

LWL Activity: Flourishing Brand *Shark Tank*

Objective:

Reimagine Aristotle, the Buddha, and the Apostle Paul as **brands for human flourishing** and craft an engaging ad campaign to “sell” their vision of the good life.

Step 1: Form Teams & Receive Your Brand Dossier (5 min)

- The class is divided into **three teams**, each representing a different philosopher’s approach to flourishing:
 - **Team Aristotle:** Rational Living & Virtuous Excellence
 - **Team Buddha:** Mindful Freedom & Inner Peace
 - **Team Apostle Paul:** Faith, Love & Spirit-led Living
- Each team receives a **brand dossier**, a 1-page summary of their philosopher’s key ideas, values, and practical tools for flourishing.

Step 2: Create Your Flourishing Brand (15-20 min)

Each team will **develop their philosopher’s brand identity**, which includes:

- **Brand Name** – A catchy name representing their thinker’s philosophy (e.g., “Virtue Vision” for Aristotle, “Peaceful Path” for the Buddha, “Grace Life” for Paul).
- **Slogan/Tagline** – A memorable phrase that captures their vision (e.g., “Find Your Golden Mean,” “Detach, Discover, Flourish,” “Live by Faith, Love by Spirit”).
- **Logo** – A simple drawing or symbol that visually represents their brand.
- **Key Selling Points (3–5)** – Persuasive reasons why their philosopher’s approach to flourishing is the best.

Step 3: Choose a Pitch Format & Prepare (10-15 min)

Teams will **pitch their brand** in one of these creative formats:

- **Commercial:** Act out a skit advertising their brand as a lifestyle or product.
- **Billboard Ad:** Design a poster or slide with a bold slogan and visuals.
- **Social Media Ad:** Create an Instagram post or hashtag campaign (e.g., #AristotleKnowsBest, #BuddhaLife, #FaithToFlourish).

Step 4: Deliver the Pitch (3 minutes per team)

- Each team presents their **3-minute brand pitch** to the class.
- Classmates act as **potential customers**, asking questions like:
 - "How does your brand help with stress?"
 - "What makes your approach unique?"

Step 4: Class Discussion & Reflection

- Which "brand" was the most convincing?
- How did crafting an ad help you understand each philosophy?
- What elements of each thinker's approach might you "buy into" for your own life?
- Did this activity give you insight into how companies sell their **vision of flourishing**?