



TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

When Mark says: “As the business evolves, the goal posts shift and change.” What is he referring to? Is it possible that as a business evolves/grows, it may lose sight of its core values?

QUESTION 2

Considering the industry risks, what challenges do you think Birch Bark may face in the future?

QUESTION 3

In what ways can entrepreneurs challenge the status quo?

QUESTION 4

Is it possible for a brand to continue to grow quickly while holding onto its product standards?

QUESTION 5

Which Indigenous teachings do you think resonate the most with you or consumers in general?