

# Insiders Guide to the Business Storybook Series Lessons

## THE CAPITAL ONE STORY

The Business Storybook Series offers a variety of lessons that can be translated into planned activities and programs in which educators can develop lesson plans around.

Below are a few high-level concepts and references in the series that we think could be used as a way to develop lessons around for your students.

### **Building a Brand and Bank from Scratch**

One of the key plays for Capital One was to differentiate themselves from their competitors, they saw their competitive edge in their IBS, rather than in their brand recognition like many of the bigger brands like American Express. (PG 27)

### **Expanding Beyond Plastic**

Differentiation requires experimentation, and it's not always an overnight success. In this section, you'll learn how Capital One dealt with their successes and failures, and how they rallied to keep trying. (PG 40)

### **From Startup to Too Big to Fail**

Eventually, a startup must stop being considered a startup. See how Capital One moved from the new kids in the credit industry to proven success. (PG 56)

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### Preparation

As a company that saw success in the early 2000s, one thing that could have proved them wrong was the recession. In this section, you'll learn how Capital One made winning wagers to be prepared to deal with the hard times. (PG 67)

\*Note there are many more examples in the book to discover.

### PROJECT

After twenty-five years in business, Capital One is still considered one of the younger entrants in the financial industry. But they've earned their place in consumers' wallets due to their commitment towards offering something unique to them.

We challenge you to think of an industry that often is resistant to change but has stayed relevant due to necessity in our daily lives. Pair up and discuss how you would approach this industry with a new offering that could reinvigorate their industry.