

## SOME THOUGHTS ABOUT W.O.R.K.

**L**et's start this *Business Issue* with two questions: *Do you work for a living?* Most people do. *Are you happy in your work?* Many people aren't. I would like to introduce a new acronym about this topic; it is **W.O.R.K.**

It seems logical that something that most of the world's people spend so much of their time doing should be a source of creative self expression and nothing less than gratifying in addition to being a means of support.

Granted, the need for financial security tends to be the primary motivation for working; in the extreme, avoiding hardship can be an even greater catalyst to work.

Many people believe that the idea of work as fun or primarily inspirational is a strange and unachievable notion; someday work

may be seen quite differently.

In doing research about the topic of **W.O.R.K.**, I came upon the concept of *The Creative Class* or people who think for a living; it seems that as time progresses when more work tasks and activities become automated, many people will be able to do creative work.

Entrepreneurs seem to fall into this class because we think up businesses for a living. And business owners not only think for a living but are also responsible for giving other people work.

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