



Entrepreneurial Mindset & Leadership with Maurice Shelton



“Where there’s a whisk, there’s a way.”

- Maurice “Chef Blâque” Shelton
Entrepreneur, Owner of Steel City Bakery & Black Rose Pastries

ANSWER-SPECIFIC QUESTIONS



Answer the following questions based on what you learned from the video. Be as specific as possible.

1 EARLY LESSONS & INSPIRATION

How did Maurice’s first experiences in food teach him about growth and opportunity?

Answer (1:10)

“I remember applying to be a cake decorator and not having any experience at all... They hired me as a deli worker, and I had to work my way through the ranks... You have to be willing and open yourself up to explore those things, because in order to be a successful entrepreneur, you’ve got to realize that other people are supporting you. It’s not just about you.”

► Hint: Think about how his story shows persistence.

2 GROWTH & ADAPTABILITY

How did Maurice’s career outside of baking help shape his entrepreneurial mindset?

Answer (5:10):

“I used to write Java, JSTL, C, Python... I wrote the website for the American Red Cross to accept Hurricane Katrina donations — that’s how I funded my culinary journey... Working at the airlines allowed me to afford to travel and expand my palette... As long as you have a consistent vision, you continue to ride that wave, and it’s going to result in success.”

► Hint: Focus on his experiences in tech or travel?

3 RESILIENCE & SELF-BELIEF

What lessons did Maurice learn about setbacks and self-belief while growing Steel City Bakery?

Answer (10:26):

“Nobody believes in your dream like you do... You have to develop a proof of concept and prove that you’re worthy before other people start to see you. It’s going to be episodes of low motivation, low morale... You have to remain steadfast because you’ve designed this end goal and you see the light at the end of the tunnel.”

► Hint: Consider how determination and staying focused on his long-term vision helped him push through challenges.

4 LEADERSHIP & MENTORSHIP

What message does Maurice share with students and young entrepreneurs about resilience and giving back?

Answer (12:21):

“Growing up in a single-parent household, I didn’t really have that figure to encourage me... I think it’s imperative for somebody to show up, because entrepreneurship is tough. If you’re consistent, you’re going to get results. I encourage people to explore fast, fail fast, fail hard, fail first — so you understand what you can succeed in or not.”

► Hint: Think about how Maurice ties leadership to showing up for others.

DISCUSSION-BASED QUESTIONS



Reflect on your personal thoughts and write your answers below.

1 PERSONAL CONNECTION

What part of Maurice’s story or advice stuck with you most? Why?

2 BIGGEST TAKEAWAY

What is your biggest takeaway from Maurice’s journey about resilience, leadership, or self-belief?

3 APPLYING LESSONS

How can you reframe self-doubt or fear into motivation when pursuing something new?

4 INSPIRATION

How does Maurice's story inspire you to think differently about your own path or challenges?

! Use your creativity to complete the following activity.

1 REFLECTION

Innovation and leadership begin with knowing your own strengths and challenges. For this activity, you'll create a Personal SWOT Analysis, a tool entrepreneurs use to understand themselves and plan for growth.

Strengths	Weakness
Opportunity	Threats

2 STORYTELLING EXERCISE

Maurice said, "You have to develop a proof of concept and prove that you're worthy before other people start to see you." Write about a time you had to prove your skills, effort, or passion even when others didn't believe in your vision.



You're one step closer to thinking like an entrepreneur. Keep exploring, learning, and dreaming big!