



Control Your Destiny or Someone Else Will

- Jack Welch

**By Dr. Mike Gibbs and Peggy Gibbs
Co-Founders
Camp BizSmart and BizSmart Global**

As founders of teen entrepreneurship academy, Camp BizSmart, the question asked most by parents is, *“how can my son or daughter prepare to compete, thrive and succeed in this wildly unpredictable global economy?”* We say the challenge is like training for the Olympics and not knowing what event you are entered in or the position you will have on the team until the day of the competition!

It is necessary to ready our youth for a fast paced and ever changing world. But take heart, it is possible to give them skills to help them embrace change and be energized by the challenges that they will inevitably face. Make change a friend, not an enemy. As Mark Twain said, *“20 years from now you will be more disappointed by the things you didn’t do than by the one’s you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”*

New waves of technology like the Brain Science project being led by Ray

Kurzweil at Google, will open a huge door to internet usability and dramatically re-purpose tools like Google search. Imagine doing a “mind search”, but without poking at a tablet, laptop or mobile device. A person will just think a search: “who has the best sushi in San Francisco; and poof, the next thing you know, you have a reservation at Ryoko’s for three on Tuesday at 8PM. New innovations bring new challenges and new opportunities. This is why experts predict a future 65 percent of students in grade school today, will have jobs in the future that don’t exist yet.

The shocking truth is that experts are now saying that knowledge learned in college years will be sadly outdated and useless in less than 10 years. But forget, 2026, how are graduates doing today? Not so good as it turns out. A Forbes study of 200,000 new hires found that 46 percent failed within 18 months. Of those, 89 percent failed because of unrealistic expectations and poor attitude. Only 1 percent failed from lack of skill. The other 54 percent that are succeeding as new hires by choosing to look beyond the obvious and adding something origi-

nal and of value to the company. They are able to competently collaborate, build relationships, see the big picture, bring to every experience, a positivity and creative thinking, and what author Daniel Pink calls a “Whole New Mind”, or the ability to shift between left and right brain thinking with agility and speed.

We are just coming to grips with the fact that STEM skills (left brain), the center of so much effort and discussion today are, of course, necessary, BUT not nearly sufficient to be happy and successful. So what’s missing from the formula to compete and to thrive?

Recently, you may have noticed that STEM has a new letter added to it to form STEAM. The traditional Science, Technology, Engineering and Math Skill list has added Art to the equation believing that some right brain activity will be a more complete learning experience and provide better outcomes. Art is a great addition, but is it enough to get us the end result we are aiming for?

Psychologists Dr. Martin Seligman and Angela Duckworth say personal and attitudinal intangibles make the difference between who succeeds and

who falls short. At Camp BizSmart we call it the “**ZOG Factor**”: **Zest, Optimism and Grit.**

Zest is defined as living life with a sense of excitement, anticipation and energy. Zestful individuals approach life as an adventure, being awed by the everyday possibility of something new and different. Zest is essentially the courage, and self-motivation to complete challenging jobs and tasks. Those who have zest exude excitement and energy in school, at home and at work. When they get a flat tire, they don't hang their heads in defeat, but think – “how fast can I get the spare on and be on my way”. Zestful people are vivacious and perform tasks wholeheartedly, adventurously, with enthusiasm and verve. **“True meaning comes from the joy of deeds well done, and the zest of creating things new.”**
-- *Antoine de Saint-Exupery*

