

Interview Assessment #3

Name of Professional: Shawn Scott

Profession/Title: Chief Technology Officer

Business/Company Name: VenueCenter

Date of Interview: October 7, 2016

My third interview was conducted with Shawn Scott. He is the Chief Technology Officer at VenueCenter, and he is the founder of Hack the Future which is a nonprofit organization aiming to expand computer programming education. Throughout the interview, I was looking to gain more information on the most important things to consider when starting a business. I wanted to know what skills I would need to have in order to be prosperous in the future.

During the interview, I learned the importance of taking things very seriously. Being more serious was the one thing Mr. Scott would have done differently and I must take into consideration exactly what that means. I must stay ahead of the game and keep building upon my knowledge so that I will be better off for the future. Whenever there comes an opportunity, I must know everything about it and determine whether this would be the right choice for me. In terms of being serious, I can not take anything for granted, whether it be school, or even time with family, I must cherish the moments and put full effort into them.

Another piece of advice Mr. Scott gave me was to not be hesitant and just do it. If I am at the point where I am ready to start the business but I never actually initiate it, nothing will happen. The business will not be launched and therefore I will not gain anything from it. Similarly, in thinking of new potential business ideas. When I find an idea, I must go out there and test it. I have to make sure that the idea is viable and possibly survey others on its effectiveness. If I do not make an effort to test the idea, I will not get anywhere in the future. No matter the consequences, I need to put into action what I have started. Also, Mr. Scott recommended that I surround myself with people that can help me. Either it being in ways that will benefit my personality or ways that will increase my knowledge, I should surround myself with those who will contribute to my success. Even though there may be others that try and put me down, I must ignore it and listen to those who will be able to help.

An unexpected part of my interview with Mr. Scott was learning of a new way to advertise. Previously, I had not thought of Google as a source of advertisements. I am amazed to see all the options the world has in terms of advertising. There are so many different ways to go and this excites me as I will be able to choose the best one for myself. I am able to find the most cost efficient, but also effective method of advertising, which will be very important in my future business. I will be a start-up company so I will not have unlimited cash to throw at marketing and advertising my business.

In all, my interview with Mr. Scott expanded my knowledge on the key aspects of starting a business. I have taken in a lot of advice that I will put into practice in my future business.