



**What is your story?**

Entrepreneurship & Digital Media

Who knows what they want to be  
when they grow up?



Do you really want a job?



What is your passion?



# The Resume???





# What is entrepreneurship?



You will never succeed!???







Whatever the status quo is, changing it  
gives you the opportunity to be  
remarkable.

Seth Godin – “Tribes”



# POWER PANTIES

# SPANX®

BY SARA BLAKELY



look slimmer &  
feel comfortable

no more  
panty lines

invisible under clothes  
(no leg band!)

*“A movement is thrilling. It's the work of many people, all connected, all seeking something better. The newly leveraged tools of the net make it easier than ever to create a movement, to make things happen, to get things done. All that's missing is leadership.”*

Seth Godin – “Tribes”



What is your brand?





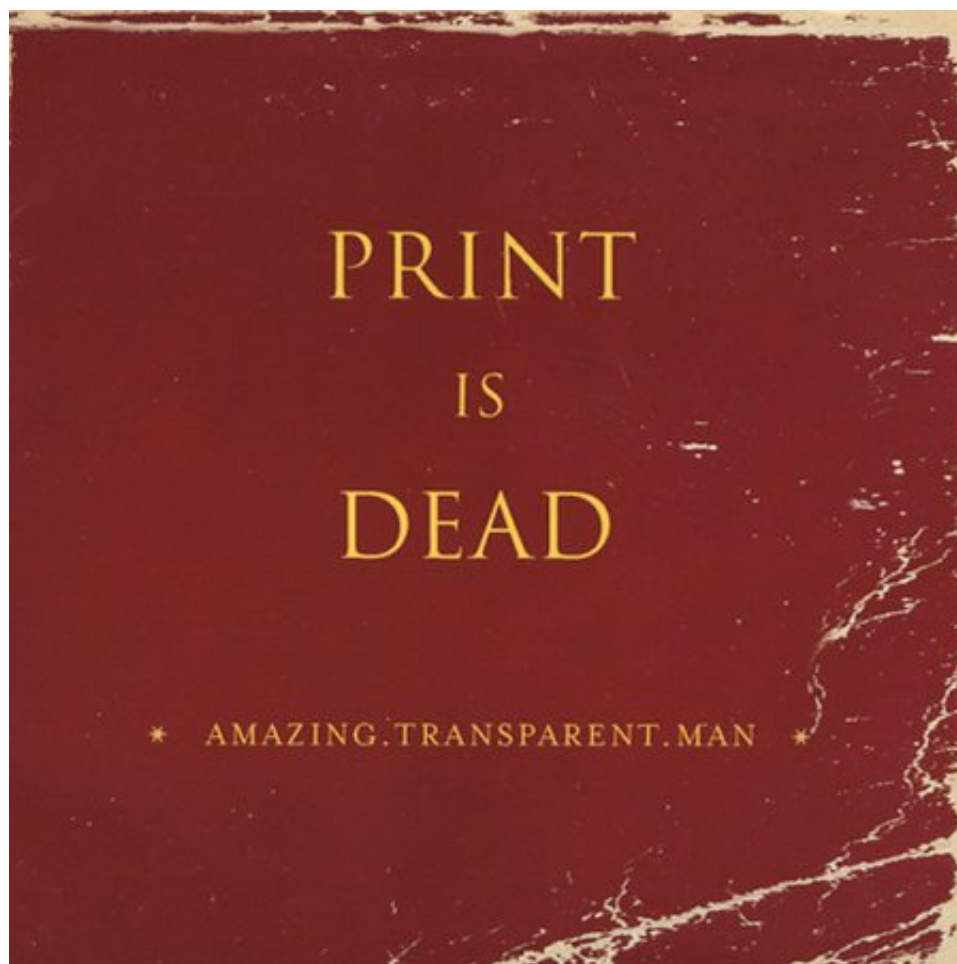
# It is about people, stupid

*“Technology is crap. A crutch. The shiny new object in the room. And while people think it could be the answer to their prayers, we guarantee that it could be your biggest detriment...It’s about people. When it comes to technology, what’s exciting and shiney today will be fricken dead tomorrow.”*

“Brains on Fire”

Are you a technician or a  
practitioner?

# Who cares?





# Innovation?



# Innovation?


12:01 AM 16%

LAST UPDATE: 3/26 11:24 PM EDT

## The New York Times

TUESDAY, MARCH 29, 2011

### Obama Cites Limits of U.S. Role in Libya



Video | Obama's Speech on Libya

By HELENE COOPER 1 hour ago

WASHINGTON — President Obama defended the American-led military assault in Libya on Monday, saying it was in the national interest of the

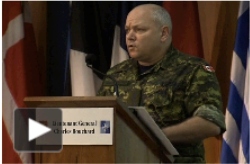
United States to stop a potential massacre that would have “stained the conscience of the world.”

