

Sydni Curry

17 April 2020

Venture Management

Professor Boss

BHAG Paper

When I was assigned this project, I immediately knew what I would write about. I knew that I wanted to improve my mental and physical health. I have always wanted to do this, but I just needed a little motivation. Having to write and track my progress was just the push I needed. My BHAG consisted of four parts: saving money, going to the gym, eating healthier, and spending time with myself. Within this paper, I will thoroughly explain my progress for each of these four sections, and I will also apply a few concepts that relate to the course.

Going to the gym has been impossible thanks to the coronavirus outbreak. I was very concerned with how I will be able to lift weights, use a treadmill, or other equipment without physically going to the gym. I had to be honest with myself. The gym closing because of COVID-19 was just another excuse that I used to hold off not improving my physical health. The truth is, I do not have any motivation. No one will encourage me to go workout, so I end up never doing it. I also am very self-conscious about my body. I have friends and family that tell me that I look good, but a couple of my close family members beg to differ. My physical appearance is very important to me.

Working out is not something that I dread. I like working out and feeling the soreness after a workout. Being sore lets me know that my hard work is paying off. I do enjoy working out, although I have never been consistent. During my Sophomore year, my friend and I decided to start going to the gym at the school. We went to the gym for about 2 weeks consistently. Once those two weeks were up, we never went back. If you think about it, it was almost like we were

in a Partnership. Kawasaki talking about the art of partnering in his book. Although partnering usually relates to business, it can apply to work with others in different aspects. We started on the same page, but somewhere down the line, something happened that resulting in us having to terminate the whole plan. Only one of us was investing in working out, while the other was putting in less effort than expected. It would've never worked out the way I wanted it too because my partner was not as committed to the end goal as I was.

During my Junior year, I was so committed to getting in shape that I applied for a gym membership at Anytime Fitness. I went to work out at Anytime Fitness maybe about 10 times in total. After about 3 months, I had to discard my gym membership after racking up a \$300 gym membership fee. It was a waste of money because I never actually used it. With me being a senior and only having one more semester left motivates me to finally stop complaining and do what's best for me in the long run. While quarantine, I have started going outside of my house and doing various workouts such as walking, squatting, and jumping jacks just to name a few. I hope to find a personal trainer that I trust soon.

When it comes to eating healthier, I believe that I am doing pretty good so far. I grew up in a small town in the country. My family had a farm and garden on their land, so I was first exposed to soul food. If you have never had soul food, you are missing out. It is made with blood, sweat, tears, and love. Soul food is associated with African American culture. We tend to use lots of grease, fat, and butter in our cooking which is extremely unhealthy. I was first introduced to fast food around the age of 4. While my mother was away at work, she would have my aunt babysit my sister and I until we could start attending grade school. Getting fast food was a privilege back then. Fast food is convenient. Let's be honest, cooking everyday is not ideal. It is okay to indulge sometimes, but you must know your limit. I try to incorporate fruits and

veggies into my diet at least 3 times a week if possible. I also only drink pure cranberry juice and water instead of sodas.

You would think that saving money would be a breeze since we are forced to stay home, but it has not been for someone like me. I have been employed before, but they were only summer jobs. I was lucky enough to have parents that provided for me while I was in college, so working was not a necessity. Since I am a Senior with only one more semester left, I think that it is best to get my feet wet. I know how hard it is to find a job in your career field once you graduate, and even while you are still in college. Most companies want you to already have about 1 or 2 years of experience. Sometimes that can be negotiable, but the interview could make or break your chances. Kawasaki has a chapter in his book titled “Art of Pitching” that relates to interviewing. Preparation is key before any interview. You should be familiar with the job description, the company’s mission and values, and your resume as well. I am more relaxed and confident when I am prepared. The whole purpose of an interview is to sell yourself to your counterparts. You need to know what you bring to the table and what you can do for the company and be able to explain it.

It took me years to get my interviewing skills to the way they are now. I was blessed enough to be offered an internship that requires no prior work experience at the beginning of March. I never understood all the backlash I would hear about working while in college until I experienced it for myself. It is very stressful and frustrating at times. Sometimes I would be so tired from work that I wouldn’t have the energy to do any homework, and vice versa.

I do believe that working from home has helped me save money. I consider myself a frugal person for the most part. I have never been a materialistic person. I am always looking for a sale. Coupons and markdowns are very useful, especially when you are a young adult. When I

started making my own money, I felt invincible. My lovely parents did not believe in letting their children struggle, so all my income would come from them up until recently.

