



### Excellent Work! *How Molly Moon Achieved the Ice Cream Dream*

[www.theNEDshow.com/lessonplans](http://www.theNEDshow.com/lessonplans) Length 3:45

At age 8, Molly Moon ran lemonade stands. Today, she runs Seattle’s most successful ice cream business! In this video, students will meet someone who accomplished something big through working hard and believing in herself.

### THEMES



Rewards of Working Hard  
Overcoming Obstacles  
Never Giving Up  
Chasing Dreams

### Build Background

Do you like ice cream? We’re going to meet someone who probably loves ice cream even more than you do! Her name is Molly and she started a business that makes and sells delicious flavors of ice cream. A *business* is making, buying and/or selling something like a product (e.g. ice cream) or a service (e.g. haircut). There are about 23 million small businesses in the US. Anyone can start a business; the tricky part is keeping it running! What do you think it takes to be a successful business owner?

### Key Vocabulary

business  
career  
employees  
success  
impossible  
believe  
prove  
achieve

### Discussion Starters



Choose the appropriate questions for the learners in your classroom:

- Remembering**

  - What businesses did Molly have as a kid?
  - What is Molly’s job now?
  - Who encouraged Molly to open an ice cream shop?
  - How many ice cream shops does she own? Where are they located?
- Understanding**

  - Describe how Molly started her business? What was easy? What was challenging?
  - Why does Molly need to know math for her business?
  - What does *success* mean to Molly?
  - Why do you think people thought Molly couldn’t start her own business?
  - Why did Molly’s mom think she could open an ice cream shop?
- Applying**

  - How does the N, E and D of NED show up in Molly’s story.
  - Molly started off selling lemonade. What are some businesses you could start now?
  - What is something big that you could accomplish this year if you worked really hard towards it?
- Analyzing**

  - Do you think owning your own business is easy or hard? Why?
  - What evidence is in the video to make you think that Molly is successful?
  - Molly says, “Little things add up.” What does that mean?



# Video Lesson Plan, Continued

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- Evaluating** If you could ask Molly any question, what would you ask her? Why do you want to know that?  
How do you think Molly felt when she served her first ice cream cone?  
What could you do now to help you start a business when you grow up?
- Creating** Dream of opening your own business as an adult. What would it be?  
What are other ways you can achieve excellence and pursue your own dreams?

### Writing Prompts



*Choose the appropriate prompt for the learners in your classroom:*

Write a letter to Molly congratulating her on achieving excellence. In your own words, describe how she never gave up and did her best. If you would like to mail your letters, address them to:

Molly Moon Neitzel  
1122 E Pine St #1448  
Seattle, WA 98122

Every person can do something big like Molly. What's your big dream? What would it take to make your dream come true? Write your plan, including details about what you'll need to do as an elementary student, middle school student, high school student and beyond. Include how the NED traits can help you along the way.

What you're learning in school today will help you in the future in surprising ways. Think about three interesting jobs such as architect, police officer, pilot, waiter, mechanic, coach, nurse, musician. How would creative skills, math skills, and writing skills help you to be successful in these jobs.

### Activities



*Choose the appropriate activity for the learners in your classroom:*

**Flavorful Graph** Graph your classroom's favorite flavors of ice cream (possible categories: *chocolate, vanilla, I don't like ice cream*, etc). Draw conclusions from the graph, such as: which ice cream is the most popular? Least popular? How many more kids like one flavor over another?

**Cone of Character** What do you need to achieve excellence? Use the printable to build a NED ice cream cone and stack up scoops of important character traits that you need. Suggested words are *determination, perseverance, kindness, respect, caring, imagination, courage, loyalty, honesty, ambitious, humor, fairness, wisdom, intelligence and leadership*. Instruct students to write their name on the cone, pick words from the list or brainstorm additional traits, and write a trait on each ice cream cone ingredient. Don't forget to put the cherry on top!

**Ask an Achiever** Brainstorm a list of businesses in your community. Pick a favorite and research who started the business, how it got started, what obstacles they overcame, what they had to do to build the business, who encouraged them, etc. Interview them if possible. Report back to the class.



PRINTABLE:

*Cone of Character*

Name: \_\_\_\_\_

Build a NED ice cream cone! Label each ingredient with a character trait that you need to achieve excellence. Cut out the ingredients and stack up the scoops of character traits to create something excellent!



