

## Starting a business in 2024? You need to know this .. #garyvee #shorts

Know how everyone wants these Gen Zers to take shit jobs It's because we did I get it We didn't have options Attention is the number one asset There's a lot of people in this room that if they were born in a different era when they were 22 or 23 would have not chosen a minimum wage job that sucked They would have just built their business or their brand direct on tiktok or linkedin or somewhere else These kids are not lazy they have options They don't want to make 47,000 a year doing something they hate They know they can make 47,000 a year selling T shirts because of three viral tiktoks And I know this is on everyone's mind It's everyone's mind because people are dealing with remote work We're dealing with what a lot of us deem as entitlement We can sit here and shit on the emerging generation or we can understand the truth We to build huge organizations need continuity People are starting to get other options There's a lot coming we not them need to adjust It's the requirements to be a successful organization from a culture standpoint in 2023