

SimpleJoy | SaralAnand

The Entrepreneurial Family Starter Kit

Four Weeks to Your First Kitchen Table Conversation

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Idea Notebook The Box Breathing Practice Card · The Family Pledge

"Don't be awed. Create awe."

Vishnu Shanker | Nivedita Shanker

SimpleJoy | SaralAnand Foundation · simplejoyfamily.com

#UdyamMaa_EntrepreneurialParent — free weekly parent videos at simplejoyfamily.com
#UdyamMe_EntrepreneurialChild — free weekly children's animation at simplejoyfamily.com

HOW TO USE THIS WORKBOOK

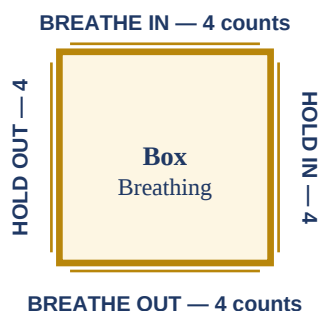
This workbook gives your family four weeks of structured conversation and practice. Each week takes about 20–30 minutes — ideally at the kitchen table, together. You do not need any special knowledge or preparation. Everything you need is already here.

The one rule: **do it together**. Not the parent alone, not the child alone. Together, at the table, with the notebook open.

STEP 1 Read the week	STEP 2 Do the breathing	STEP 3 Do the challenge
Read the week's core idea and the Dadu story together aloud.	Always start with Box Breathing — 3 cycles minimum. Never skip.	Fill in the writing boxes together. Sign the weekly pledge.

THE BOX BREATHING PRACTICE

Before every Home Challenge — three full cycles, parent and child together. This is not optional. It is the single most important minute of every session.



Do at least 3 full cycles together before beginning.

This Starter Kit covers Weeks 1–4 of the SimpleJoy | SaralAnand program. The full 52-week program — free weekly videos for parents and children — is available at **simplejoyfamily.com**.

WEEK 1

PILLAR 1: START AT HOME

The Noticing Question

The one question that starts everything

DADU'S STORY

When Dadu was a young man in his village, his uncle ran a small market stall. Every evening when Dadu came home from school, his uncle asked him one question: "What did you notice today that was different from yesterday?" Not "how was school." Not "did you do your work." What did you notice. Dadu says he did not understand the question at first. But after a few weeks he found that he was noticing things all day long — because he knew he would be asked about them. That habit of noticing — built one evening question at a time — never left him.

THE CORE IDEA

Every entrepreneurial family has one thing in common. Not wealth. Not education. A regular, genuine conversation between parent and child about what the child noticed that day. Not what happened to them — what they *noticed*. What seemed wrong, or interesting, or possible. This question, asked genuinely and listened to carefully, is where everything begins.

""What did you notice today?" — asked every evening, genuinely, with the notebook ready."

HOME CHALLENGE #1 — THE NOTICING QUESTION

1

Box Breathing

Sit together. Three full cycles. Both of you.

2

Ask the question

Parent asks: "What's the most interesting thing you noticed today?" Do not suggest an answer. Wait. Write down what the child says — exactly.

3

Go deeper

Ask one follow-up: "What made you notice that?" Or: "What do you think is causing it?" Do not evaluate. Just listen.

4

Parent's turn

Parent shares one thing they noticed today. Something that surprised them, bothered them, or made them curious.

5

The pledge

Both say aloud: "I notice things. I ask questions. I build."

WRITE IT DOWN**WHAT MY CHILD NOTICED TODAY — EXACT WORDS**

WHAT I NOTICED TODAY

ONE FOLLOW-UP QUESTION I ASKED

WEEK CHECKLIST☐ Box Breathing done (3 cycles)☐ Child's answer written down☐ Both said the pledge☐ Noticing question asked☐ Parent shared their noticing☐ Idea Notebook entry made**THE WEEKLY PLEDGE**

Parent says: "I came to this program to help my child build something. This week I showed up."

Child says: "I am not a job seeker. I am a creator. This week I took one small step."

