

Do You Have the No. 1 Personality Trait Amazon's Jeff Bezos Values in Business?



Inc. Magazine had a great story awhile back about humility and one reason it is important in today's business world. They say, when Amazon founder Jeff Bezos stopped by the Basecamp offices a few years back, someone asked him a question that just about every entrepreneur would like to know the answer to: What's the most important quality you look for when trying to hire superstars?

We might think Bezos would talk about amazing accomplishments, stellar credentials, or undeniable leadership ability. But we'd be wrong. What the (sometimes) world's richest person actually stressed was that he likes to hire people who are wrong a lot.

In his opinion, intellectual humility makes us smarter and more successful. He is pretty successful, so maybe he has something here! Bezos "saw that the smartest people are constantly revising their understanding, reconsidering a problem they thought they'd already solved. They're open to new points of view, new information, new ideas, contradictions, and challenges to their own way of thinking," says Basecamp founder Jason Fried .

Being open to new ideas implies being willing to discard old ones and question our established beliefs in light of new evidence. Getting smarter means admitting we may not have had the best answer before. That quality is called intellectual humility and it's not just Bezos who believes it's the bedrock of high intelligence and quality thought. Research shows intellectual humility helps us learn faster, weigh evidence more fairly, be more curious, converse with others with opposing viewpoints, and ultimately understand ourself and the world better.

If we are open to being wrong, it ironically makes us

right a whole lot more often.

All of which suggests that intellectual humility isn't just an important trait for billionaires (and those hoping to work for them). Basically, whatever we're aiming to do in life, we're more likely to succeed at it if we have an open mind when it comes to fresh viewpoints, contradictory evidence, and our own intellectual errors.

There are actions that lead to a more intellectually humble outlook. But the first step to developing this or any other trait is understanding our own strengths and weaknesses. How intellectually humble are we already, and how might we go about developing a more open attitude to new ideas?

Handily, science can help answer these questions. Researchers have developed a number of scientifically validated scales to test for intellectual humility, and the UC Berkeley Greater Good Science Center recently combined them into a quick quiz for the general public. To take it, we simply mark how much we agree or disagree with a handful of statements like, "Even when I disagree with others, I can recognize that they have sound points" and, "I'm careful to calibrate the strength of my opinions to the strength of the evidence I have."

The point, Greater Good notes, isn't to congratulate ourself or beat ourself up for our level of intellectual humility. Instead, it's to use the quiz as a tool to suggest ways we might cultivate a little more of that quality. [Take the test here.](https://greatergood.berkeley.edu/quizzes/results/intellectual_humility)

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Six Questions to Ask Yourself Before Pursuing Your Next New Thing



Author Martin Zwilling the founder of “Startup Professionals” says, most aspiring entrepreneurs are just waiting for that unique idea that will kickstart their new venture, put them in control of their life, allow them to achieve financial independence, and maybe even change the world. He thinks we should ask ourselves these questions.

1. When is the best time to start?

Timing is critical for every startup. Lack of preparation, or health failure are two reasons. But, if you wait for the perfect time, you may never start. He says real business experience, perhaps years, is the best education on business, current tools, and processes.

2. Should I start out alone, or assemble a team first?

The acid test of a leader and an idea is whether you can persuade other people, and perhaps a co-founder, to join you in your quest. A business is never a solo operation. You need complementary skills for marketing, financials, and operations. If you find no takers, you may not have a future. But also remember, partnerships rarely work.

3. Monetary return or altruism?

Only you know whether you can find passion in creating the next Amazon, or bringing joy to people who are suffering. Zwilling says, I often hear that people who have made money are still not happy, and wish they had taken a different path. Think twice before committing to any business. A winning strategy today is to combine a number of your values, maybe committing some profits for a higher cause. For example, Toms shoes agreed to donate a pair of shoes to the needy for every

pair sold. The return was far greater than the cost of donated shoes.

4. Do I rely on my own resources or seek investors?

Bootstrapping is always a great alternative, because you can retain full ownership and make all your own decisions. Yet most of us don't have the financials for that option, so we must share the equity, control, and reward, and rely on funding from family, friends, banks, and professional investors.

5. How do I assign responsibilities and compensation?

Usually, people who are capable and willing to join a startup, especially for a key role, expect to be given a big title and real equity, if not top cash compensation. It takes real work and skill on your part to recruit the right people to the right roles. Friends and family should not (never) be your solution.

6. Local business or global firm?

You ultimately choose the size of your world. If your comfort level is local, and you don't like too much complexity, then a small successful business will serve you well. If your goal is to compete with Jeff Bezos, then be prepared to manage thousands of locations and employees around the world, with all the issues to get exponential growth.

A JGL maxim I often say, some of our goals often focus on personal wants that don't always bring business success. While we must focus on and mold our business based on our own values and goals, the need to find the balance between you and your businesses is crucial.

What's Great About Summer

You're probably happier in summer? There are a lot more opportunities to get out in nature. One 2015 study published in the journal *Landscape and Urban Planning* found that when people took a 50-minute walk in a natural environment (no an urban one), they felt happier and experienced decreased levels of anxiety.

In the Summer, you see an increased production of serotonin, which in turn, makes you feel happier and more alert.

You're no longer a pale ghost. You're a pale ghost doused in SPF 50.

Outdoor concerts. You're not sure who's playing, but it's outside and there's music, so....

The sweet, sweet musical stylings of the Mister Softee truck. And that it's totally appropriate to have Mister Softee for breakfast, lunch and dinner.

