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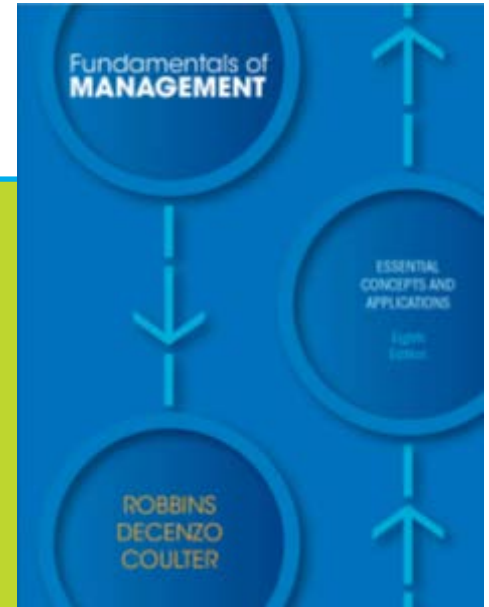
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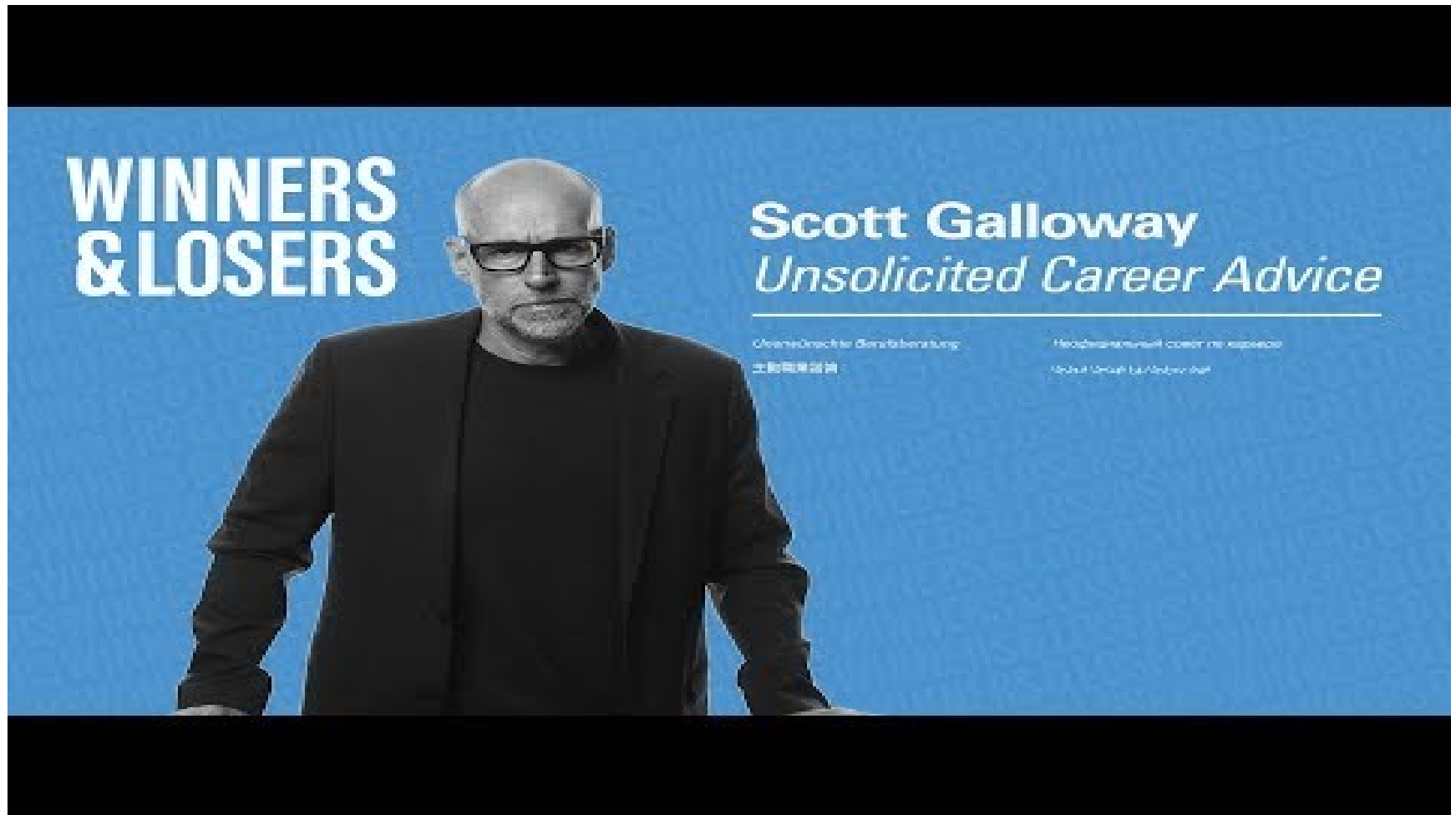
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Final Zoom

4/29



Unconventional Career Advice:



TopHat Video Discussion

- Should you pick a boring (but lucrative) career and then try to find fulfillment outside of work?
- Should you move to a big city?
- Other?

Take Action

- Work harder and smarter.
- **Stay up to date.**
- **Make learning a lifetime commitment.**
- Keep networking.
- Increase your visibility.
- **Seek a mentor.**

Career Summary: 3 More Points

- **Leverage your competitive advantage** by focusing on skills that are important to employers, skills that are scarce, and areas where you have limited competition.
 - You don't have to be good at everything. You just need to be good at something that others aren't and that society values. The secret to life success is identifying your comparative advantage and then developing it.
- **Don't be afraid to take risks**, especially when you're young and you don't have much to lose.
 - Going back to school, moving to a new state or country, or quitting a job to start your own business can be the decision that will set your life in a completely new direction.
- **Changing jobs** may help you stay ahead in this fast-changing job market.
 - Employers no longer expect long-term loyalty. It is increasingly likely that you'll need to change employers to keep your skills fresh, your income increasing, and your job tasks interesting.

End of Class

- No Final Exam
- Case Studies back soon, bumped Test 3 ahead of them in queue to give it back today.
- Final Paper can be as short as 3 pages of text, single-spaced, normal font (12) and margins. But note, Bibliography and diagrams don't count towards 3 pages!
- Note Extra point opportunities on Blackboard.

How will Business change post-Corona?

- Rise of Telehealth and Digital Medicine?
- More Work at Home and Teleconferencing?
 - Who wins/loses in this?
- Increase in Online Consumption
 - Are malls and movie theaters doomed?
 - Will education go online? Your thoughts?
- Online Video Services
 - Just a fad?

Quick Examples of Final Paper:

- General Electric:
 - Topic 1, Leadership, Compare current CEO to Jack Welch
 - **Topic 2, student decides to focus on their business operations (link to Chapter 15)**
- Nordstrom's Department Store
 - Topic 1, Culture, with a special focus on how founding family created culture
 - **Topic 2, student decides to focus on Chapter 5 Strategy and Differentiation**