Carlos Arbona

Professor Guenzel

ENC1101-13

25 November 2013

 The Words Of Entrepreneurship

 In the modern world, as we know it, it can be very risky for an individual to try his hand at becoming an entrepreneur, run a company, hope it to be successful, and as profitable as possible. The times are different, many people have the idea that there are no more multibillion dollar corporations to be built. That everything that is to be built is already built, and those companies already sustained will continue to sustain and become more efficient because of our technology upgrades at a daily schedule. I will never state that there is no more soil to build a empire of a new generation of revolutionary companies, but I will be one to say that the major entrepreneurs of yesterday all have one thing in common. Their writing skills are at the top of their discourses, the most powerful entrepreneurs are the ones that are most educated in communications skills, especially writing. It's not that there isn't enough soil to build a new business empire, it's that most entrepreneurs aren't focusing on their writing skills. To be a top entrepreneur, you are demanded to be at the top of business literature.

 Who am I to make such a bold comment? Well, I am Carlos Arbona. I am a student at the University of Central Florida, and I am studying business administration. I am just one in 60,000 yes for sure, but I am also one that can't seem to stop thinking about my future, and what needs to be done in order to make it happen. But I have figured something out on my own that is vital for entrepreneurs. There seems to be a correlation between status as an entrepreneur, and writing level. We can note Warren Buffett, and his famous annual letters to shareholders. These letters all show his writing expertise, and even the man himself has stated "If you improve your communication skills, I will guarantee you that you will earn 50% more money throughout your life." To see for yourself, check Warren saying it himself in this video clip. ( http://tinyurl.com/mvdpjkz)

 To speak more on Warren Buffett, we need to address his writing. The great thing about his writing is that it is available to the public. Visit his company's website here to see a list of letters written by him. (http://tinyurl.com/eyxbq) His writing exhibits high levels of expertise. In Warren's writing, he is very precise and to the point. He always knows who he is speaking to, and shows a command of what he wants to inform the reader of. Also, whenever we see Warren Buffett on television, or on video anywhere we can discern that he is a pretty confident speaker. He never seems like he is shy or turned off by the questions asked. Actually what happens is the opposite. He is usually ready to take on the world's questions with a smile on his face. To dive more into his writing, his letters to shareholders are monuments of work, literacy wise. Warren Buffett almost demands respect with the writing in his letters. Not a literal sense of respect, but a respect that awes readers of his letters. There is never a point in the shareholder letters where Buffett ceases to be precise, and to the point. There is also never a time that Buffett confuses the reader, or misleads the reader in any which way. He has a command of all the topics he brings up and all the topics he writes about. His writing is always masterful, and he shows how strong his writing is in every piece of literature he puts out.

 I want to address one of the letter Warren Buffett has written to shareholders, specifically the one he wrote in 2007. In this letter, as well as all his other annual letters, his audience is shareholders of Berkshire Hathaway. His exigence in writing these letters at an annual rate is to inform the shareholders of the revenue Berkshire Hathaway is making. But in this letter something else was also present. He addresses that he is looking for somebody to replace his spot in Berkshire Hathaway. With this I can conclude that he also uses these letters to inform shareholders of what is going on within the company, since a lot of shareholders don't have immediate access to this information. The genre he writes his letters is in a informative based text. He never writes in a research based text, since if he did he would give away all the secrets to Berkshire Hathaway's success(major investments coming up/ where to invest). He maintains this informative stance throughout the entire letter to further push the idea that he is just telling shareholders, and the world what revenue the company is bringing in. With this analysis concluded, I want to proceed to Mr.Bill Gates and his transition from Microsoft to his foundation.

 When Bill Gates transitioned from full time CEO of Microsoft to the running of his foundation full time, his writing skills were heavily challenged. He took these challenges and completely threw them out of the window. Bill Gates has had one of the most successful transitions in history. This is great evidence to address the next point, change. Change is difficult, especially the change that Bill Gates took. How can someone be expected to completely change their entire life's work into another field, and be expected to make the smoothest transition possible? Many CEO's go through a somewhat major change, but nobody in the past century has gone through a change at the scale that Bill Gates went through. From being the CEO of what can be argued, the most revolutionary technology company on the planet, to the largest private foundation on the planet. Scale wise, they are both titans in their said field, but they take completely different walks of life. Certainly the leaders of this foundation used writing in their achievements of being called "The largest private foundation in the world." Case in point, Bill Gates career in Microsoft helped steer the way for his foundation, and a large part of that voyage can be attributed to his writing skills learned and developed from the technology titan Microsoft. His transition into full time work with his organization was made easy because of his expertise in his communication skills for his company. You can see examples of his communications skills on his company's website. (http://tinyurl.com/lxpreaj) In this essay, he addresses the internet in the new age of technology. For an example of his writing today, you can go on his organizations website (http://tinyurl.com/knz2c9x) here are his annual letters of the progress and goals the foundation has.

 In his annual letter, Bill Gates audience is potential investors for his foundation. His exigence in his writing is to spread as much as possible as to what is happening on this planet presently. He is also showing how much his foundation has helped the progress in developing countries they are stationed in. He gives the reader an insight of it in his genre that is an article based text. And Bill Gates, the rhetor is purposefully trying to get us to help out in the world of need.

 Another piece of evidence to help show the writing level Bill Gates achieved is Tony Mirabelli's "Learning To Serve: The Language And Literacy Of Food Service Workers." Here we learn about the literacy's that food service workers have to learn to able to work efficiently. Now I know that this is far from an entrepreneur making technological companies and a foundation, but there is much to the concept of different literacy's that apply to entrepreneurship. Again I can bring up Bill Gates and his work transitioning from chief software architect, to reducing poverty in developing countries and giving everyone access to information technology in the United States. As CEO of Microsoft, his literacy focused on software development. As co-chair of his foundation, his literacy is focused on reducing poverty in developing countries, and giving everyone access to information technology in the United States.

 All in all, writing level and success are very strongly correlated in the discourse of entrepreneurship. We can see this correlation to be active in the lives of Warren Buffett, and Bill Gates. These two entrepreneurs show the highest level of writing in the business world today. Warren Buffett himself has stated the better the communicator, the more success they will achieve. We can see how Microsoft led Bill Gates to make his foundation work more precise and as beneficial as possible through his writing. We can also see the levels of writing skills these two both have through all their letters and pieces of writing that are available publicly. Today's entrepreneurs need to focus more on their communication skills than almost any other skill they should have. It is demanded to be a successful entrepreneur in today's world.