

## LearnVest Founder Alexa von Tobel: When Starting a Business, Lean Into Criticism

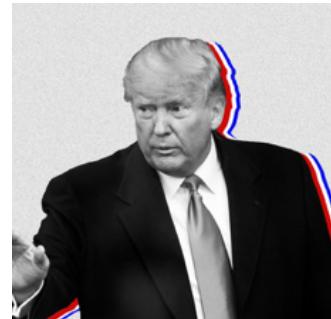
You don't have to agree with the feedback you receive, but you will learn something, according to the fintech founder-turned-investor.

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ECONOMIC OUTLOOK DIANA RANSOM

### How Trump's Ban on Work Visas Could Hurt the Economy

American job seekers won't necessarily benefit—and tech companies could be disrupted.



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LEAD LEIGH BUCHANAN

### This Small Furniture Business Is Saving Lives in the ER

Matthew Moore is an artist, farmer, and a furniture maker. Now he's producing intubation boxes while pivoting his business for a remote-working world.



**LEAD** MICHELLE MANAFY

# Fix Your Recruiting Messages to Attract Diverse Candidates

Want ads and recruiting copy need to be rethought and rewritten if organizations want to be more inclusive



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**HIGHLIGHTS**



**Inc.**

NEWSLETTERS

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newsmakers in this exclusive series.

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An advertisement for APEX Energy Group. It features a green header with the text "INTERESTED IN ADDING VALUE &amp; EFFICIENCY TO YOUR HOME?". Below this is a photograph of a modern, multi-story house at night with lights on. The APEX logo, consisting of the word "APEX" in white on a green background with a stylized 'X' shape, and the website "APEXENERGYGROUP.COM" in smaller text, is at the bottom. There is also a small blue 'X' icon in the top right corner of the ad area.

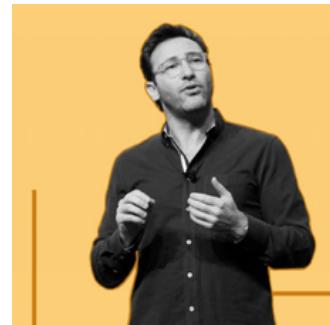
LEAD MATT HABER

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'The biggest mistake that leaders make is that they think they need to have all the answers,' says the popular author and business coach.



CASH FLOW DIANA RANSOM

## When Credit Runs Dry, This Fed President Has a Plan

Boston Fed boss Eric Rosengren says the Main Street Lending Program is built to shore up credit when conditions tighten. Now, it will have to deliver.



LEAD MATT HABER

## How a Direct-to-Consumer Shirt Brand Is Giving Back

Known as the 'lumberjacks of fashion,' the founders of JCRT are supporting Covid-19 relief, Black Lives Matter, and Pride, one plaid at a time.

**LEAD** GABRIELLE BIENASZ & MARIYAM KHAJA

## Weird Things You Can't Do Because of Covid

Safe sex, no condiments, and no choir: A look into Covid-19 era-regulations.



**STARTUP** LEIGH BUCHANAN

## She Mentored a Nobel Laureate. Now She's Helping Home Cooks

Malala Fund co-founder Shiza Shahid has moved into the for-profit world with Our Place, a kitchenware startup that's projected to make \$20 million its first year.



**LEAD** GABRIELLE BIENASZ

## Big Ass Fans Founder Carey Smith on How to Build a Business in a Recession

He built a \$500 million company straight through the Great Recession. Here's how.



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LEAD KIMBERLY WEISUL

## How to Get Your Staff Off Unemployment and Back to Work

With benefits at historically generous levels and states cautiously reopening, some employers are having a hard time coaxing their laid-off employees to return.



STARTUP BRIT MORSE

# A Black Wellness Entrepreneur Reflects on the Strain of Leading Her Team in a Time of Anger and Grief

After having to restage her new business because of Covid, a founder carries the emotional weight of being 'always on' while processing her personal feelings.



LEAD EMILY CANAL

## Jim Kwik: 3 Tips for Improving Your Memory

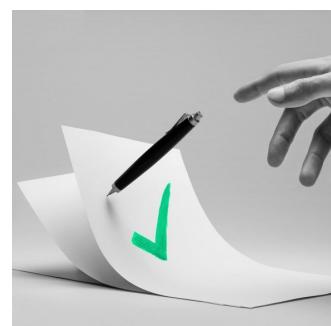
To be more productive, try learning how to learn, says the popular brain coach.



CASH FLOW BRIT MORSE

## Take a Look at SBA's New 'EZ' Loan Forgiveness Application

The new form is designed to make applying for Paycheck Protection Plan loan forgiveness less onerous. But eligibility is limited.



LEAD CAMERON ALBERT-DEITCH

# Record Covid-19 Cases in the South and West Could Put Economic Recovery at Risk

Housebound consumers flocked to restaurants and malls when they opened—and took the virus with them. It's not so much a 'second wave' as it is the pathogen's geographical progress.



GROW SOPHIE DOWNES

## A Huge Win for the LGBTQ Workforce

Although the 6-3 Supreme Court ruling left some issues unresolved, it might extend protections in areas other than labor rights.



CASH FLOW BRIT MORSE

## For the Smallest Firms Seeking PPP Money, Fintechs Are the Way to Go

Though they were approved for direct lending well after traditional banks, fintechs have stepped up to fund micro-businesses and solo entrepreneurs.



**LEAD** ANNA MEYER

## **Consumers Are Nervous. Here's the Safety Checklist They Want to See**

Customers are deciding where to shop based on precautions that companies take.



**LEAD** LINDSAY BLAKELY

## **5 Things to Consider Before You Use Software to Monitor Remote Employees**

There's nothing illegal about remotely monitoring your team with software applications. It's how you use them—and what you do with the data—that can get you into trouble.



**LEAD** SOPHIE DOWNES

## **PPE Kits Are Confidence in a Box for Returning Employees**

Swag sellers and pantry providers have shifted to safety items in place of coffee mugs and snacks.



**LEAD** MATT HABER

## Even in Tough Times, Daymond John Sees the Glass as 'Over-Full'

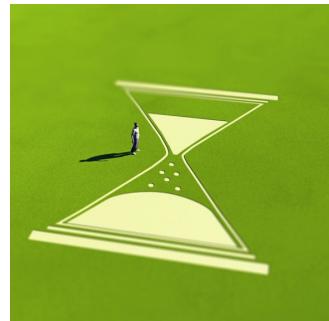
The FUBU founder and 'Shark Tank' judge on the power of collaboration, the importance of listening, and why you need to be obsessed—obsessed!—with your customer.



**CASH FLOW** DIANA RANSOM

## PPP Update: You Have Until June 30 to Apply

The Small Business Administration and the Treasury Department clarified the application deadline in addition to the extent of loan forgiveness companies can expect under the new PPP.



**GROW** KIMBERLY WEISUL

## Why Brands' Black Lives Matter Statements Can So Easily Go Wrong

Companies are getting applauded and pilloried for public comments about race. Marketing guru Bonin Bough says it's not about how much compassion you feel.



STARTUP SCOTT OMELIANUK

# What Covid-19 Taught Me About Great Workplaces

The coronavirus reminds us that 'workplace' is less about place than people.



LEAD ERIC SCHURENBERG

## A Letter From Inc.'s CEO

Our entire team and all of our resources are deployed to help you weather this storm.



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