



Mindshift

In Association with

Preeminence



SEEING & SEIZING AN OPPORTUNITY

This mindshift story illustrates the importance of having the foresight to see an opportunity when it presents itself.

In 1972 a young man worked as a page at the Democratic convention where George McGovern was nominated to run for President against Richard Nixon. During the convention, Senator McGovern was forced to drop his first choice to be his vice-presidential running mate, Senator Eagleton. The young, 16-year-old entrepreneur saw a one-time opportunity and bought up 5,000 suddenly obsolete McGovern-Eagleton buttons and bumper stickers. He paid five cents apiece for them. He soon resold them as historical and rare political memorabilia for as much as \$25 per item.

This is an excellent example of shifting your mind to see opportunities where others see just problems. True, the young man's one-time windfall profit did not result in a major industry breakthrough. But what is important is that he had the opportunity focused attitude and a 3- dimensional point of view that is needed to see an opportunity where no one else did. That young man, by the way, was Bill Gates. Yeah, that Bill Gates