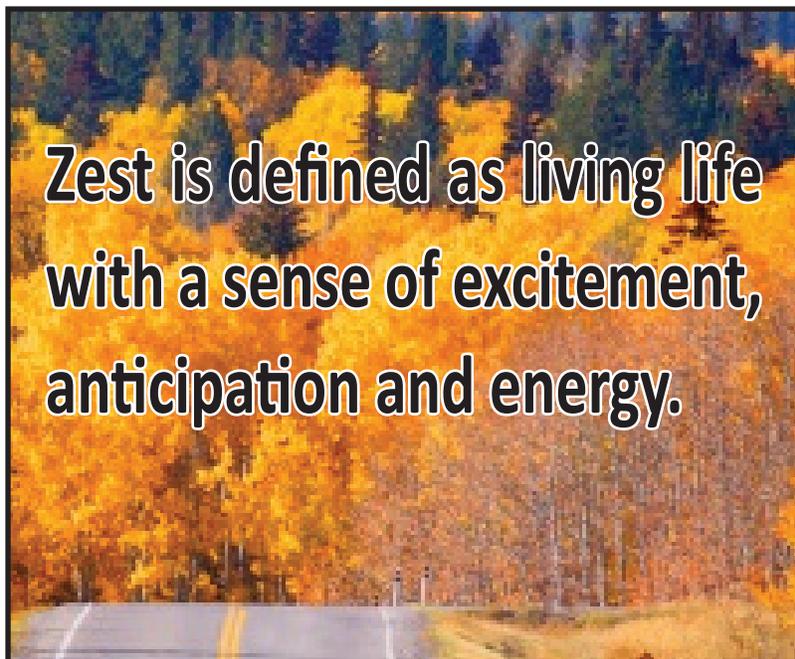
Optimism is a positive, “Can Do Attitude”, about life, school and work. Optimism is primarily self-determined and can be learned. Train yourself to see solutions, not just problems; cultivate an optimistic outlook and mentor and encourage others by setting “stretch” goals and affirming their progress. Just as a positive attitude can be learned and developed, so can a pessimistic and helpless one. Innovators, entrepreneurs and inventors have the ability to see the future as they wish it to be and then work hard toward making that vision a reality. They are not concerned with limited resources, limited experience or even limited amounts of encouragement; they commit to the big picture goal and just start building. They build the bridge as they cross it.

Grit is sticking with things over the long term until you master them. An-

gela Duckworth states that “the gritty individual approaches achievement as a marathon and his or her advantage is stamina.”

Duckworth's research suggests that when it comes to high achievement, grit may be as essential as intelligence. That's a significant finding because for a long time, intelligence was considered the key to success.

Current research finds that the combination of Optimism and Grit in an individual are the most powerful predictors of success. Simply stated, if I make a mistake or struggle with learning a new skill, if I am optimistic, I believe that it is a temporary set-back and that



I will figure it out and gain the competence necessary. However, add grit to the equation and now, I have the inner strength, work ethic and discipline that keeps me pushing on, digging deep to not only complete but achieve my objective.

Developing a pioneering spirit in young people means allowing them to face a challenge and fail in order to learn. If we remove all obstacles in life we also remove what makes life interesting as well as learning what we are capable of when tested. People with grit and persistence are able to advance that one great idea past mighty

resistance or tough competitors. People with grit use a challenge to sharpen their focus and look beyond the obvious latest and greatest gizmo or sales strategy to find an underserved, underwhelmed or undervalued customer. This adaptability creates new products and services, - sometimes even before the customer knows they really need them. Think about it, how many people, just a few years ago were clamoring for an iPhone?

What skills do our young people need today to be successful in school, career and life? What sets the most successful person apart from others? High Scores on exams, SAT's and claiming to be the smartest

person in the room, is no guarantee of success. Our youth need an array of skills that are particularly suited to a rapidly changing, highly competitive marketplace. Thirty years of research from the Center for Creative Leadership tell us successful entrepreneurs, business and organization leaders learn their most important skills and abilities from real life experience. They carry with them forever qualities of character that matter most; perseverance, curiosity, conscientiousness,

optimism and self-control. As Winston Churchill put it, “Never, never, never, never give up”.

Children ask lots of questions – that's how they learn and develop. We need to encourage questions and listen carefully to understand how best to continue to spark their interests. Camp BizSmart brings successful leaders and entrepreneurs for students to observe and work with as mentors & coaches to collaborate on creative solutions to real world, big issue problems. Students get to ask provocative questions and to invent new concepts and innovations, developing new skills along

the way. Curious people are looking for possibility. Optimistic people expect good things to happen. And those with Zest and Grit sense that opportunity is all around them. They look for treasure in every situation, in every relationship and in every challenge.

