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# Laws of Life Essay Contest 2024-2025 Teacher Guide

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**Better Business Bureau Serving  
Central and South Alabama**

**WilkinsMiller**



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# Introduction

The Better Business Bureau Serving Central and South Alabama is pleased to announce the return of the Laws of Life Essay Contest.

We had a wonderful turnout for this program the first three years, and we look forward to taking this program to new levels this year.

To us, this is more than just an essay.

This essay gives students a chance to learn how values such as honesty, transparency and many others play a vital role through all facets of life.

Along with earning critical writing practice, this contest affords students the opportunity to see real world applications of the values named above.

We look forward to taking this journey with.

Remember. It's more than just an essay

# About the Laws of Life

Back in 1987, noted financier and philanthropist, Sir John Templeton, wanted to give back to his community that gave him so much. What did he do? He created the Laws of Life Essay Contest. The goal of the contest was to start a conversation among students, teachers, parents and the community and in turn challenge young people to think about core values.

Being a beacon of trust and education, the BBB Center for Character Ethics adopted the Laws of Life Essay Contest as another way to educate the trustworthy employees and citizens of tomorrow, who are sitting in today's classrooms.

The Laws of Life are ethics that follow us in all aspects of life, whether it is in school or in our careers. To be more specific, the Laws of Life are values such as: honesty, transparency, equality, humility and being proactive.

The 2024-2025 school marks the fourth year the BBB Serving Central and South Alabama is offering the contest to students.



# Key Dates

\*\*\*This page will be updated

January 13th - March 14th, 2025

- BBB Serving Central and South Alabama officials will promote essay contest and offer support to both students and teachers wherever needed.

March 14th, 2025

- Essays will be due on this date

April 2025

- Winners will be announced and contacted

TBA

- Award Ceremony and Event

# Topic

Students should choose one of the following Laws of Life:

- Transparency
- Honesty
- Proactivity
- Humility
- Equality

Students are strongly encouraged to talk to some of the following people about their thoughts on their chosen Law of Life and the role they play in their life:

- A Family Member
- A Community Leader
- A Business Leader

\*\*\*We will also provide a list of a few area Accredited Businesses students can contact if they choose to. Essays should touch on the following aspects:

- What role does this Law of Life play in your life?
- What role does this Law of Life play in our society?
- Did the interview change the way they view the role that Law of Life plays in society?
- How will you carry that Law of Life with you throughout your life?
- Do you see how this Law of Life intersects with both personal and business lives?

# Judging

Essays will be judged by a group of volunteers composed of state and local business leaders, state and local humanities scholars and BBB personnel.

Essays should focus on one of the following Laws of Life:

- Transparency
- Honesty
- Proactivity
- Humility
- Equality

Students are strongly encouraged to talk to some of the following people about their thoughts on their chosen Law of Life and the role they play in their life:

- A Family Member
- A Community Leader
- A Business Leader
- Various Accredited Businesses Provided by BBB Serving Central and South Alabama



# Teacher Resources

## Step 1: Introducing the Essay

Before students embark on this journey, we encourage you to talk with your students about what the "Laws of Life" are. Gauge their understanding by having some discussions.

- How do laws affect what people can and cannot do? What are some examples? What role do laws play in our society? What impact does living by these laws have? How important are these laws to the day-to-day operations of a business? Which of these rules or laws do you think is most important? Do you have rules or laws that you try to live by? Which ones would make the world better if everyone followed them?
- Talk about someone you admire. Do they carry out any of these laws? Where would they be if they didn't follow the Laws of Life?
- Reflect on our current society. Do these laws still play an important role? Have we gotten away from them? Have we strayed away from these laws?

- Encourage students to write a journal with their thoughts of the Laws of Life before entering the contest, the role they play and what they hope to learn about them from their discussions with various people.
  - Encourage them to update the journal as they have more discussions throughout the process and encourage them to make journal entries at the end about what they learned and how this process made them grow.

## Step 2: Introducing the Contest

- Explain to your students that this contest is being put on by the Better Business Bureau of Central and South Alabama. This is the first year of the contest, and they are some of the select few who get to take part in this pilot program. The student who comes in first place will win \$500. The student who comes in second place will win \$300, and the third place student will win \$200.
- The school with the most submissions will win a prize.
- Tell students essays should be no more than three pages, double-spaced.
- Essays will be accepted through Friday, March 14th, 2025 and students can submit their essays [here](#).
- Remind students that this a chance to learn and see real world applications of these values. This is a great chance for them to learn that these values play a role in all aspects of life as well as a chance to do some self-reflection.