

Out of the Classroom Lessons in Success

How to Prosper Without Being at the Top of the Class

In our grade-focused school years, the rules of success seemed as simple as making all As. However, in the working world, success is far more complex. Now, a self-professed over-achiever shares how her professional triumphs wildly strayed from her honor roll tactics in an eye-opening, easy-to-read compilation of truisms from the trenches of real life. *Out of the Classroom Lessons in Success: How to Prosper Without Being at the Top of the Class* offers hard-won wisdom on achieving professional glory that will serve as an invaluable resource to anyone who is contemplating a career, or for parents who want to help their children lay the groundwork for success in the workplace. Weaving in illustrations and short poetry, this ingenious book delivers concepts that are easy for any kid to understand.

Book Synopsis

In today's global, hypercompetitive marketplace, the rules for success have changed dramatically. Inspired by the experience of her own daughters in school and her work with entrepreneurs in start-ups, Cynthia realized that many young adults graduate completely unaware of a new playing field that no one has bothered to tell them about—and that is not always predicated by superior grades or talents. In eighteen concise and revelatory chapters, the author draws from her own professional achievements and challenges to debunk common myths that can lead astray aspiring professionals in their early years of forging a career. From the overemphasis of “practice makes perfect” to the often parroted insistence that winning doesn't matter, Cynthia provides straight facts, anecdotes, and examples that will enable young adults, as well as their parents, to have the information they need to launch a career on solid footing.

Among the concepts that are included in *Out of the Classroom Lessons in Success*, readers will learn that

- ✚ How can the average student be highly successful?
- ✚ Can common beliefs you learn in school have a negative impact on your later success?
- ✚ How does the game change once they hand you a diploma?

On page after page of this slim, insightful roadmap to success, *Out of the Classroom Lessons in Success: How to Prosper Without Being at the Top of The Class* serves up a host of “aha!” moments that will forever change the way young hopefuls view the world ahead of them. Is it really true that good things come to those who wait? Is fitting in a fruitful goal? Is it enough to know what you want to become, or would it be more effective to actually set a plan in motion to achieve it? Inspiring and uplifting, this simply brilliant take on creating a career will help anyone realize their goals, avoid common pitfalls, and lay the groundwork through the secondary talents, skills, and mindset necessary for optimal success.



By Cynthia Kocialski

A Funny Thing Happened on Our Way to Growing Up



What We Want for Our Children ...

No surprise, parents want their children to be happy and healthy.

The jobs parents want their kids to be when they grow up are ...

Physician ... Lawyer ... Accountant ... Preacher ... Engineer

Architect ... Computer Scientist ... Pilot ... Family Business Owner

Health?

Two-third of American adults are overweight or obese, and 1 out of 3 children are considered overweight or obese.

Improper weight increases the risks for coronary heart disease, hypertension, diabetes, liver disease, high cholesterol, some forms of cancer and many others.

Happiness?

The top 3 things that make people happy 1) family and relationships 2) meaningful work, and 3) positive thinking.

Only 39% of Americans say they are very happy.

Half of marriages end in divorce.

Only 33% of Americans are somewhat satisfied with their jobs and only another 12% of workers say they are extremely satisfied with their work.

Nearly 40% of employees were disenchanted or disengaged with their jobs, and only 20% feel very passionate about their jobs.

Only 42% of physicians very satisfied with their professions and 18% were dissatisfied.

Almost half of the lawyers report dissatisfaction with their careers.

Are Our Children Really Heading in the Right Direction?

Meet the Author - CYNTHIA KOCIALSKI

Cynthia Kocialski is the founder of three companies – two fabless semiconductor and one software company. What makes her unique is that she has experienced many start-ups see them from the inside out, including the day-to-day trials and tribulations, not just the milestones and status presented to passive investors and outsiders. In the past 15 years, she has been involved in dozens of start-ups and has served on various advisory boards. These companies have collectively returned billions of dollars to investors. Many of these start-ups were stellar successes of the hi-tech industry and others were the failures that closed without any fanfare at all. After that many start-ups, Cynthia has seen what works, what doesn't work. Cynthia has worked with established companies to bring start-up techniques and technologies to corporations desiring to process improvement and efficiency.



Prior to her work in the start-up community, Cynthia has held a wide range of technical, marketing, and management positions at major corporations. At IBM, Cynthia began by developing financial software to facilitate the tracking of sales and inventory for international operations. She later moved into development and engineering management working of scientific workstations. Finally, Cynthia transitioned into technical marketing and strategic planning role for graphics and digital video components for personal computers. At Matrox Electronics, Cynthia was the general manager, overseeing the R&D area of digital video and image processing component and add-in board product lines. Cynthia was also COO for a personal medical technology and services start-up.

