

The Silver Lining

On July 2009 the times magazine asked 10 questions for Robert Kiyosaki, One of the question was

“Are there opportunities to create new companies in this turbulent economy?”

Here is my answer: ‘This is the best time. When times are bad the real Entrepreneurs emerge. And they don’t really care about the market. They are creating better product and better processes. So when somebody says, “Oh there’s less Opportunity now,” it’s because they’re losers.

The best time to start your own business is during recession. When the economy slows down the entrepreneurialism heats up.

Microsoft and Disney both started during recession and now they are a huge success.

Most of the corporations that make up get start during the recession. Because In time of economic uncertainty the people get more creative. They break out of their comfort zone and try to do something new.

Right said: **It’s during our failures that we discover the true desire for success.**

Few years ago when housing values were soaring and credit was available , nobody was hungry, everybody is feeling safe and few were looking for alternative way for income. Employees were not worried about their employers.

But now everybody is worried about future and they are reevaluating their finances and thinking for plan B to earn extra money.

Many of americans started running their own small business.

Now I am going to talk about Paul Zane Pilzer. Paul is a whiz kid and Citibank youngest vice president, And left the banking world to make millions going into business for himself. He’s had a few *New York Times* best-sellers, predicted the Savings & Loan crisis before it happened, and served as an economic advisor in two presidential administrations. He’s someone worth listening to.

The traditional wisdom in second half of 20th century says Paul was to go to school and work for big company. The idea of going into business was risky and crazy.

As per survey it’s found that “72 percent of all adult Americans would rather work for themselves than for a job and 62 percent think about quitting their jobs ‘regularly’ or ‘constantly’.” And it’s not about making living , it’s about quality of living you make. People want to spend time with their family and to get charge of their own time, work from home and determine their own destiny. In the Decipher study 84 percent of respondents said they would be more passionate about their work if they own their own business.

The Employment Mythology

Most of us are brainwashed that we think employment as normal.

During the agrarian age most of the people were entrepreneurs. They were the farmers who worked on king’s land, but not as a employee. They just use to pay the tax to king for using that land. They were butchers, bakers, and candlestick makers who passed on their trade to their family.

In the industrial age as the demand for employees start increasing, the government took over the task of mass education adopting the Prussian system, which is western school system modeled after today world.

Have you ever wondered where the idea of retirement at age 65 came from? I'll tell you where: Otto von Bismarck, the president of Prussia, in 1889. Actually, Bismarck's plan kicked in at age 70, not 65, but it hardly matters. Promising their old folks a guaranteed pension after age 65 was not much of an economic risk for Bismarck's government: At the time, the life expectancy of the average Prussian was about 45. Today, as the life expectancy of human increases its hard for government to give pension.

On the research you found that main purpose of Prussian education system was to produce soldiers and employees who just follow orders and do what they are told to do.

In America in the '60s and '70s, companies like IBM made "employment for life" the gold standard of job security due to which employment at IBM hit its peak in 1985.

Entrepreneurial Fever : Employment is not bad thing but this is only one way of generating income and is extremely limited.

Muhammad Yunus, author of *Banker to the Poor*, but the Nobel Committee in Oslo, Norway, got the Nobel Peace Prize in 2006 for his concept of microcredit for Third World entrepreneurs. "All people are entrepreneurs," says Yunus, "but many don't have the opportunity to find that out."

As he said before economy started tanking in 07 and 08 people the actively seeking the opportunity to do what yunus said.

A U.S. Federal Reserve survey shows that the average household net worth for entrepreneurs is five times that of conventional employees and they are more likely to come out of this downturn unscathed and even stronger. As they have their own strong economy.

A recent survey found that most U.S. voters view entrepreneurship as the key to solving the current economic crisis. "History has repeatedly demonstrated that new companies and entrepreneurship are the way to bolster a flagging economy," said the survey's executive director.

These are economic hard times for majority but for entrepreneurs these are times pregnant with economic potential.

If it's the time to get your own business then it's now, there has never been a better time than right now, today.

