What are your dreams?

What an interesting week! Last week, I traveled to New York City to participate in the Entrepreneurs' Organization Injected Campus event, which brings the regional EO Forums together. We met in lower Manhattan to be close to the New York Stock Exchange.

This year during our event, the NYSE opening bell was rung by InvenSense, a company that makes the motion possible in the Wii and in smartphones. InvenSense was launching their IPO and was going public. I had always wanted to be there in person to see the opening bell, but it also made me think of my own dream of being up there to ring the bell with the IPO launch of my own company. That evening, it felt a little closer as my friends on the Global EO Board got to be on stage and ring the closing bell! WOW! Click here to see the video I took of the opening bell.

Hiring Employees with Value

People generate the most value and are your greatest asset when running a business. Our society runs on knowledge and information. We are not a bunch of cogs lined up to push metal through a machine in order to output something better on the other side. Even these types of jobs now require knowledge to operate these intricate computers and technology.

Did you know that the unemployment rate for college educated individuals is less than 5%? Compare that to the average unemployment rate of 9-10% or the 14% or more unemployment rate for those with a high school education or less. Today's economy needs knowledgeable workers, and they are a rare find. We are searching for knowledgeable workers to fill roles in software architecture, business analysis, and software solution sales and have discovered they are not easy positions to fill.