a difference.

Objective:

Similar to kindness and meaning in earlier lessons, the goal is to help students think about life in a larger, deeper context.

This lesson is an opportunity to have a discussion about what gives our lives meaning. The notion of being connected, and devoted to, something beyond one's self. Like—

- Community
- Family
- Humanity

The Ethical Entrepreneur:

*“There is nothing more damaging [to human potential] than fear ... and the most damaging of all is the fear of thinking, for this dums the most beautiful aspects of a person ... a person needs to be brave, and to think as big and broad as possible ... and the key to all the challenges facing the Jewish people in our era is to understand that when it comes to thinking, there is absolutely nothing to be afraid of.” (Rabbi Avraham Y. Kook, *The Fear*)*

- Rabbi Kook believed and taught that inside, every person possesses a set of magnificent wings, the “wings of eagles.”
- The key to soaring is to think, think, big, and not to fear thinking even bigger than big.

Mr. Harvey Hecker, international president of Aish HaTorah summed up the philosophy of Rabbi Noah Weinberg, as follows:

- Think.
- Think big.
- Think can.
- Think how.
- Think now.

Consider This:

1. What’s the biggest risk you’ve ever taken?
2. Are you afraid of risks?
3. Do you know someone who took a risk and it paid off?
4. Consider talking to that person about how they were able to take that risky step.
5. Amazon disrupted the retail industry. What would you like to disrupt?

### **Lesson III: Social Entrepreneurship**

Recap:

Not everyone wants to start a business, but everyone wants to make a difference.

Social entrepreneurship is about—

- Seeing community or society-based problems.
- Thinking about potential solutions
- Creating a plan
- Finding a way to get the job done.

The Ethical Entrepreneur:

*“In a place where there is no man, be a man.”* (Ethics of the Sages 2:5)

1. This tells us two things: If you see a need in society, and no one is addressing it, well, that need just became your job.
  2. You are a very capable person. You have abilities and potential far beyond what you may realize. And a key to unlocking all that potential, is found in taking responsibility.
- Theodore Herzl was a journalist who saw a need. And he created modern Zionism.
  - Sarah Schnerer was a young seamstress in Cracow, Poland. She saw a need and created Bais Yacov, a network of schools that extended throughout Europe, and today, in the United States and Israel as well.
  - Adi Altsculer was a sixteen year-old volunteer helping a special needs child. She saw a need, and created Krembo Wings, an organization that today helps thousands of children and families all across Israel.

2) *“Each person must look at themselves and imagine that the whole world hangs in the balance. The world is precisely half meritorious, and half guilty, and one’s actions can tip the scales in one direction or the other.”* (Rambam, Hilchot Teshuva)

- You *can* tip the scales of history.
- Karl Marx, the father of Communism famously said, “religion is the opiate of the masses. Clearly he wasn’t familiar with Judaism.

- Judaism says that each individual has in his or her hands, within his or her choices, the ability to move the world in one direction or another. That's a lot of responsibility.

Consider This:

1. Is there a social entrepreneur that you admire?
2. Can you describe the problem he or she saw, and what they did about it?
3. Do you believe that you too can make a difference? Why or why not?

### **Module Four: Fall back, fail Forward**

#### **Lesson I: Failure Breeds Success**

Recap:

At the heart of success, there is something ironic hiding in plain sight: Failure!

- No one wants to fail.
- Everyone is afraid of failure.
- Failure doesn't get rewarded.

And yet, ironically ...

All success in life is built on failure, and the more successful people are, it's usually the case that those very same people are some of the biggest failures there are.

Objective:

For students to realize two points about failure:

1. They're not alone. Everyone is afraid of failing.
2. All successful people agree that failure is part of the success formula.

The Ethical Entrepreneur:

1) *"There is no comparison between one who studies a topic a hundred one hundred times, and one who studies it a hundred and one times."*

(Talmud, Chagiga 9b)

- Really?
- No comparison?
- Wouldn't you think that studying and reviewing a topic 100 times is amazing, and one more time is just a little bit more?
- What were the sages of the Talmud trying to tell us?

The idea is this: Someone who studies a topic 100 times does so because they haven't fully grasped it yet. One hundred times represents their desire to succeed. It also represents a limit: "Look, if I don't get it after a hundred attempts, clearly I never will."

Attempt number one hundred and one says, "Who knows, perhaps the first 100 times were exactly what I needed to get to the point where I could finally be successful."

This perspective transforms "failures" into building blocks.

2) *"And the servants of Isaac dug in the valley and found there a well of fresh water."* (Genesis 26:19)

Isaac's servants set out to find a source of water. The Torah doesn't say they *found* a well, but rather they found it ***there.***

- This tells us that they found it there, but not in all the other places they tried.
  - In other places they dug and dug, but found nothing. In other places they dug, found water, only to have it stolen by others.
  - But they didn't give up.
  - "There" is the place that, following numerous failures, they were finally successful.
- (R. Yisroael Meir Kagan)

Consider This:

1. Why are people so afraid of failing?
2. Are you afraid of failing? Why? What actually are you afraid of?
3. And if you do fail, what's the worst thing that can happen?

