

# Insiders Guide to the Business Storybook Series Lessons

## THE NBA 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.

### 🏀 **The Founding and Startup Years**

The NBA we know today didn't get its start without a few bumps and bruises. The NBA was a form of basketball that the world had never seen before. (PG 1)

### 🏀 **Major Competition**

New entrants will always enter the market, ready to upset the status quo, and that's exactly what happened in the 1960s with the introduction of the ABA. (PG 30)

### 🏀 **Going Global**

In 2019, there were more than 100 international athletes that have played in the NBA, but it wasn't always so inclusive. Learn how the NBA's global approach to marketing made it become the world's most popular sport, only second to soccer. (PG 82)

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

# Insiders Guide to the Business Storybook Series Lessons

## THE NBA STORY

### PROJECT

The NBA has a longstanding history of being one of the most forward-thinking sports leagues in the world, including its appeal to global audiences. From social media success, its attendance records, media access, and sponsorship opportunities, they've paved the way for many businesses to reach new heights.

*We challenge you* to consider a company outside of the organization and how it can pitch itself to be a unique brand extension opportunity for the league.

Work in groups to decide on an existing company and offer two-to-three individual pitches you could give to an NBA executive to partner with you.