The Camp BizSmart, **Learn by Doing Model** came from the founders' experience developing executives at Fortune 500 companies like General Electric and Texas Instruments. The unique, "**Learn-Do-Check-Act**" curriculum links real world business projects to attaining valuable skills, insights and inspirations that will fuel a lifetime of achievement and success.

Each **Camp BizSmart Academy** at highly respected venues like Stanford University, focuses on the Seven Secrets for Career and Life Success:

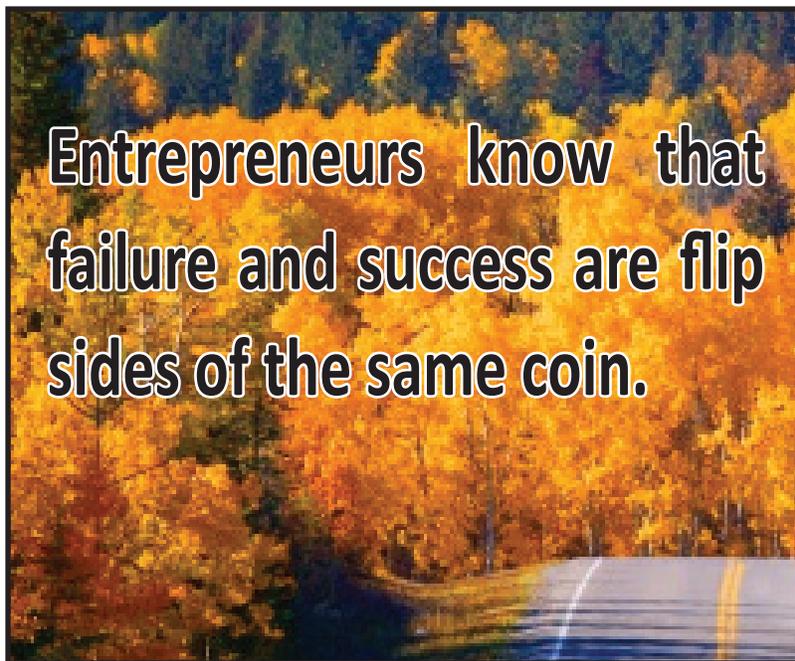
1. Problem Solving and Critical Thinking

Analytical and innovative thinking skills are widely recognized as the great divide between high performance leaders and just average followers. Terrific problem solvers like Steve Jobs are not afraid to take calculated risks and ask "why not". They demand constructive criticism, and "think outside the box" to stay way ahead of the competition. They love to say, "How do we know that?" They challenge assumptions and unproven theories and strive to be independent thinkers seeking good decision-making to arrive at the best solution rather than the one dictated by conventional wisdom. The ability to analyze information in a storm of data elevates an individual above the crowd. Don't just regurgitate data or information, what questions does it raise? Are there different ways to interpret the data? What story does the

data tell and is it from a trusted reliable source that has nothing personal to gain? The ability for students to create a summary and highlight the key areas for attention, makes them a critical differentiator.

2. Persistence and Tenacity

Entrepreneurs know that failure and success are flip sides of the same coin. It's in their DNA to persist and "dig deep" in spite of setbacks and barriers. Despite criticism and pessimism, Ratan Tata, Chairman of Tata Motors, stuck to his vision for the "Nano" an affordable "Peoples Car". Jack Ma, the



founder of Alibaba never gave up on his path to become the largest on-line commerce site in the world. Grit and tenacity often carry the day when who you know, DNA and raw intelligence are not enough

3. Project Management

Executives we work with have told us that they are dismayed at how little project management experience and skill interns and new hires have and how an individual who can lead in a project environment stands head and shoulders above others. Putting your-

self into circumstances where you are required to understand requirements, meet deadlines and be held accountable to keep a project on task, is a good way to develop these skills. You may not have authority over people on the project. Developing mutually beneficial relationships to inspire and motivate people to achieve project goals ensures people get what they want and need. Be ready to negotiate win-win solutions to serve the best interests of the individuals on the team and for the organization.

