

# Life is Business and Business is Life

I have recently been contemplating how different peoples' models are of how the world works. I hear how some feel that [capitalism](#) neither works nor benefits the world, and I hear how others worry about technology taking away jobs. Lately I keep hearing stories about how "business is bad" and people doing business are just out to get you. Is that really the case?

In a [recent blog](#) I talked about value creation, and explained that in order for people to give you money, you must offer them something of value that makes them want to pull out the green. When was the last time you went into a [Starbucks](#) to get a "Fourbucks" coffee, then yelled at them for being evil and taking your money? The more likely scenario was that you willingly walked in and handed them your four bucks, then enjoyed every sip of your "Fourbucks" while you took a moment to get away from the hustle and bustle of the world. It was worth it to you...right?



When businesses provide something we want, why do we consider them the bad guys? Do you feel like service people that keep operations going, just to make a few bucks and pay their bills, think the business should be squashed? If that were to happen, then the service they provide would dissipate and we wouldn't benefit from it anymore.



If you've read any of my blogs, you know that I'm a huge advocate of freedom and the opportunities it provides. But do we really value our freedom, or do we take it for granted? Let's say those "evil" oil companies disappeared. How would you get to work, school, the hospital, the grocery store...anywhere for that matter? How drastically would your life change? What if your job was one that required people to come to you and they couldn't anymore? What would happen to your job? I know that, personally, this loss of freedom would have a huge impact on my life.

I value the goods and services that entrepreneurs have gone out and risked their time, energy, debt and savings to bring to the market. Their businesses benefit me and help me to increase my standard of living. When they are successful at giving me something I want, they benefit, and when they don't, they lose. So why do we make them the enemy? If I benefit from what they do, why should they not be able to enjoy their success and be rewarded by earning a profit?

The daily interactions that take place in our lives are a large part of what makes the world go 'round. By living and contributing to our lives, we are contributing to others' lives. By exchanging with their company, we are helping others earn a paycheck.

It is on this 4<sup>th</sup> of July weekend that I want to not only thank our four fathers and the creators of the Declaration of Independence, but also thank all of the entrepreneurs out there for the freedom they create in our lives every day!

HAPPY 4<sup>th</sup> of JULY ALL and a shout out to all those protecting our Freedom around the world!