Both sign below:

Parent signature: _____

Child signature: _____

WEEK 2

PILLAR 1: START AT HOME

The Coaching Switch

From giving answers to asking questions

DADU'S STORY

Dadu's cousin taught him to fly a kite when he was nine years old. But he did not hold the string for him. He stood nearby and asked questions. "What happens when you pull like this?" "What would happen if you let out more string?" "What do you think the wind is doing?" Dadu made mistakes. The kite crashed three times. His cousin never took the string. By the end of the afternoon, Dadu could fly the kite himself. His cousin could have flown it for him in thirty seconds. Instead, he gave Dadu something that lasted sixty years.

THE CORE IDEA

The parent who gives the answer is solving today's problem. The parent who asks the question is building tomorrow's problem-solver. These are not the same investment, and they do not produce the same return. The three coaching questions are simple: **What do you think? What have you tried? What's stopping you?** This week, use them. Every time your instinct is to solve — pause. Ask instead.

""What do you think? What have you tried? What's stopping you?" — three questions that change everything."

HOME CHALLENGE #2 — THE COACHING SWITCH

1

Box Breathing

Sit together. Three full cycles. Both of you.

2

The catch

This week: every time your child brings you a problem, catch yourself before you answer. Pause. Ask one of the three questions instead.

3

Practice round

Right now: parent poses a small problem. Child asks one of the three coaching questions back. Swap. Practice the questions.

4

Record the moment

Write down one specific moment this week when you used a coaching question instead of giving the answer. What happened?

5

The pledge

Both say aloud: "I ask before I answer. I build thinkers, not followers."

WRITE IT DOWN**ONE MOMENT I ASKED INSTEAD OF ANSWERED — WHAT HAPPENED**

WHAT MY CHILD SAID WHEN I ASKED "WHAT DO YOU THINK?"

HOW IT FELT TO NOT GIVE THE ANSWER

WEEK CHECKLIST

- | | |
|--|---|
| ☐ Box Breathing done (3 cycles) | ☐ Three coaching questions practiced |
| ☐ One coaching moment recorded | ☐ Problem-solving observed in child |
| ☐ Both said the pledge | ☐ Idea Notebook entry made |

THE WEEKLY PLEDGE

Parent says: "I came to this program to help my child build something. This week I showed up."

Child says: "I am not a job seeker. I am a creator. This week I took one small step."

Both sign below:

Parent signature: _____

Child signature: _____

WEEK 3

PILLAR 4: ACTION OVER THEORY

The First Experiment

Close the notebook. Knock on the door.

DADU'S STORY

Before Dadu's first sale in America, he spent two weeks preparing. He had notes. He had a script. He had practiced his pitch in front of the mirror. On the day he finally knocked on the first door, he forgot everything he had prepared. The customer asked a question he had not anticipated. He answered honestly. The customer bought. Dadu says the two weeks of preparation were not wasted — but the one knock taught him more than all of it. You cannot learn what happens at the door from anything except the door.

THE CORE IDEA

The plan that is never acted on is not a step toward the thing. It is a substitute for it. The experiment mindset treats every action not as a success or a failure but as a data point — something to learn from. This week, your child runs their first experiment. Not a finished product. Not a perfect plan. One small action, taken this week, designed to find out one specific thing.

""The notebook is not the business. The knock on the door is the beginning of the business.""

HOME CHALLENGE #3 — THE FIRST EXPERIMENT

1	Box Breathing Sit together. Three full cycles. Both of you.
2	Identify the experiment Name one small thing your child has been thinking about doing but has not started. It can be anything — a drawing to show a neighbor, a question to ask a shopkeeper, a simple thing to make and offer.
3	Design the experiment Three questions: What are you trying to find out? What will you do? How will you know what you learned?
4	Do it this week Before the week ends, the experiment happens. Parent does not do it for them. Parent stays close.

5

Record what happened

After the experiment: write down what actually happened. Not what should have happened. What did.

6

The pledge

Both say aloud: "I try things. I learn from what happens. I try again."

