

**Starbucks CEO has Some Solid Advice for Innovators
and Entrepreneurs**
by Dr. Ross Reck – RossReck.com

In *USA Today*, Starbucks CEO, Howard Schultz provides his list of four “**Musts**” for being successful as an innovator or Entrepreneur:



- "Success means never standing still and resting on your laurels.
- Find something that you deeply love and are willing to sacrifice a lot to achieve.
- Surround yourself with co-workers who have very specific skill sets beyond your own – but who share like-minded values.
- Don't ignore luck when it comes calling. 'As trite as it sounds, you need a little luck.'"

He also pointed out that success is not sustainable unless it's shared. I think this is excellent advice for being successful at anything.

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Please feel free to share with your co-workers or family.