

“The Businessperson in You”

Alexandria Schall

Major: Pre-Business Administration

Dear Dr. Krovi,

Where business was once viewed as a set of transactions, today business is viewed as its own entity- and not a particularly attractive one. Many Americans today are reticent to trust and support businesses, and business schools are viewed as places where the greedy go to learn how to make more money. We refer to “businessmen” or those going into “business” as though this were a career in and of itself when, in reality, business is nothing more than a tool. Business is everywhere and part of everything. It is the infrastructure and tools that keep everyday activities going smoothly. If people were helped to change their views of business, they would be able to see that business is the reason the everyman is able to do what he does best. Through the use of multiple visual campaigns placed in pamphlets and bus ads, the general public could learn that business is the tool which allows everyone to go about his or her own particular business in the most efficient and beneficial way possible.

The primary issue behind the general public’s distaste for business is the view of business as something apart. Most people do not know how much businesses affect their daily lives. For example, behind every nonprofit organization, there is a business infrastructure handling the costs, income, and organization of the company, without which the institution would fail. Even down to the most creative aspects of living, we find business gluing things together. A surfer must buy his boards and suits from somewhere. If he wants to make a career out of his sport, he must market himself to sponsors and fans and, once he makes money, he must understand how to wisely invest and budget that money. From the board under his feet to the money in his pocket, that surfer would be hard-pressed to enjoy his sport without the aid of businesses and business

principles. When people feel that what they do directly affects a situation, they are far more likely to view it in a positive light (“The consequences of”, n.d). Whether a person is a janitor or a CEO, he or she is an integral piece of a larger puzzle called “the business”. If the general public were aware of, not only the extreme necessity for business and its practices, but also the infinite enjoyment that can result from the utilization of these tools and infrastructures, they would certainly view businesses and businesspeople positively.

The most effective way to achieve this goal is visually. Photos will depict people not typically connected with the business world, such as a teacher, with the caption “Mary Smith: Teacher; Businesswoman”, followed by a short description of the ways in which Mary utilizes various business skills and interacts with other businesses, such as “As an educator, I rely on businesses to supply me with the materials I need to help my students succeed and the infrastructure to help me maintain an efficient environment for learning. As CEO of my classroom I have to manage my students and market the materials in a way that is fun and attractive. This is my Fortune 500.” Within these photos will be the names of the businesses contributing to each particular environment. For example, “Chalkboard provided by Chalkboards Inc., textbooks produced by McGraw Hill, shipped and delivered by UPS”. By breaking down the many businesses and business tools that contributed to making the moment captured in the photograph possible, people will gain a better understanding of how business is a positive tool in which everyone can partake and from which everyone can benefit. At the bottom of the photo will be the line: “To learn more about the businessperson in you go to...” to direct the public to a site where they can learn more about business, how it is a power for good, how it can improve their lives, and how they are part of the business world.

Business schools and various businesses could create pamphlets with these images with the title “Business: helping you go about *your* business every day”. The images presented in the pamphlets should be diverse, as the general public will have diverse interests. Included in these pamphlets would be more in-depth explanations of the brief descriptions in the photos, as well as personal stories from the people in the pictures describing how business skills and businesses have positively influenced their lives. If the school or company wished to expand their reach, they could also place the photos on busses.

Pamphlets would be very cost effective. The average combined cost for a professional photo shoot and 2,000 pamphlets is \$1,900 (Friedman, 2009, “Brochure and flyer”, 2013). This cost would be reduced over the life of the campaign as the photos only need paid for one time. Prospective students will likely spend at least \$3 while visiting campus on bookstore or food items, offsetting the cost of the advertisement for colleges very quickly. Bus ads are more expensive, however, they reach considerably more people. Exterior bus ads average \$1,000 per month while interior bus ads average \$500 per month (“Bus advertising and”, 2013). With rising gasoline costs, more people are riding busses, thus increasing viewership of bus ads dramatically (Bruce, 2012). Additionally, 50% of college students walk, bike, or ride the bus daily (Kidston, 2013). Though initially more expensive, bus campaigns will influence the way people view business for a relatively low cost per person over an extended period of time.

Business is all around us and in everything we do. This visual campaign will help the public understand that, not only is business a powerful tool for good, but a set of skills and infrastructures from which they can all benefit. As a result, people will begin to view business in a more positive light and, hopefully, become motivated to get directly involved in the businesses around them and join the force for good.

References

Brochure and flyer marketing on a budget. (2013). Retrieved from

<http://www.psprint.com/resources/brochure-flyer-marketing-budget/>

Bruce, S. (2012, April 27). *Bus ridership climbs as gas prices rise and fall.* Retrieved from

<http://www.newsobserver.com/2012/04/27/2030397/bus-ridership-climbs-as-gas-prices.html>

Bus advertising and bus stop advertising- bus ads in 200 markets. (2013). Retrieved from

<http://www.bluelinemedia.com/bus-advertising> References

Friedman, J. (2009, October 12). *How to price portrait photography? words of advice from a professional photographer.* Retrieved from

<http://www.mcpactions.com/blog/2009/10/12/how-should-i-price-my-photography-words-of-advice-from-jodie-otte/>

Kidston , M. (2013, August 26). *Survey finds nearly 50 percent of um students bike, walk, bus to campus.* Retrieved from [http://missoulain.com/news/state-and-regional/survey-finds-](http://missoulain.com/news/state-and-regional/survey-finds-nearly-percent-of-um-students-bike-walk-bus/article_7a3fc430-0ecc-11e3-bfcd-0019bb2963f4.html)

[nearly-percent-of-um-students-bike-walk-bus/article_7a3fc430-0ecc-11e3-bfcd-0019bb2963f4.html](http://missoulain.com/news/state-and-regional/survey-finds-nearly-percent-of-um-students-bike-walk-bus/article_7a3fc430-0ecc-11e3-bfcd-0019bb2963f4.html)

The consequences of having an internal versus external locus of control. (n.d.). Retrieved from

<https://www.boundless.com/psychology/personality/social-cognitive-perspective/the-consequences-of-having-an-internal-versus-external-locus-of-control/>