4. Information Integration

In this fast change economic climate where informed decisions require quick assimilation of data and knowledge from diverse sources, the ability to process multiple streams of information is essential. Left and right brain integration of "hard" and "soft" data is critical. Desert Storm General, Norman Schwarzkopf, a "Whole Brain" thinker, could conceive a complex military strategy, bark out orders, motivate the troops and quote Shakespeare all with the same authority and clarity.

5. Economic and Financial Literacy

A working knowledge of basic economics and financial concepts is necessary to achieve business success. Most successful entrepreneurs survive early challenges by making "on-the-mark" analytical decisions about how and when to spend and manage cash, and deploy assets. Herb Kelleher, founder and long-time CEO at Southwest Airlines had a superb understanding of the economics of a growing airline market in the 1970's. He conceived

a unique business strategy to give his start-up airline a serious financial advantage over much larger competitors like American Airlines.

6. Clear and Honest Communication

Contrary to popular belief, great leaders achieve success not because they are captivating and charismatic speakers, but because they truly listen and understand the needs of employees and business partners. At General Electric (GE), Jack Welch was voted America's best CEO. I heard him speak many times and he was not a dynamic speaker, but he really listened to what people said and rarely forgot what they told him. He asked GE employees to communicate honestly and always "Deliver on your promises"

7. Leadership and Collaboration

In a "fast" global economy, it goes without saying that an ability to collaborate with diverse groups of people and lead in person as well as virtually is the foundation for success. If you want to lead you need to be someone worth following. If you want to be a valued member of a team, you need to be willing to evaluate and express ideas without being judgmental. Effective collaboration must engage, fully utilize and draw upon the insights and creativity of each member of the

team. This is also a great opportunity to increase your emotional intelligence and earn trust. Realize that your attitude is contagious for better or worse – so choose an attitude that is worth catching and good for the team. John Chambers, past CEO of Cisco, identified collaboration as critical to global success in order "to capture amazing new opportunities with loyal customers and strategic suppliers."

CNN Money recently recognized Camp BizSmart as one of the five "Most Unique" camps in the US. We think it's because our product design and business pitch academies at Stanford University, Microsoft and other premier venues around the world give aspiring young entrepreneurs the real world skills to succeed in life with Character, Courage and Citizenship. Jack Welch, CEO and Chairman of GE once said: "Control your own destiny or someone else will." At Camp BizSmart, students learn to do that while displaying the ZOG Factor: ZEST, Optimism and Grit.

About the Founders:

Dr. Michael Gibbs has more than 30 years of experience in the education industry and at Fortune 500 companies such as General Electric and Texas Instruments. He has 15 years of experience consulting with Cisco, IBM and the U.S Navy's "Smart Carrier" initiative. An industrial psychologist,

he designed and led high potential executive development for tens of thousands of executives in more than 22 countries for International MBA programs at UC Berkeley and Notre Dame, and has been an adjunct professor for Penn State and University of Texas. Since 1993 he has been involved with Silicon Valley start-ups such as Success Factor Systems and eEmployment. Mike serves on the board of Leading2Play founded by Stanford Hall of Famer and All American basketball player George Selleck.

Peggy Gibbs has served as a senior executive at innovative social benefit nonprofits for over 25 years. Peggy has led efforts on cutting edge medical innovations, like the Mobile Health Van for Packard Children's Hospital, and Mobile Dental Van for The Health Trust. In education, Peggy developed a collaborative public-private partnership on early childhood education and health clinics for the most vulnerable in the Bay Area. In the arts, she founded a young artists fund for aspiring opera singers to gain valuable coaching and performance experience with the Cincinnati Opera. She was VP of Business Development for the award-winning social enterprise company Bene-tech. Peggy serves on University of the Pacific's School of International Studies Board of Advisors and is a board member for the Los Gatos Chamber of Commerce.

Camp BizSmart™
Inspiring Young Entrepreneurs

www.campbizsmart.org

Dr.mike@bizsmartglobal.com
408.472.6701 - cell
408.395.1937 - office

peggy.gibbs@bizsmartglobal.com
408.472.2861 - cell
408.395.1937 - office