



Editor's Letter

EXPECTATIONS

In the classic tale by Charles Dickens, Pip and his girlfriend, Estella, are constantly thrown into unexpected situations which alter their life's journey. From a chance meeting in a cemetery of an escaped convict, to the time spent in an eccentric lady's home, to a final inheritance of wealth, Pip's and Estella's expectations for life were constantly turned upside and sideways. Estella wisely observes to Pip how these hiccups strengthen her, rather than weaken her: "Suffering has been stronger than all other teaching and has taught me to understand what your heart used to be. I have been bent and broken, but - I hope - into a better shape." The pandemic may have bent and broken some of our plans, such as canceling internships, working from home rather than an exotic place, and postponing vacations. We may need to find another way of doing things and our future may take surprising turns away from what we had initially planned, but we must remain positive realizing that new horizons for innovation are before us.

This issue of *Marriott Student Review* (MSR) is all about developing greater expectations for the future, finding new ways of accomplishing our dreams, and fostering relationships, even in the digital world of Zoom and Team meetings. Even though our expectations have been unexpectedly altered, in the end, the shape of our lives may be ultimately better.

DEVELOPING GREATER EXPECTATIONS

With fewer students choosing a vocational education, the United States is facing a rapidly growing gap in skilled vocational labor. The Swiss model of apprenticeships may help the bottom line of U.S. companies by training students for promising careers, which may begin to solve vocational trade woes.

Working for a nonprofit organization does not need to be a waste of one's education and career. There are many false myths about nonprofits, and it is important to get the facts

straight so you can do what you love without a fear of financial repercussions. Nonprofits provide a sense of purpose for employees and the pay and job-security for nonprofit jobs is the same—if not better—than their for-profit counterparts. There are some downsides, but if you are aware of these potential problems, nonprofits may still be a wise and rewarding career path to take.

FINDING NEW WAYS TO ACCOMPLISH TASKS

People spend much of their time at home, but in a post-COVID world, time spent in the workplace will be a close second. People should care more about how their office is set up. A well-designed interior at the workplace can help promote employee productivity and support their well-being, build a sense of community, improve team collaboration, and attract and retain talent.

Is fashion an art or a utilitarian part of our life? Thanks to U.S. copyright laws, "fast fashion" companies like H&M and Zara are making windfall gains by copying new designs, even at the expense of small start-ups. Without "fashion copycats" that make affordable yet trendy products, the fashion industry would be left dependent on a small group of upper-class consumers.

Building Information Technology (BIM) offers the construction industry a new way to manage and accomplish tasks, from sourcing to construction to maintenance. BIM has significant risks, but also boasts enough benefits to make firms ready to start integrating its use. The rising generation of digital natives can spearhead the widespread use of BIM as a new way to get things done more efficiently.

Because of the pandemic and concerns about global warming, the airline industry is caught in the crossfire between environmental activists and people worried about catching COVID on a flight. How will airlines move forward in this

age of flight-shaming? Airlines may be forced to incorporate certain governmental regulations and measures in the future, which may have a far-reaching effect on airline companies.

FOSTERING RELATIONSHIPS

Much of the business world is run digitally, yet relationship marketing, which treats the business/consumer dynamic as a relationship, is a critical aspect of business success. Businesses cannot just offer discounts to gain customers, but they must also increase the consumer connections to increase their brand.

Networking on-line is tough, yet most people are aware that networking and relationship building hold the keys to success within the business world. Being outside plus networking is a win-win proposition. Recent statistics suggest that golf is a major player in cutting behind-the-scenes business deals. Approximately 90% of Fortune 500 CEOs play golf, and executives who play golf earn 17% more than those who do not. Golf is a networking tool available to virtually anyone: the old and young, male and female, athletic and unathletic alike, even during the pandemic. It aids in building relationships with clients, customers, vendors, and colleagues, simultaneously advancing the golfer's career and helping to grow the company. Golfers learn how to deal with the success, failure, and adversity that they encounter both on the golf course and in the workplace. The moral of the story is - do not let your golfing skills or your business skills become subpar. And if you have not yet, start learning to golf and enjoy the fresh air.

We can look to the future with great expectations. In Dicken's book, Estella also makes the astute observation: "I must be taken as I have been made. The success is not mine; the failure is not mine, but the two together make me." We are all made of our successes and failures. We should not be afraid of both as we move forward towards a "new normal" for our future and in business.

Hopefully, the expectations in this issue will inspire all of us. Please share your thoughts about the articles by commenting on them on our Facebook or LinkedIn pages. You can also find us on Instagram and Pinterest. For more information on finding success, please listen to the MSR podcast, *Measuring Success Right*, which can be found on iTunes or Spotify and read every Saturday our business blog, *Marriott Saturday Reads*. 📖

Enjoy,

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