Spending time with myself would have to be the easiest of the four goals to achieve. I am naturally an introvert, so you would think that spending time by myself wouldn't be so hard. With the quarantine happening, I am already forced to stay home. Prior to this quarantine, I would rarely go out so I thought that this wouldn't be such a big deal for me. Unfortunately, it is the total opposite. Now since I'm forced to stay home, I would like to go out to places. Not only do I work from home, but I am taking 6 courses all online. This is a big inconvenience to me. I already struggle with being depressed and being stuck in the house just makes me even more depressed.

I want to be a more effective person. Stephen R. Covey gives us 7 habits that effective people possess in his writing. This usually applies to businesses, but I apply it to my personal life as well. Effective people are proactive. Proactive people understand that they are responsible for themselves. They do not focus on things that they cannot control. Effective people know where they want to go in life and won't let anything stand in their way.

Spending time with myself has allowed me to learn some positive and negative traits about myself. One of my negative traits is my temper. My temper can get bad at times. I tend to let the smallest things get me riled up, and it will affect my mood for the rest of the day. I also struggle with forgiving others for the things they have done to me over the years. I have went through things that a lot of people wouldn't believe or be able to handle if they were in my shoes. Instead of dealing with past traumas, I tend to just push them to the back burner and keep myself busy so that I do not have time to think about them. This creates more depression, anxiety, and trust issue for me.

I have learned to deal with these negative traits over these past few weeks. In earlier parts of this course, we discussed the importance of forgiveness. I now know the power that forgiveness holds. I was born with a soul that is too gentle for this world. I take the things people do to me personally whether it be big or small. When we forgive someone for their wrong doings, we can move on from it, but that doesn't mean that you forget. Elizabeth Smart makes some great points in her speech about forgiveness and overcoming trauma. The best revenge is happiness and moving on with your life. Wallowing in your sorrow will only give them more power over you. Forgiveness is never for the other person but for you. When you forgive others, you can heal from what hurt you, and when you can heal, you will receive the blessings that are designed just for you. No one is exempt from pain and it will come in many forms. A lot of times when someone hurts you, it's because they are hurting themselves. Once you realize that a person's behavior has nothing to do with you, you will be able to forgive much easier.

I have more positive traits than negative ones. I am trustworthy. I try my best not to break promises, and let my actions match my words. I try to help people out as much as I possibly can. I know what it is like to have someone around you who you don't trust. I want to be that person that everyone can always count on, and someone who can be by their side when life gets rough. I consider myself mature for my age. I believe that I was born in the wrong generation. I was always the odd ball growing up. No one ever seemed to share the same interest in me. Some girls I know are so focused on being in a relationship that they will sacrifice their own dreams just to stay in it. I was always more interested in my schooling and career. Boys will still be there at the end.

My biggest positive attribute is my selflessness. I tend to take on other people's problems, even if my life is falling apart. I do this a lot with my friends. If I see that someone is

currently struggling with something, I try to do whatever I can to help the person get through whatever they are going through. Making sure that everyone is happy is a big task, but I was built to handle the pressure of this lifestyle. When I think of selflessness, I think of kindness. When I think of kindness, I think of giving. Kawasaki's "Art of Enduring" chapter explains the importance of giving in a business that I can apply to my life. Kind people tend to give without expecting anything back. Do a favor because you want to, not because you know that it's the only way you'll get what you want. I am a very religious person, so I understand giving a little better than others. When you give a lot, you get a lot in return. Tithing is a great representation of this. When you give to God for the right reasons, he will make sure that you get back more than what you lost.

Being in quarantine has given me time to think about starting my own business. Deciding to start your own business is a big step, and a difficult one at that. When I was around the age of 10, I discovered this passion for cooking. I enjoyed trying different things and coming up with new recipes. I even began writing my own recipe book. By the age of 12, I had a new idea. I was intrigued by fashion design, but I knew that I did not have the skills to make my own clothing from scratch just yet. I decided that I would start with my own t-shirt designing company. I created my business cards and even designed my own flyers to give out to the community. I was extremely shy back then so there was no way that I was going to go out to people's houses and promote myself. I eventually gave up on the t-shirt business due to my lack of self-confidence. As I have gotten older, I have continuously changed my business idea. I knew that I wanted to one day own my own business without a shadow of a doubt, but I knew that my shyness would not get me to where I needed to be.

