



## Jorge Fierro: An Entrepreneur's Journey

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

In videos Part I, II, and III, Jorge Fierro shares his journey, starting when he was a boy in Mexico to becoming one of Salt Lake City's most successful and beloved entrepreneurs. His humble story is full of struggles. And during each of these struggles, Jorge always saw opportunities. Seeing opportunities in struggle, Jorge says, is essential to becoming a successful entrepreneur.

As you watch the Video Part I, in the first column record the struggles Jorge experiences; in the second column record the opportunities Jorge saw, allowing him to move forward. In the last column, note what you found interesting, surprising, or were inspired by. Then answer the questions below Table 1.

**TABLE 1: VIDEO PART I: Leaving Mexico for the United States**

Struggles	Opportunities	Interesting Details

Did you see any signs in Jorge's early life that indicate he will eventually become a successful entrepreneur? Explain.

What does Jorge learn about himself while shepherding in Wyoming?

**TABLE 2: VIDEO PART II: The Road to Becoming A Salt Lake Entrepreneur**

As you watch Video Part II, in the first column record the struggles Jorge experiences; in the second column record the opportunities Jorge saw, allowing him to move forward. In the last column, note what you found interesting, surprising, or were inspired by. Then answer the questions below Table 2.

<b>Struggles</b>	<b>Opportunities</b>	<b>Interesting Details</b>

What does Jorge say the 'American Dream' is not?

What does Jorge say the 'American Dream' is?

What are some of the things Jorge says are important in starting and running a successful business?

Why does Jorge have "Pay It Forward" tattooed on his arm?

**TABLE 3: VIDEO PART III: On Art, Community, And Giving As Pathways To Success**

As you watch Video Part III, in the first column record what Jorge says about art and artists; in the second column record what Jorge says on community; and in the last column, describe how Jorge defines success. Then answer the questions below Table 3.

Jorge On Art & Artists	Jorge On Community	Jorge On What Is Success

How did Jorge engage in philanthropy?

What else did Jorge say that you found interesting?