

# R1.0004

*We're now organizing HUNTER's CARDSSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!*

## R1.004: "It's Not About You - Understanding Value"

### Objective:

Help children understand the concept of value and how it affects buying decisions. This card focuses on helping kids realize that when people don't buy something, it's not always because the product isn't good—it's often about whether they see value in it for themselves.

### Part 1: HUNTER's Story and Imaginative Interaction

#### Story Example (HUNTER's Experience):

HUNTER sits down with Sage to talk about why some people don't buy things, even if they're awesome. Sage has grown even taller by now, a sign of all the lessons HUNTER has been learning.

**HUNTER:**

"So, Sage, I've been thinking about my painting again. Uncle Joe didn't buy it, but maybe it's not about the painting being bad—it's something else, right?"

**Sage:**

"That's right, HUNTER! It's not about you or your painting. People decide to buy things based on what they need, what they like, and what they think is valuable to them."

**HUNTER:**

"Hmm... So, it's more about what they think is important?"

**Sage:**

"Exactly! Just because someone doesn't buy your painting doesn't mean it's not great—it just means they don't see the value in it for themselves at that moment. And that's okay!"

The page is framed by a teal border decorated with white dice and black confetti. The dice are scattered around the edges, showing various faces with dots. The confetti consists of small black circles and lines.

## Explaining the Situation:

**HUNTER** is learning that value is different for everyone. People buy things when they see value in them for themselves, not just because something is cool or fun.

"Value is what makes something important or useful to someone. Even if your painting is amazing, if someone doesn't think they need it or see how it will help them, they might not buy it. And that's not because your painting isn't good—it's just not the right fit for them."

## Key Concept - Understanding Value:

"When people buy things, they're looking for value. Value is what makes something special or useful to them. If they don't see value in it, they might not buy it—even if it's awesome."

## Fun Activity - What's Valuable to You?

**Sage:**

"Let's think about what you think is valuable. Look around your room or your house. What's something you have that's really valuable to you? Is it your favorite toy, a gift from a friend, or something you made? Why is it valuable to you?"

- **Space for Kids to Write/Draw:** Let kids draw or write about something they think is valuable to them. Encourage them to think about why it's valuable and what makes it special.

## Part 2: Real-Life Examples and Q&A Discussion

Let's think about how people decide what's valuable to them. Here are some real-life examples:

### Examples from Real Life:

#### Example 1: The Special Book

You have a favorite book that you've read a hundred times. To you, it's super valuable because it makes you happy, but someone else might not want it because they don't love that story as much.

#### Example 2: The Super Comfy Shoes

You have a pair of super comfy shoes that you wear all the time, so they're valuable to you. But if your friend already has comfy shoes, they might not see the same value in your shoes.

#### Example 3: The Fancy Water Bottle

You see a cool water bottle at the store, but your friend already has a water bottle that works just fine. They don't see the value in buying a new one because they don't need it.



## Q&A Discussion:

Let's talk about what makes something valuable. Can you think of other times when something was valuable to you but not to someone else? Let's answer a few questions:

1. What makes something valuable to you?

- Answer: It's valuable if it makes me happy, helps me with something, or is something I need.

2. Why might something be valuable to you but not to someone else?

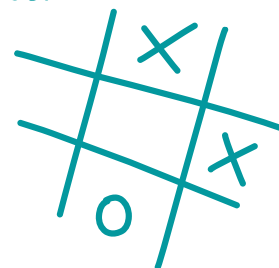
- Answer: Other people might already have something similar, or they might not need it, so they don't see it as valuable.

3. If someone doesn't see value in something, does that mean it's not good?

- Answer: No! It just means it's not what they need right now. Something can still be good, even if someone doesn't think it's valuable for them.

## Activity Reflection:

- **Think About It:** Have you ever had something that was really valuable to you, but not to someone else? Draw or write about it and explain why it was important to you.
- **Space for Reflection:** Provide space for children to reflect on what makes things valuable in their own lives.



### Conclusion:

Wrap up the card with a friendly message from Sage:

Sage:

"Remember, just because someone doesn't buy your cool stuff doesn't mean it's not valuable. Value is different for everyone! What's valuable to you might not be valuable to someone else, and that's okay. Keep creating, and you'll find people who see the value in your work!"

### Optional Business Principle Section:

At the end, a small note for parents or curious children:

Business Principle:

"In business, value is what makes something special or useful to a customer. People buy things when they see value in them."

### Suggested Reading:

"Want to learn more about how people decide what's valuable? Ask your parents to help you find a book about value or business at the library!"

