



L.I.F.E. Curriculum
(Lambert Institute For Entrepreneurship)
Sporty Marketing Group Entrepreneurship Academy

Goal:

Instill the entrepreneurial spirit into the next generation of leaders by showing them the fundamentals of owning and operating a business that they conceptualized.

Method:

Provide students with the tools and wealth of knowledge necessary to form an actual startup business utilizing their intellectual capital.

Program:

We facilitate college and career readiness by bringing young business owners from various industries to engage students through business coaching/mentorship. Our programs expose students to life skills necessary to excel beyond the classroom.

Preface:

An individual's goals and future are refocused when one can see himself reflected in the framework of success. We reveal this framework by bringing young business owners from various industries to engage students through training and mentorship. Although the pathways to purpose and sustainability may vary, the principles that pave it are the same. Integrity, determination, vision, leadership, teamwork, and communication lay the foundation for every career. The goal of the Sporty Marketing Group Entrepreneurship Academy is to facilitate college and career readiness by exposing young people to the skills necessary to excel beyond the classroom and the cubicle. Each entrepreneur has a vested interest in the success of the coming generation. This commitment bridges the gap between the ambassadors of today and the leaders of tomorrow.

With a network of nearly 200 entrepreneurs nationwide, our program draws on the expertise of professionals from varying spheres of influence. Every speaker in the program is under 35 years old and draws on their unique experience to relay the challenges and opportunities faced on the road to success. Our core team includes merchants, tech developers, talent agents, realtors, project managers, and orators each driven by the collaboration, equity, and effectiveness seeded in innovation. Although



the brands are diverse, our goal is the same: To show the next generation that regardless of adversity they have the ability to choose their own method and manifestation of success.

Solving Real World Problems

The new standards we apply are intended to be relevant to the real world, reflecting the knowledge and skills that our young people need for success in college and careers and which will place them in a position in which they can compete in a global economy. Having a miniature society within a school provides students the real world context within which to make these connections continually throughout the day.

Example: The students are broken into groups, tasked with creating a new product that would fit within a “Sporty Goods Store” (general store), and would ultimately bring that product to life. On the last day of the 8th module, the students that sold the most products would win a prize. We’d partner with a local distribution outlet (or secure funding) to help bring this to fruition. Our hope is to introduce our youth to the field of entrepreneurship while reinforcing teamwork, critical thinking, and hard work.

Shifting The Burden Of Learning From The Teacher To The Student.

Many students see little connection between their school work and the outside world but for our children, connections are visible and valuable. School is no longer a string of disconnected classrooms but a school-wide economy for students to manage. Consequently, their roles change dramatically. No longer are they 8am – 3pm desk jockeys, but rather students are tasked to apply content area learning to real life. They don’t just learn about decimals and percentages, they use them in the bank, marketplace and in running their own businesses as private and social entrepreneurs. They don’t just learn about words and sentence structure, they fashion opinions and submit them for publication in the local newspapers or present their arguments during in class conflict resolution disputes. When these students are presented with authentic problems to solve, they are intrinsically motivated to find answers. Instruction becomes more rigorous and relevant. In traditional schools, success is defined in narrow academic terms; so is failure. We transform schools into institutions of hope by connecting youth to meaningful work and making them feel useful.



Module 1: An Entrepre-what? The Not So Eazy - E

- What is an Entrepreneur?
- Identifying true characteristics vs speculation
- How easy “it isn’t” to be an entrepreneur
- The importance of the idea stage
- Moving from the product based economy to a service based economy

Module 2: StartUp from The Bottom

- No ideas original: The idea stage
- Innovation vs invention
- Identifying revenue opportunities within ideas

Module 3: What They See Determines What You Get

- Cleaning up your social media
- Social media strategy
- Identifying/targeting your audience

Module 4: Black Ties Matter

- One chance to make a first impression
- Why Appearance matters in business
- Your appearance is more than your looks and your clothes

Module 5: Mind On My Money, Money On My Mind

- Effective money management
- Bookkeeping for dummies
- Investment strategy

Module 6: It’s Not What You Know, It’s Who Knows You

- The power of networking
- The science of reputation

Module 7: Even the Boss Takes Out the Trash

- Making tough decisions
- Team Building
- Effective communication improves all relationships
- Financial literacy is a must

Module 8: Success Sold Separately

- Future planning
- Schools are wrong about FAILURE
- Identifying the lesson in every failure



About:

Rashaad Lambert, affectionately known as ‘Spit’, is a perpetual entrepreneur, marketing strategist, business consultant, experiential philanthropist, curator & visionary hailing from Philadelphia.

He is the CEO of [Sporty Marketing Group](#), [Cerebellum H2O](#), TL Marketing Solutions, and Marketing Director for [MyNewPhilly.com](#) & the Philadelphia/South Jersey Brand Ambassador for [Uber](#).



Rashaad also currently holds senior level positions at several other companies including Vice President of [Tabb Management Firm](#), [I Am Not A Rapper LLC](#), iSpit Marketing and Consulting Solutions, The M.O.O.R. Group (where he is Executive Director), Sporty Boyz Mobile Detailing where he is the Owner & CEO, Director of Marketing for [‘Star & BucWild’](#) Media, & co-founder of popular online radio show [“#PodcastWednesdays”](#)

Rashaad serves as a member and/or sits on the board of directors of several local and international non-profit organizations such as: Annual Philadelphia Inter-Communal Giveback Feast & Concert, Dreams over Violence, Friends for Justice, Hope Worldwide, AmeriCorps, 18th District Community Town Watch, West Philadelphia Youth Chess Association, Marcus Garvey’s UNIA-ACL, Keys to the City, Global Power Brokers, & many more.