Cynthia was raised in Buffalo, N.Y. and her career has taken her to N.Y.C., Washington, D.C., Miami, and San Francisco. Cynthia graduated of the University of Rochester with bachelor's degrees in mathematics and applied statistics. She also has graduate degrees from the University of Virginia in both electrical engineering and systems engineering. Cynthia is the author of "startup From The Ground Up". She also writes the popular *Start-up Entrepreneurs' Blog* (www.cynthiakocialski.com) - observations, lessons, and stories of life inside hi-tech start-ups, and has written many articles on emerging technologies.

Cynthia Kocialski
cynthia@cynthiakocialski.com
(408) 221-4588

Media Showcase

Contact Information:
 cynthia@cynthiakocialski.com
 (408) 221-4588

SAVVY ENTREPRENEUR

Build Startups Using An Investor's View

Cynthia Kocialski has three words of advice for tinkers who invent gadgets: Cool doesn't sell.

You can design gizmos or tech toys that capture your fancy. But even if you fall in love with your innovation and you're sure it will attract buyers, that's not enough.

"Silicon Valley investors view the product as only about 10% of a company's success," said Kocialski, business consultant in Palmdale, Calif. "Investors want to see a management team that can execute a well-rounded business plan."

From the perspective of investors, Kocialski urges entrepreneurs to think like investors. By creating an investor's hat, they'll realize that their company doubles as a product — and that it helps to recruit technical and business advisers who each fill a vital role in

strengthening the firm's operation.

Ironically, some of the most inventive, technically savvy entrepreneurs are most likely to stumble out of the gate, Kocialski warns. That's because they may grow enamored of what they do best — ignore everything else.

"If owners come up with a product, you'll have to market it," she says. "You'll need sales and recognition."

Entrepreneurs often assume that they can learn to supervise people by trial and error. But investors want reassurance that owners are equipped to manage and motivate employees effectively.

"Most entrepreneurs aren't trained as managers," Kocialski said. "They think, 'Oh, I can figure out how to manage people as I go along.' That's a trap because in a small company, every person's job is important to the bottom line. You need to hire the right person and ensure they're as productive as possible." **Morey Stettner**

Potential investors also look for

owners of promising businesses can also sabotage themselves by embracing activities they enjoy while ignoring tasks that they dread. An outside investor likes to see entrepreneurs with a high degree of self-awareness who admit what they don't know — and what they don't like doing — and bring in others to plug those holes.

Potential investors also look for

business builders who think creatively and forge useful relationships. If you launch a commerce website, you may have



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20 Entrepreneur // August 2011



Is It Time For You To Start A New Business?

Tips for Launching Your Start-Up Right

By Cynthia Kocialski

Are you considering launching or financing a start-up company? This author's expertise and experiences have led to the creation of a series of tips that can help you move forward with confidence. These tips include:

- develop the product and then start the marketing.
- Many of these tips are based on the author's own experiences.

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CYNTHIA KOICIALSKI

Unreturned phone calls. Messages left to me in voicemail. Phone numbers changed with no official notice. It is common place among the newbies in the industry. Unfortunately this leaves many new artists including business companies out of the game? ... they are just unreliable. It doesn't even true trying to relay messages with someone who up to their name, or if they set out to do. "How many have never been of starting a company says Cynthia Kocialski, the Ground up. "They have done it in the focuses on the end of the company's life? this doesn't even needed to make a

Ever hear Eliminate the iv the negative make you un plan lazy. No and more r enough to smart and someone us new/ where, i ideal w Cynthia feel i encour

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Press and Media Coverage



Can't Find A Job? Create Your Own

AOL, Sept 27, 2011

<http://jobs.aol.com/articles/2011/09/27/can-t-find-a-new-job-create-your-own/>

Advice and Consent

Entrepreneur Magazine, August 2011

How the Competition for Startup Cash Are Like Combo of American Idol and Crowd Funding

Business insider, August 9, 2011

<http://www.businessinsider.com/how-competitions-for-startup-cash-are-like-a-combo-of-american-idol-and-crowd-funding-2011-8>

The Benefits of Bringing in an Advisory Board

Entrepreneur Online

<http://www.entrepreneur.com/article/219996>

Think Like An Investor To Build A Viable Business, Investors Business Daily, May 20, 2011

<http://www.investors.com/NewsAndAnalysis/Article/572843/201105201500/Build-Startups-Using-An-Investors-View.aspx>