When I was younger, I didn't really know much about owning my own business, I just knew that working for someone else for the rest of my life was not ideal. I was basing my behavior off assumption. Simon Sinek has a section in his book titled "A World the Doesn't Start with Why" that relates assumptions. At a young age, I assumed that you should start by creating business cards and flyers for your business. Those are not necessities for real businesses. Real business owners think logically and looks at all the details not just the ones that they care about.

Since blossoming into a young adult, I have learned to understand the ins and outs of a business a little better. Before you start a business, you must come up with a business plan. Chapter 4 in Hatten's textbook gives us an overview of the importance of a business plan and the contents. A few business owners may have gotten to where they are without a business plan, but that their success probably won't last long. Your business plan is your roadmap. You have an end destination, and several components that will get you there. When writing up a plan for your business, you must consider your audience. If you need investors, they will probably want to see your business plan. Make your business plan realistic and as professional as possible. A traditional business plan will consists of a cover page, table of contents, executive summary, company information, environmental and industry analysis, products or services, marketing research and evaluation, manufacturing and operational plan, management team, a timeline, critical risks and assumptions, benefits to the community, exit strategy, and financial plan. There sections will be adjusted to fit the liking of each person.

The business plan is important, but starting the business is when things get serious. Eri Sui gives us 12 things he learned from buying a small business. You must be able to adapt to the market. The market changes often and you must be able to change with it. You will probably fire more people than you hire if they are not as passionate about the business as you are. Do not

have too many people running the show. Since it is your business, you are held accountable for your employee's actions. It is very important that you document EVERYTHING.

Chapter 7 of Hatten's book gives us a run down about starting a new business. Starting a business is hard in general, but it is more difficult to start a business from the ground up rather than just buying an existing business and making it your own. Starting a new business allows you to get creative. This business is one of a kind and that will make you stand out. Starting a new business is great and all, but it is still a business and there are risks. Getting noticed can be a challenge and so can finding the right employees. When you decide to start a business from the ground up, you need to consider what type of business that you want. Do you want to start an E-Business or a Home-Based Business? Will it require more labor or capital? You should figure this part out in your business plan.

At some point in an entrepreneur's life, they have a fear of failing. Alan D. Boss and Henry P. Sims Jr. once wrote a piece titled "Everyone fails!". Failure is inevitable. Not only does this apply to business but to my personal life as well. When we fail, we feel a sense of self-efficacy. I have worked on several projects in school that did not get a passing grade, applied for several scholarships that didn't choose me, and even applied for several jobs that overlooked me. Failure makes you question your own potential at times. Failure is only a roadblock in life. It is meant for you to learn from your mistake and improve.

If I have made it to this part of the paper, you know have a glimpse into what my life has consisted of for these past few months. It has not been easy by any means. There are times when I considered dropping the course just to avoid writing this paper. I am so glad that I didn't. Despite all the troubles in the world right now, I am still able to improve myself.

Works Cited

1. Kawasaki, G. (n.d.). Chapter 6: The Art of Pitching. In *The Art of the Start 2.0* (pp. 139–169).
2. Kawasaki, G. (n.d.). Chapter 11: The Art of Partnering. In *The Art of the Start 2.0* (pp. 256–266).
3. Kawasaki, G. (n.d.). Chapter 12: The Art of Enduring. In *The Art of the Start 2.0* (pp. 267–283).
4. Hatten, T. S. (2014). Chapter 4: The Business Plan. In *Small Business Management: Entrepreneurship and Beyond* (6th ed., pp. 83–108).
5. Hatten, T. S. (2014). Chapter 7: Starting a New Business. In *Small Business Management: Entrepreneurship and Beyond* (6th ed., pp. 160–184).
6. Covey, S. R. (n.d.). *The Seven Habits of Highly Effective People: Restoring the Character Ethic*.
7. Eric. (2015, March 5). 12 Tough Lessons Learned From Buying A Business (Plus 15-Point Checklist). Retrieved from <https://growtheverywhere.com/management/buying-a-business/>
8. Medrut, F. (2019, September 19). [VIDEO] Elizabeth Smart: Overcoming Trauma. Retrieved from <https://www.goalcast.com/2018/10/08/elizabeth-smart/>
9. Sinek, S. (2009). PART 1: A World That Doesn't Start With Why. In *Start with Why: How Great Leaders Inspire Everyone to Take Action* (pp. 11–17). Penguin Group.

10. Boss, A. D., & Sims, H. P. (2008). Everyone Fails!: Using Emotion Regulation and Self leadership for Recovery. *Journal of Managerial Psychology* , 23(2), 135–150.
doi: 10.1108/02683940810850781