Sweating = weight loss. (Right?)

Strawberries and Corn on the Cob and Wine Slushies.

And finally, It's so hot that you briefly miss winter!

Did we know?

We can Incorporate your business in 3 - 5 business days

Or LLC if you prefer!

Can You Avoid Capital Gains Tax or Reduce the Amount You Pay When Selling Your Business?

Owners who are considering a business sale should understand the tax impact of the transaction before the sale happens. The amount of tax, and the timing of the sale, both impact the dollars received by the seller.

To prepare for a business sale, you also need to understand the capital gains on selling a business, how they impact a sale, and how to reduce the tax on capital gains. For example, long-term capital gains generate a lower tax liability.

A capital gain tax is assessed on the sale of an asset, including the sale of a business. Though some assets may not be subject to capital gains rates. If you sell inventory or accounts receivable balances for example, the asset sales may be taxed as ordinary income, and not as a capital gain.

When specific assets are sold, the owner calculates a cost basis for each asset. Let's assume that a firm sells a piece of machinery for \$300,000. The owner must determine a cost basis on the machinery to determine the capital gain.

When your small business is a corporation, you own stock in your company. The IRS gives you a choice when you sell the corporation: Treat it as a stock sale or sell the individual assets. Many sellers prefer to treat it as a stock sale because if you've owned the corporation for more than a year you'll record the profits from the sale as a capital gain and pay the long-term capital gains tax rate.

In an equity sale of your business, the buyer purchases the book value of the business, which is calculated as assets less liabilities. Assume that an owner has a cost basis of \$700,000 in a busi-

ness, and it is sold for \$3,000,000. The capital gain tax is assessed on (\$3,000,000 less \$700,000, or \$2,300,000.)

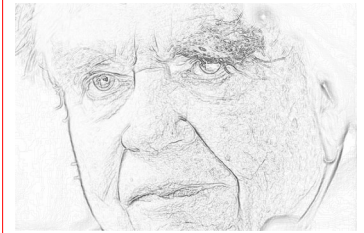
If the gain of selling your business will push you into a higher tax bracket, an installment sale could help lower the capital gains tax that you pay. With an installment sale, you receive at least one payment after the year the business is sold—the buyer has agreed to pay you in multiple annual payments, rather than once at closing.

Ask your accountant if you can structure an installment sale. In this case, the buyer pays a portion of the sale proceeds over a period of years, which allows you to defer the capital gain tax into future years. However, not all assets can be sold using an installment sale approach.

Say you sell your business as an installment sale and split the sales price into three annual payments. You'll pay tax each year that you receive payment, spreading out your tax bill. Not all assets in your business are eligible for the installment sales method. Inventory can't be sold as an installment sale.

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Bottom line: Get good advice way before selling your business.



Rooney...isms

I've learned that....

...the best classroom in the world is at the feet of an elderly person.

... Just one person saying to me, "You've made my day!" - makes my day.

...having a child fall asleep in your arms is one of the most peaceful feelings in the world.

.... being kind is more important than being right.

.... you should never say no to a gift from a child.

... I can always pray for someone when I don't have the strength to help him in some other way.

.... That no matter how serious your life requires you to be, everyone needs a friend to act goofy with.

.... sometimes all a person needs is a hand to hold and a heart to understand.

... simple walks with my father around the block on summer nights when I was a child did wonders for me as an adult.

...money doesn't buy class.

.... opportunities are never lost; someone will take the ones you miss.

... when you harbor bitterness, happiness will dock elsewhere.

... life is tough, but I'm tougher.

Mileage Rate Changes

In response to this year's wacky gas prices, the Internal Revenue Service has issued midyear increases in the optional mileage rates. It is rare that they do, the last time the IRS made such an increase was in 2011.

<u>Purpose</u>	<u>Rates 1/1 thru 6/30/22</u>	<u>Rates 7/1 thru 12/31/22</u>
Business	58.5 cents	62.5 cents
Medical/Moving	18 cents	22 cents
Charitable	14 cents	14 cents

Flash Facts: LLC Advantages and Disadvantages - Before forming a **limited liability company**, you should become familiar with the **advantages and disadvantages of an LLC**.

Compared to sole proprietorships and partnerships. The LLC has the most advantages when compared to a sole proprietorship or partnership. However, not all businesses are at a stage when an LLC makes good business sense.

Compared to corporations. LLCs are like corporations in that they offer limited liability protection to its owners. LLCs also have fewer corporate formalities and greater tax flexibility. However, one of the disadvantages is that profits may be subject to self-employment taxes.

Compared to limited partnerships. LLCs offer liability protection to all the members of the company, unlike a limited partnership, which only provides liability protection to limited partners.

Does a single member LLC need to file a separate tax return? - The IRS treats one-member LLCs as sole proprietorships for tax purposes. This means that the LLC itself does not pay taxes and does not have to file a return with the IRS. As the sole owner of your LLC, you must report all profits (or losses) of the LLC on Schedule C and submit it with your 1040 tax return.



was established in 1980 as a small business bookkeeping and tax preparation firm. Over the years we have built and developed skills that have expanded our firm specializing in small business start-up, management consultation, tax preparation and project development; all with an emphasis on cash flow, taxation, budgets and process.

Our clients range from individuals to multi-million dollar service companies, single store retail to multi-store chains, hospitality, manufacturers and media.

We have given seminars on many business subjects including Quick-Books, cash flow, business start-up, planning, and "values, goals & dreams motivation."

We are a Thryv representative, call for details



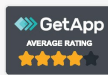
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