Is It Your Time To Start A new Business?, MSNBC, Jun 2, 2011

<http://www.msnbc.msn.com/id/43257466>

Micro Venturing and Crowd Funding – Hot Alternative Funding Trends

Startups Tips from Logan Lenz, Feb 15, 2011

<http://www.loganlenz.com/?s=cynthia+kocialski&x=0&y=0>

How To Lose An Investor Before You Finish Speaking

<http://wisepreneur.com/entrepreneurship/how-to-lose-an-investor-before-you-finish-speaking>

Ideas To Riches: Revealing the Ecosystem of Silicon Valley

<http://wisepreneur.com/entrepreneurship/ideas-to-riches-revealing-the-ecosystem-of-silicon-valley>

How To Build An Effective Team for a Start-Up Company

eFinance, April 2010

<http://efinanceportal.com/efp/firstPageNewsDetails.do?orderId=32695&industryId=3&languageCode=en>

Where are the Women Entrepreneurs in Hi-Tech Start-Ups?

<http://www.witi.com/wire/articles/169/Where-are-the-Women-Entrepreneurs-in-Hi-tech-Start-ups/?/>

A Simple Start-Up Process for Creating a Viable Product

<http://unystartups.com/2011/07/25/a-simple-start-up-process-for-creating-a-viable-product/>

Management Waste Minimized

TOMI Magazine, June 2011

The Art of Attracting Investors

Hearpreneur, Apr 22, 2011

<http://hearpreneur.com/2011/04/22/the-art-of-attracting-investors-to-your-start-up/>

Cynthia Kocialski
cynthia@cynthiakocialski.com
(408) 221-4588



Radio Interviews



How to Startup Your Own Business

The Best People We Know, Blog Talk Radio

<http://www.blogtalkradio.com/thebestpeoplewewknow/2011/10/03/cynthia-kocalski-how-to-startup-your-own-business>

Expert Access Radio Show, June 12, 2011

http://radio.cincom.com/media/Cynthia_Kocalski.mp3

Startup Tip and Advice

Business book Review with Bob Garlick of Garlick Marketing

<http://businessbooktalk.com/>

Cynthia Kocalski, Author, "Startup from the Ground Up"

Professor Smedley, Blog Talk Radio

<http://www.blogtalkradio.com/professor-smedley/2011/09/20/cynthia-kocalski>

Sustaining Your Startup

The Power Connection, Blog Talk Radio

<http://www.blogtalkradio.com/the-power-connection/2011/09/27/sustaining-your-start-up>

A Book and a Chat with Cynthia Kocalski, Blog Talk Radio, Mar 24, 2011

<http://www.blogtalkradio.com/across-the-pond/2011/03/24/a-book-and-a-chat-with-cynthia-kocalski>

Wayne Hurlbert's Business World on Blog Talk Radio. Mar 18, 2011

Wayne interviews Cynthia Kocalski, author of of Startup from the Ground Up

<http://www.blogtalkradio.com/waynehurlbert/2011/03/18/cynthia-kocalski-startup-from-the-ground-up>

Connecting Women, Blog Talk Radio, Mar 10, 2011

Faten Abdallah interviews author Cynthia Kocalski author of Startup from the Ground Up

<http://recordings.talkshoe.com/rss91612.xml>

Finance for Startups: Empowering Entrepreneurs To Launch Successful Startups

iTunes Podcast by Fred Castaneda, January 24, 2011



Online Presence

Cynthia Kocialski
cynthia@cynthiakocialski.com
(408) 221-4588



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LinkedIn
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www.business2communty.com
You Tube Channel
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Blog Headlines

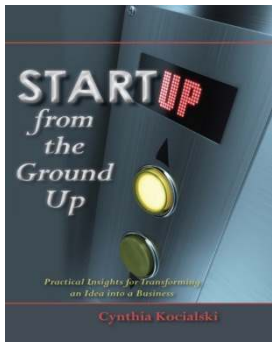
How to Effectively Use a Free Product to Threaten Your Competitors
 Find Writing a Start-Up Business Plan Tedious? Start with a Concept Plan
 Why Dumb Start-Up Ideas Work
 Part Time Workers: Headache or Relief?
 Tips for Getting Customers to Speak With You
 Why Entrepreneurs Should Sweat the Little Decisions

Tweets

Rule of Thumb #8 – For patents to have value, infringement must be easy and obvious to prove.
 Gwinnett Innovation Park (Atlanta, Ga) is offering \$25,000 to each of 12 start-ups plus free office space, no equity stake taken.
 The hardest part about failure is knowing what to do next. There's often sometime between the failure and the beginning of the next attempt.
 Customer question #5 - what do you think about our competitors and is there something we should learn from them?

