

**Gabbe Pond – DWDD 301R**

**Spring 2025**

**Kyle Hill – " The Entrepreneur's Path"**

In Kyle Hill's presentation, "The Entrepreneur's Path," I learned about the critical role of resilience and adaptability in building a successful business. What stood out as unique was his emphasis on blending creativity with business strategy, showing that entrepreneurship isn't just about financial growth but also about innovation and problem-solving. His personal experiences illustrated how digital media professionals can leverage their creative skills to develop impactful ventures. The way he connected storytelling with business development provided a fresh perspective on how to approach entrepreneurship with both a strategic and artistic mindset. He loves technology. He wrote a book on WordPress.

Kyle Hill's insights on resilience, adaptability, and the fusion of creativity with business strategy directly apply to my specialty in digital media and my eventual career path. His emphasis on using storytelling to build a brand and connect with audiences aligns with the skills I am graduating in May with a web design and development degree. By applying his approach, I can create engaging digital experiences that look visually appealing and serve a strategic purpose in marketing and user engagement. His discussion on balancing artistic integrity with commercial success reinforced the importance of maintaining creativity while meeting industry demands, which is crucial for my web design and development career. He started working at doTERRA while going to school at UVU.

While I found most of Kyle Hill's insights valuable, I did not fully agree with his perspective that failure is always a necessary step toward success. While learning from setbacks is important, I believe that careful planning, research, and strategic decision-making can prevent certain failures and lead to success without repeated trial and error. His emphasis on embracing failure as a learning tool was insightful, but I think a more balanced approach could help me reach my goals.

Yes, Kyle Hill changed my perspective on the relationship between creativity and entrepreneurship. Initially, I questioned how creativity and profitability could co-exist in business. However, his discussion on how storytelling and innovation can be powerful tools for building a brand and driving business success shifted my thinking. He demonstrated that creativity is crucial to differentiate a brand and create meaningful connections with an audience. This insight made me realize that I don't have to choose between creativity and business success; they can complement each other effectively.