WRITE IT DOWN**THE EXPERIMENT: WHAT WE TRIED AND WHAT WE WANTED TO FIND OUT**

WHAT ACTUALLY HAPPENED — EXACT DETAILS

WHAT WE LEARNED THAT WE DID NOT KNOW BEFORE

WEEK CHECKLIST

- | | |
|---|---|
| ☐ Box Breathing done (3 cycles) | ☐ Experiment designed (3 questions answered) |
| ☐ Experiment completed this week | ☐ Outcome recorded honestly |
| ☐ Learning named specifically | ☐ Both said the pledge |

THE WEEKLY PLEDGE

Parent says: "I came to this program to help my child build something. This week I showed up."

Child says: "I am not a job seeker. I am a creator. This week I took one small step."

Both sign below:

Parent signature: _____

Child signature: _____

WEEK 4

PILLARS 1–4 COMBINED

The Idea Notebook*The tool that ties everything together***DADU'S STORY**

Dadu has kept a notebook for forty years. Not a diary. Not a journal. An idea notebook. In it: the questions he noticed during the day that he did not know the answer to. The things that bothered him. The gaps he saw. The small experiments he ran and what they taught him. He says the notebook is not where ideas come from. It is where ideas are kept safe long enough to become something. Most ideas arrive and leave in thirty seconds. Written down, they stay. And sometimes, much later, two ideas that arrived months apart turn out to belong together.

THE CORE IDEA

The Idea Notebook is the one tool that runs through all fifty-two weeks of the SimpleJoy | SaralAnand program. It is not a special book. It is any notebook your child will actually use — small enough to carry, permanent enough to keep. This week you set it up together and make the first three entries: one thing noticed, one question without an answer, one experiment to try.

""The Idea Notebook is where the noticing goes, so it does not disappear.""

HOME CHALLENGE #4 — THE IDEA NOTEBOOK**1****Box Breathing**

Sit together. Three full cycles. Both of you.

2**Choose the notebook**

Together, choose a notebook. Physical and personal — your child should want to pick it up. Write their name on the first page. Date it. This is a record that will matter.

3**First entry: one thing noticed**

Write down one thing noticed this week — from Week 1 or something new. Date it.

4**Second entry: one open question**

Write one question your child has that they do not know the answer to. Not a school question — a real question about how something works or why something is the way it is.

5

Third entry: one experiment to run

Write one small experiment to run next week. Based on Week 3 or something completely new.

6

The four-week review

Look back at Weeks 1–3 together. What changed? What did you learn? Write one sentence each.

7

The pledge

Both sign the first page: "I notice. I ask. I try. I record. I build."

WRITE IT DOWN**ONE THING NOTICED THIS WEEK — DATED ENTRY**

ONE OPEN QUESTION — SOMETHING I GENUINELY DO NOT KNOW

ONE EXPERIMENT TO RUN NEXT WEEK

FOUR-WEEK REVIEW: WHAT CHANGED IN OUR FAMILY THIS MONTH

WEEK CHECKLIST

- | | |
|--|---|
| ☐ Box Breathing done (3 cycles) | ☐ Idea Notebook chosen and named |
| ☐ First entry written (noticing) | ☐ Second entry written (open question) |
| ☐ Third entry written (next experiment) | ☐ Four-week review completed |
| ☐ Both signed the pledge on page 1 | |

THE WEEKLY PLEDGE

Parent says: "I came to this program to help my child build something. This week I showed up."

Child says: "I am not a job seeker. I am a creator. This week I took one small step."

Both sign below:

Parent signature: _____

Child signature: _____

THE FAMILY PLEDGE

Said aloud together, at the end of every week.

I am #UdyamMaa_EntrepreneurialParent.

I don't raise job seekers. I raise creators.

I am #UdyamMe_EntrepreneurialChild.

I notice things. I ask questions. I try things. I build.

Our kitchen table is our boardroom.

Our conversations build thinkers.

Entrepreneurs are not born.

They are ingrained, nurtured, and raised.

Don't be awed by the world as it is.

Create the awe yourself.

Family name: _____

Date started: _____ Date completed: _____

This Starter Kit covers the first four weeks.

The full 52-week program — free weekly videos for parents and children — continues at **simplejoyfamily.com**.

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