Videos

Product Comparison Flubs	http://youtu.be/sBzXMLQVOHc
Price Increase Mishaps	http://youtu.be/HizU1VGapM8
WOW Marketing: How Not To Bore Your Customers	http://youtu.be/vHsq0RJvww
When to Seek Investor Funding	http://youtu.be/TwGwnqPdNyo
Entrepreneurs Should Ditch the Business Plan	http://youtu.be/6loS9StU9Js



Startup from the Ground Up

by Cynthia Kocialski



Start-ups don't fail because companies are unable to build a product; they fail because the business factors needed to bring that product into the market are either neglected or ignored. **Practical, insightful and actionable**, *Startup from the Ground Up* gets budding entrepreneurs moving down the right path and thinking in the right direction with tips, strategies, and techniques on **how to launch a start-up**.

Book Reviews

"Cynthia describes a start-up as not being an end point, but a creative process. In effect, for the author, a start-up business is even more than a journey. It's an organic, living entity. The author makes it clear that entrepreneurial start-ups fail from a poor strategy, rather than from weak execution. As a result, the author provides a book to guide the would be business person through those critical early stages of this organic process."

-Wayne Hurlbert, Blog Business World

"In Startup From The Ground Up, there are gems that will pop up and surprise you. Two of the biggest – at least to me – are the concept plan and marketing starts on day 1. The book is chockful of good advice, but I'm afraid you'll have to get it to find out the rest. I'll just leave you with some of Cynthia's tips for anyone considering launching or financing a start-up company."

-Daniel Goh, Young Upstarts



"Startup From the Ground Up is a realistic, real-life book about taking your idea out of your head and into the marketplace. Startup From the Ground Up gives aspiring entrepreneurs the framework that they will need to use to get help in areas where they feel less comfortable. Before you quit your day job, take the time to quickly go through this book, and when you find yourself flinching at any of the chapters, bookmark that one for further review."

-Ivana Taylor, Business Insider



"An amazing book geared toward start-ups. There's a wealth of knowledge in the book that entrepreneurs can benefit from. Walks through that very early stage, are you even an entrepreneur, determining if you have what it takes to see this through, how investors perceive entrepreneurs, and then it gets in to the actual planning – what is your concept, how do you go about finding customers, how do you know who the customers are, how do you market it, what is your revenue model. Some of the later chapters really ring true. "

-Chris Benjamin, Rogue CFO

"One of the reasons that the failure rate of start-ups is so high is that new management teams keep having to learn the same lessons over and over again. If you're in start-up mode, stop whatever you're doing and read Cynthia's book - you'll be glad you did. Cynthia covers all the stumbling blocks and surprises you're liable to encounter, and the book will help smooth your path. It's an easy read and you get to take advantage of Cynthia's wide experience in founding, running, and advising start-ups."

-Andy Blackstone, Blackstone Associates



Interview Questions and Answers

Why did you write Out of the Classroom Lessons in Success?

My oldest daughter is someone who is never good enough for our local school system. She is always being asked to take tutoring and spend extra time at school in order to get better grades. After 5 years of putting in 10 additional hours each week doing extra classes and tutoring, her test scores didn't budge. Despite all that extra effort and years of hard work, she still isn't good enough – and most likely, never will be. At this point, my daughter doesn't like school much. Over the course of my career, what I've learned is success in life doesn't hinge upon getting the top grades. There are lots of average people who are highly successful.

The theme of success beyond academics is evident throughout the book. Why is this so important?

I've worked with entrepreneurs and start-ups companies for more than 15 years. I look at everything as if it's a new product from an unknown start-up. Kids are a product of their education and experiences. In the end, they need to sell their product – their skills - to employers and customers. A start-up company isn't about the product. It's about the business of that product. What makes a start-up succeed or fail is what's wrapped around the product. Let's face it; a lot of really dumb products have been successful in the marketplace. The most advanced technical product with the best features doesn't necessarily win. Kids are the same way. Success is more about those secondary skills and talents, then the core skill. It's more about what's surrounds the core talent. Just like start-ups, most people neglect to develop those other skills and the necessary perspective for success. They focus exclusively on the core talent.

How do I help my teen or child discover her inner talents?

First, you have to find your talent and that's a matter of trying new things. Once you know what you want to do then it's a matter of figuring out how to get there. Every year in school, teachers ask children what they want to be when they grow up. I've never encountered a teacher who followed up by asking, "Now, how do you plan on doing that"? The simple answer given by most kids is to go to school for it, but that's vague and wishful thinking is not a plan. You need to figure how to develop your core talent, and then you need to figure out what secondary talents you need to package it up. For many, this may mean getting help from an adult or parent because kids or teens don't work well in an ambiguous planning task. It's unlikely you'll be able to plan to the end goal, the best most can do is to go from step A to step C. Don't worry though, by the time you get to step C, you'll be able to plan the next three steps. Unfortunately, we don't teach kids how to plan well.

