WELCOME TO TOMORROW'S TALENT SERIES

This month we are exploring careers in business, including marketing, retail, hospitality, and what it's like to launch a start-up! Here's how to plug in:

1. **WATCH**
   virtual job shadowing videos on BIT.LY/TOMORROWSTALENTSERIES

2. **LEARN**
   from industry leaders during live Q&A sessions (or see recordings later)

3. **DO**
   worksheets, activities, and more online and in this kit
What does it mean to work in business?

Business is one of the most versatile career fields -- from marketing to finance, accounting to management, there are many different pathways.

People who are successful in these fields are often highly organized, strategic problem-solvers. They typically take initiative and enjoy working with people.

The median national wage is $69,820 (2019).

What's in a logo?

Logos are an important visual identity for a business. A good logo grabs the customer's attention, is memorable, and conveys what customers should expect from the company. They often make us feel a certain way, and get stuck in our memory without our knowing! Test your logo savvy at BIT.LY/TTSLOGO.

Fast Fact

The U.S. Bureau of Labor estimates that jobs in business and financial operations will grow by 5% from now through 2029.

Personal Brand

Ever heard the phrase, "you are what you do?" People come to know you from their interactions with you. It's never too early to form your personal brand.

Want to be an entrepreneur?

Imagine being your own boss -- making your own rules and running a company that you believe in. This is being an entrepreneur at its best, but it's not easy.

See if you have what it takes! Check out BIT.LY/TTSBUS to take a short course from the U.S. Small Business Administration. You'll even get a certificate when finished!

Steve Jobs

"You have to be burning with an idea, or a problem, or a wrong that you want to right. If you’re not passionate enough from the start, you’ll never stick it out."

Look between the "E" and the "x" -- see the arrow? That helps shape customers' impression that FedEx is reliable, speedy, and forward-focused.

Cory Nieves started his first business at age 6. Now 16, he is CEO of Mr. Cory's Cookies. READ ABOUT CORY AND OTHER YOUNG ENTREPRENEURS HERE: BIT.LY/TTSTEENS