

Video Transcript**Preparation. Competitiveness. Purpose. Experience.****Empowering the next generation of entrepreneurs.****Sharon Kobler, Executive Director and Senior Vice President of Goodbaby**

When I was training for a professional athlete, as a gymnast, my coach would be standing every day in our face and he usually had his arms across on his chest and he would say, "What you need to do is to train hard and get yourself always ready for [when] the next opportunity comes.

"Always be ready to jump in for a competition and bring back that medal that you deserve. And your biggest regret in life would be missing that opportunity."

You know, find a way to make a connection or find your own passion within. Although sometimes it's hard. It may not be your original idea or along this path, but I'm sure there is a way you can expand it or bridge it out to something that you can really find meaningful or a personal purpose. Then the work would become much more interesting and rewarding.

My, you know, parents allowed me to go over abroad and see the world, experience my own life and make decisions. They've always inspired me to have my own passions, my dreams, and follow your dream wherever that leads you. Set your own personal goals.

And I, you know, appreciate that entire growing-up process of being responsible for my own decisions. And I wanted to do the same for my children.

You know, I want to give them the wings if they want to fly and to be supportive, however, knowing what they want and their personal targets and their personal goals. But having enabled that, I think there are a lot of the financial structures or future planning [that] can be done early on.

I always believe in professional services, so I would say if you asked me for advice, you know, engage early on with a full-service platform and start to engage some of the conversations and build that relationship.

I think it is a very long-term, lifetime process, and things do change from, you know, here and there.

Whether it's business or personal, if you do have that trusted relationship who really invests a personal interest in your business as well as your own matters, you know that you can grow together and that plan can be catered along the way or even luckily passed down to the next generation.