



PeopleConnect Newsletter

October 2011

Max,

Welcome to our October Newsletter.

I was greatly moved by Steve Jobs' passing. He was a truly brilliant innovator and incredibly successful entrepreneur who changed so much about we connect to technology. There are so many articles being written about him now but I am including just his Stanford Commencement Address. In addition, our Quote Section is made up solely of a few of his quotes.

Tom Friedman has written a very intriguing article about leadership. Whether you're a liberal or a conservative, I think that you'll agree with Friedman, that both the President and our Congressional leaders haven't been leading. His thoughts on leadership apply to business as well as politics.

In his brand new book, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Eric Ries debunks a lot of myths about startups. His Lean Startup thinking is influencing a lot of early stage tech companies. I think that you'll find this article about the book to be interesting.

If you're marketing to millenials, you'll really enjoy Benny Evangelista's recent SF Chronicle article. Clearly the way that we get our advertising and how companies need to market today is so different than just 5 years ago. There are a lot of good tips in this piece.

As you may know, PeopleConnect, in partnership with The Keiretsu Forum, is hosting a monthly pitch event for pre-revenue tech startups. There is no fee for the presenting companies, and a nominal fee for potential investors and other interested parties to attend. Our next event is Monday evening, October 17. Our September event sold out with 145 people in attendance. If you're interested - either as a presenting company or audience member - please visit us at www.jumpstartdays.com

In our Giving Back section, we're featuring Students Rising Above, a wonderful organization that helps Bay Area students with some great tutoring and college scholarships program. I hope that you'll consider making a contribution to SRA.

We hope that you enjoy this newsletter. If at any time you wish to unsubscribe, please click on the SafeUnsubscribe link at the bottom of this newsletter.

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Exit the King

This is a prepared text of the Commencement address delivered by Steve Jobs, CEO of Apple Computer and of Pixar Animation Studios, on June 12, 2005.

"I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. Today I want to tell you three stories from my life. That's it. No big deal. Just three stories."

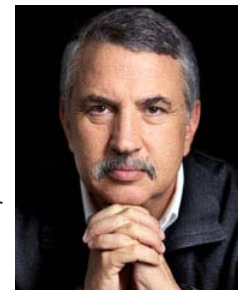


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Help Wanted: Leadership

TO Barack Obama, John Boehner, Harry Reid, Mitch McConnell, Nancy Pelosi and Eric Cantor, I just have two words of advice: Herbert Hoover.

I know you're all familiar with that name. Hoover lives in infamy in U.S. history for having been on duty when the Great Depression happened. You're all courting a similar fate. Your collective behavior is setting all of you up to be known as our generation's Herbert Hoovers - the leaders who were on duty when we entered our second great economic meltdown.



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Eric Ries Is A Lean Startup Machine

There's a whole industry devoted to promulgating the myth that all an entrepreneur needs is perseverance, creative genius, and hard work. Ries learned the hard way this isn't true.

Starting on page one of the introduction in his brand new book, *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* (Crown), Eric Ries confronts many of the shibboleths of being an entrepreneur: "Stop me if you've heard this before," he writes. "Brilliant kids sitting in a dorm are inventing the future. Heedless of boundaries, possessed of a new technology and youthful enthusiasm, they build a new company from scratch. Their early success allows them to raise money and bring an amazing new technology to market. They hire their friends, assemble a superstar team, and dare the world to stop them."



That was Ries 10 years and several startups ago. Except it was followed by the

sobering realization his first company was about to fail even though it seemed he and his cofounder had done everything right. Out of money, unable to raise capital, he and his cofounder were out on the street in the rain, bickering, unable to agree on what to do next, until they parted in anger, heading in opposite directions. It was "like a breakup scene from a Hollywood movie" and "as a metaphor for our company's failure, this image of the two of us, lost in the rain and drifting apart, is perfect."

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Marketing shift seen for Millennial generation

In a recent survey of incoming college freshmen, 87 percent favored watching TV and movies online instead of subscribing to a cable service, while 76 percent spent more than an hour a day on Facebook.

Also, 75 percent sent more than 20 text messages per day and 58 percent used Twitter "all the time," yet only 5 percent planned to buy a PC.

Those students, who are starting their college life as soon as today, are the youngest of a tech-infused millennial generation who - in sharp contrast to Baby Boomers and other previous generations - no longer view a driver's license as a rite of passage into adulthood.



"For millennials, if you were to think about the thing that enables freedom and independence, it's your first cell phone, and it not happening when you're in your late teens or early 20s," said Ford Motor Co. futurist Sheryl Connelly. "It's probably happening in your preteen years,"

Connelly, the automaker's manager of global trends and futuring, headed a panel discussion last week at Twitter Inc. headquarters in San Francisco on how Ford was designing cars and marketing to appeal to the 16-to-32 age group known as the millennial generation.

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Recent Placements

Here are a few of our recent placements:

- * A VP of business Development for an Internet focused startup
- * A Plant Manager for a Midwest metal recycling firm
- * An It Director in Manhattan for an Australian based company.
- * A VP Business Development for a social media startup
- * A CFO for a Nano Tech company
- * A Technical Cofounder for a social media startup
- * A Sales Exec for a medical diagnostic company
- * A CEO for an online startup
- * A consultant for an Israeli based electronics manufacturer

- * A CEO for an Online sports related start-up
- * A Sales Exec in New York for a social media startup
- * A CFO for an online entertainment startup

Please let us know how we might be of service to you.

[Click here for more information...](#)

Quotes

Steve Jobs not only changes our lives with innovative products, but with memorable quotes. Here are a few Jobs quotes:

"Remembering that I'll be dead soon is the most important tool I've ever encountered to help me make the big choices in life."

"Stay hungry. Stay foolish."

"Why join the navy when you can be a pirate?"

"I was lucky. I found what I love to do early in life."

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email: max@peopleconnectstaffing.com

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PeopleConnect | 135 Main Street, Suite 500 | San Francisco | CA | 94105