What advice or encouragement can you give youth who are struggling in school?

School isn't everything. School addresses one talent – academics. You need to have a basic level of education to function in society, but not everyone is going to be Albert Einstein. There are many talents in this world. If your talent is art, music, or sports, then you should develop that talent. Stop spending every waking minute studying, only to get B's and fall short. Your time is better spent developing your best talent then struggling to be mediocre at something that isn't your talent. What do you think would have become of Mozart if he were required to be a straight 'A' student before practicing his music?



Interview Questions and Answers

How does this book help youth?

It provides them with a different perspective on success. A lot of times we are told things as children that we just accept and don't challenge, only to find out later that they tricked us. One of my favorites is the saying, "It's not whether you win or lose that matters, it's how you play the game". No, really, winning matters. Who hires an attorney who loses all his cases, or a doctor who never cures her patients? I encounter way too many entrepreneurs who believe it's all about effort – they've never learned how to compete. Instead of starting a business with the intent to win, they start with the belief that they'll give it the good, ole college try.

What are the changes going on in the world that make this approach more important to our youth today?

As the world's economies become more interconnected and globalization continues, our children and young adults will need to function in an increasing hyper competitive business environment. They need to go beyond what's taught in their formal school setting to find their path to success. What they need to do is to develop those skills that differentiate them from everyone else, even those academically talented individuals need to develop those extra skills and reframe their thinking about success. It's no different than a product. If all you have to compete on is price – in this case, wages – you will lose in a price war. Those developing countries have a lower cost of living and hence a lower wage base. If all you have is the core skill taught in formal schooling, then it becomes a feature race and anyone can copy features. Think about the iPhone. It was popular. What happened? Other manufacturers copied it, as new features were added to new versions, everyone else copied them too. Curriculums and course work can be easily copied. Our children and youths need to develop those not-so-obvious and intangible skills that mean a lot to the end result, but are not easily copied.

How do I create the life I want?

It's all about intent. Fate isn't going to suddenly surprise you one day and drop you perfect, ideal life on your doorstep. No one is that lucky. In a start-up, there's always something that needs to get done. The rule of thumb is if what you are doing now isn't moving you closer to the goal, then stop doing it. The same is true for creating your dream. Life is busy. It's full of request from people around us. You can't do it all. You have to pick how you spend your time wisely. Time is everything. It's a non-renewal resource, you can't check the balance, or get a refund.

You include so many personal stories in this book. Could you please share one story with us?

The best of the brightest and most promising scientific minds go to M.I.T. As a young engineer, I once worked with a man who had graduated from M.I.T. He was always campaigning, telling everyone he should be promoted because he'd gone to M.I.T. Everyone was tired of hearing it. In one meeting, a brash, young geek turned to him and said, "So you graduated 15 years ago, what have you done lately?" The M.I.T. alumni fell silent. The answer was nothing. He had taken a staff level job after school with I.B.M., he had gone to the office all those years, did what was asked of him, and never accomplished anything.



Interview Questions and Answers

About the book, its Audience, and the Writing Process

Describe your book in 3 words.

Succeeding Beyond Academics

Who is your intended audience?

Parents raising kids and wanting to give them that edge to be successful later in life. Young adults starting off in their careers.

The title of your book what does it mean?

Being a success isn't about what you learn in school. At best, school opens the first door for you to land your first job. That's it! It doesn't make you successful. How many people ask their doctors if they can see their transcripts from medical school? Did your cardiologist really get an 'A' in Cardiovascular and Pulmonary Organ Systems? Success is what you learn outside the classroom and then apply to your future profession. Grades in school are not indicative of success. I see too many people who think it's all about grades – our youths are encouraged to study hard and study all day long – but that's not the path to success. There's more to it. This is why just average students and those with non-academic talents can succeed.

Did you learn anything from writing your book and what was it?

I wanted to illustrate some of the concepts in a single frame for the younger audience. I've never worked with an illustrator or poets before this book. Just selecting an illustrator was tough. I had dozens of proposals and portfolios submitted. We were stuck on quite a few concepts, so I asked everyone. I asked my hair stylist, daughter, friends, and three stand-up comedians for ideas.

The same was true for the poets; more poems didn't go in the book than were included. I wanted the poems because my daughter really likes children's poems. They are short and convey a point quickly. While I don't think my daughter could read the text of the book and understand it, I wanted some of the keys points stated in a way that even she could get it.