



Fall 2020 InvestWrite Question All Grades

Describe something you've done to adapt to change or overcome an obstacle. How will this experience guide your future success? Now describe something a publicly traded company has done to adapt to change and explain how that makes it a good long-term investment. What other stocks, bonds or mutual funds would you combine with this company for a successful long-term portfolio and why?

Performance Objectives

Students will be able to:

- Develop social/emotional learning skills related to self-awareness, decision-making and setting goals
- Utilize critical thinking skills to apply concepts and terminology from the Stock Market Game
- Identify the main ideas in the InvestWrite prompt
- Write an essay that informs and/or persuades its readers
- Use appropriate grammar, spelling, structure, and language to convey intent

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High School
STATE Winner

STUDENT: Talbert S

Everyone including myself has done something such as changing or adapting to overcome an obstacle. Whether it be doing something different or, in the case of companies, releasing a new product. Even companies have obstacles, may it be a dwindling customer base or changing trends and societal changes. Most successful companies have changed and done things such as releasing a new ad or product to try to maintain if not gain new customers. There are many reasons why some of these kinds of companies are the best investments.

To adapt or change an outcome such as repeatedly losing a level in a video game, you can try a different approach, try something new, or repeat the same thing over again. This experience guided my success since it allowed me to be able to overcome certain challenges. These experiences made me realize there are multiple ways to go about overcoming certain obstacles be it schoolwork or certain life challenges. For certain outcomes, it can be as simple as trying again multiple times. For others, it could be using a different tactic or simply coming at it from a completely different angle or even a different perspective. These experiences have made me expand my thinking to try all options to try and overcome any obstacle.

Some publicly traded companies have reintroduced or tried to introduce a new product. One example of a publicly-traded company that tried to overcome an obstacle by introducing a new product is the Coca-Cola company introducing new coke. These types of companies become a great long-term investment since they are willing to take risks to increase their value. These companies make long-term investments since they're willing to adapt to the types of demands of their clientele and try to appeal to new potential customers and new trends.

The companies I would combine with The Coca Cola company are Activision and Beyond Meat. I would combine those two companies due to them being in three widely different industries. Beyond Meats is in the meat industry which is in a completely different industry than the Coca-Cola company. This is an advantage because if the meat industry starts to dip the Coca-Cola company won't fail the same way. Another company I would combine with this company is Activision. I would combine this company with Activision because one is in the technology industry and one is in the drinks industry. Another company I could combine with this is Tesla since not only is it a tech company but it's also a vehicle manufacturing company and a clean energy company. The final company I would combine with it is Boeing which is a company that produces aircraft for civilian and military use.

In conclusion, you can approach a situation from multiple perspectives or even using different methods. Companies do something similar by changing to appeal to a new customer base and grow their brand. These efforts can be successful in expanding the company's customer base or they can be successful in backfiring on the company.