## **Lesson II: From Rags to Riches**

Recap:

She was broke.

- Unemployed.
- Divorced
- Struggling to raise three young children, and
- Clinically depressed.

Her name? J.K. Rowling.

*"Rock bottom became the solid foundation on which I rebuilt my life."*

J.K. Rowling, author and billionaire

Objective:

Inspiration. Not every person is going to become a best-selling author, and not everyone could go through what J.K. Rowling went through. Nonetheless, when we see the almost

unbelievable strength that some people have, we realize that our own strength and potential may be more than we think, or give ourselves credit for.

The Ethical Entrepreneur:

1) *"If I ascend to the heavens, there You are; and when I descend to the pit, here You are."*  
(Psalm 139:8)

- It's one thing to find what you are looking for when you are soaring, but it's another thing to also find what you are looking for when you stumble, fall, and everything is falling apart around you.
- A critical key to success is to know that the lessons, tools, insights, and skills you need to succeed are found as much through failure as they are through success.  
(Chassidic Masters)

2) *"Between inspiration and implementation, there is always a necessary transition. This transition not only includes obstacles, but must include obstacles. Though this can be a time that threatens one's success, it is also critical to success."* (R. Tzvi Yisroel Tau, vol. 14, Raz Torat Ha'hefsek,)

- On the one hand, nobody wants to fall, nobody wants to face difficulties.
- At the same time, they are the only way to draw out the full potential inherent in any great, inspired idea.
- Ironically, the bridge from inspiration to success is made out of failure.
- This does not mean, however, that one must hit rock bottom, and suffer total failure in order to succeed. It does mean, however, that setbacks are inevitable, and ultimately helpful.

Consider This:

1. Do you know anyone who hit rock bottom, and found their way out?
2. Make a list of times you have failed, and what you learned from those experiences.

### **Lesson III: Success is Right Around the Corner**

Recap:

Alex was in the Shark Tank, and the Sharks were laughing and laughing.

- Alex paid no attention.
- He kept kicking and kicking—literally—at a locked door.
- Eventually, one last kick shattered that door, stopped the Sharks laughing, and
- Alex landed a major investment.

Objective:

Stay focused on your goal: When a person first learns to drive, they are extremely aware of all the possible dangers on the road. Ironically, paying too much attention to potential dangers can either stop one from proceeding or lead to crashing. As one gets used to driving, one gets used to noticing and being aware of possible obstacles, but not being intimidated or overwhelmed by them.

The Ethical Entrepreneur:

*“The task is not yours to complete, yet you are not permitted to stop trying.”* (Ethics of the Sages 2:16)

One of the keys to success is to not be solely focused on succeeding, but instead on trying, and trying, and trying again.

- Your task may be to build a business, help people in need, or make a difference in the world.
- Don't think that if you don't succeed, that you have failed. No.

- By not giving up you will accumulate successes along the way.
- Those incremental successes will ultimately lead to the great breakthrough success you have your eyes on.
- The opposite of success isn't failure.
- It's giving up.

2) *"According to the pain and the effort is the reward."* (Ethics of the Sages 5:23)

- Wouldn't it be exhilarating to climb Mt. Everest?
- How about being flown to the top in a helicopter? Would that be equally as exhilarating?
- Clearly not. Why is that?
- Effort, trial and error, and being pushed to one's limit = great fulfillment and satisfaction.
- Gifts are nice, but they rarely = fulfillment and satisfaction.

Consider This:

1. Did you ever give up on a goal only to regret it?
2. Why did you give up?
3. If you could do it over, what would you do differently?

#### **Lesson IV: Fall Early, Fall Often, Fall Forward**

Recap:

Getting an A in a course is success.

Leading your team to victory is success.

Doing a great job at anything is success.

- And so is failure.
- Failure is success when we learn from it.

- Failure is success when we find motivation from within it.
- Failure is success when we use it to fuel more determination than ever.

Objective:

For students to internalize one of life's great truths. Failure is often the greatest teacher.

The Ethical Entrepreneur:

*"Seven times the righteous man falls and gets up."* (Proverbs 24:16)

- Seven times, that's it?
- To become a righteous person all one has to do is overcome seven obstacles and then he's finished?

Perhaps not.

The world was created in seven days. Our week is seven days long.

- Seven represents the context of the world we live in.
- The fabric out of which our world is woven, is *sevenness*.

Falling seven times means that falling and getting up is woven into the basic fabric of life.

That's what life is:

- Trying.
- Falling.
- Getting up.
- Striving.
- Fallin.
- Getting up.
- Over and over and over.

That's life, and that's the path to success, all success.

Consider This:

1. Who is your hero in life?
2. Has that person fallen, failed? How did he or she respond to failure?