In his first major address since ordering American airstrikes on the

### U.S. Gives Its Air Power Expansive Role in Libya

By ERIC SCHMITT 1 hour ago

WASHINGTON — Even as President Obama on Monday described a narrower role for the United States in a NATO-led operation in Libya, the American military has been carrying out an expansive and increasingly potent air campaign to compel the Libyan Army to turn against Col. Muammar el-Qaddafi.



Video | TimesCast | NATO to Take Command

### Factory Explosion Follows Yemeni Forces' Pullout

By LAURA KASINOF and ROBERT F. WORTH 1 hour ago

SANA, YEMEN — Yemen's political crisis deepened Monday when an explosion tore through a crowd of looters at an abandoned government weapons factory in the south, killing at least 110 people and underscoring an ominous collapse of authority after six weeks of rising protests.

In recent days, government forces



MUHAMMED MUHEISEN/ASSOCIATED PRESS

RLX RALPH LAUREN

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## The New York Times

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AT THE SAME TIME

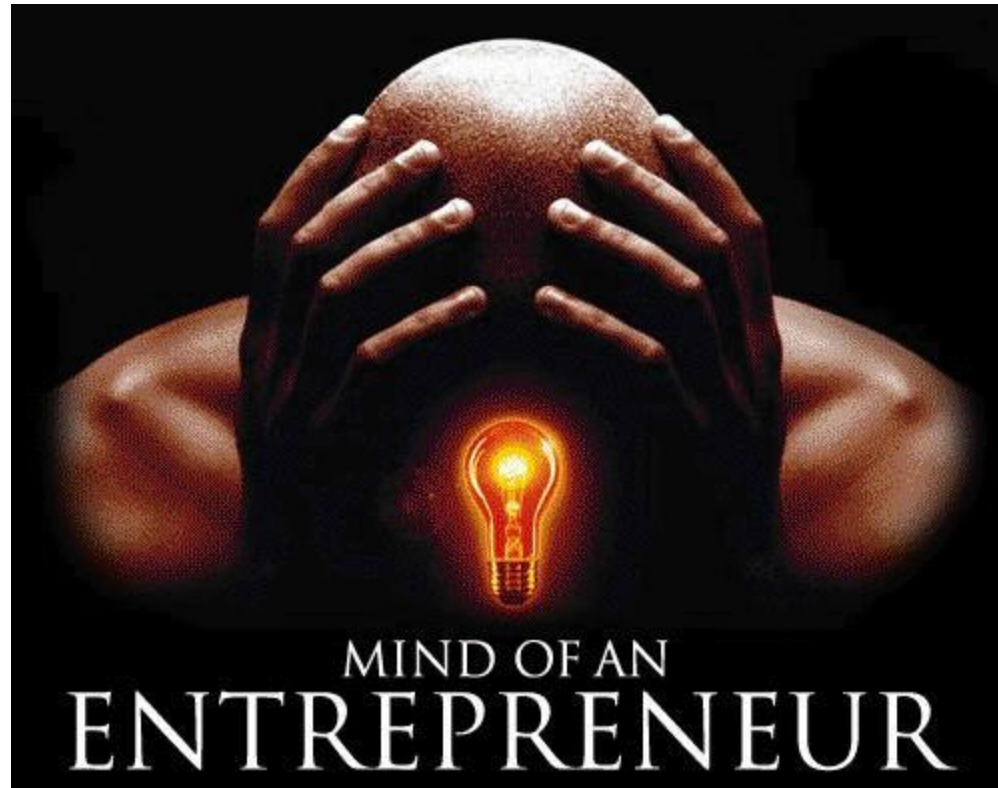


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# Entrepreneurship...

## Learned or Genetic???



MIND OF AN  
ENTREPRENEUR

# Language to create change...



# Calling all Entrepreneurs... Innovators...



## Warren Buffett – Innovation & Recession

“He mentioned the recession in the early 1980s, when nobody would have guessed that during a time of 10% unemployment in the country, two young entrepreneurs named Bill Gates and Paul Allen would be working in Albuquerque creating an innovation that would become a big part of our future. Similarly, who would have guessed in the early 90s that dropouts from Stanford would create Google, arguably the most powerful company in the world today.”



Legacy?



Where do good ideas come from?

You are our legacy...  
...my children's future.