**Entrepreneur Research Paper**

Harry Warner’s Early life and family influence led him to his eventual success. Harry Warner was born on the December 12, 1881 in Poland. Warner didn’t have much of an education. As his early stage in life he was involved in his father’s shoe business (Harry Warner,2016). The Warner family immigrated from Poland to Baltimore, Maryland in 1884 in order for Warner’s father to pursue his trade in shoes and shoe repair (Daseler,2015). After living in Canada for a time, Harry Warner and his family relocated to Youngstown, Ohio which was an emerging industrial town. They saw a great potential for their business to grow. Eventually, Harry opened a bike store in the same town to increase revenue for the family.

Warner has had many experiences working as a businessman from a young age. From working with his father in his shoe company, to working with one of his brother’s shoe company in Canada, he also took part ownership from his father’s company as he was getting too old to work and finally owned his own bicycle shop. However, Warner eventually sold his bicycle shop to pave the way for a new and possibly better future. Harry used the money from the bicycle shop to establish the brothers’ first theatre, the Cascade (Warner Sperling, Milner, Warner, Warner,1998). The opening of this theater was the beginning of what would become the Warner Brothers film production company.

Harry Warner’s product was all about producing and exhibiting films for the entertainment of the public. There were many things that led Harry to this idea. First of all, it was during the time of movies that Edison invented the kinetoscope and the Kinetograph (1891) and the demand for motion pictures was sky high which led Harry to his idea. Harry also saw this as a great potential in the market as there weren’t many people producing films. Harry wasn’t the only owner; his 3 younger brothers were co-owners. In 1903 Harry and his brothers produced the famous “*The Great Train Robbery*” and in 1905, they exhibited the movie at carnivals across Ohio. They chose carnivals as there were lots of people to exhibit it to. “*The Great Train Robbery”* was a great success, and one of the first ever movies to have a plot in it. This revolutionized the film industry and paved the way for Hollywood movies. Furthermore, the public was more entertained with watching a movie with a plot than watching a movie with random pictures and jump cuts (Gross, 2014).

From when the company (WB) was first established in 1905 until the present day, it has been a huge success. In the year 2016 alone, Warner Brothers’ gross was over $1 billion. In the year 2013, the film “*The Dark Knight Rises*” grossed over $1 billion and had a profit of over $600 million (Nash,2016).

Harry Warner had strong characteristics that made him such an effective manager and leader. Harry was an innovative and open minded entrepreneur when it came to film making, because on January 9th 1931, Warner Brothers made history, by producing and releasing the first ever gangster movie, “*Little Caesar*” (Pfeiffe,2006). This revolutionized the film industry completely, as this type of film was never seen before, and it also started the “gangster era” in film. Additionally, Harry Warner was a risk taker. In 1923 Warner Brothers nearly went bankrupt; however, with the help of one special dog their company survived. The dog’s name was given to him after it was adopted from WW1 battlefield that went on to star in 23 Hollywood films. “Rin Tin-Tin” was the dog’s name (Edwards,1998). The dog was also known as the Mortgage Lifter of WB. The risk Harry and his brothers took in adopting the dog and using him in films, helped them gain other deals and lots of money. Rin Tin Tin became featured in ads, and as a result, Warner Brothers gained revenue from these deals, which helped pull the company from bankruptcy (CBS NEWS, 2012). Finally, Harry influenced and had a huge impact on the people of America during World War II. Warner Brothers and Disney Cartoons manipulated the public by using their cartoons as propaganda. Some of the public went to the cinemas to try and forget about the war but, they were in for a surprise as they were watching cartoons related to the war. These cartoons depicted the characters as soldiers and pressured the public to support the American troops (Nolan, 2012).

Harry Warner also had weaknesses. One of his brothers, Jack, easily influenced the brothers including Harry, to sell the studio “and on the day after the deal was struck, Jack re-purchased the studio for himself. From that point on, the other brothers never spoke to him again, nor ever set foot on the studio lot” (Waterfall, 2013). Harry was easily persuaded and not strong enough to hold his ground. In addition, Harry Warner didn’t have a futuristic vision for the movie industry. For example, a quote from 1927: “Who the hell wants to hear actors talk?” (Nevin, 2013). It is essential for most of the actors as of today, to have a script on what they should say. If Harry Warner’s mindset was the opposite of this quote, he could’ve made the movie industry even better, as he would be the first of many to have actors talk. Lastly, Harry Warner was a racist. This was an extremely bad thing to have as a manager because it clouded his judgment. Even though Harry Warner was Jewish, and had endured racism himself, it shouldn’t mean that he should have been one too. His narrow mindedness led him into dangerous and risky water. For example, Harry Warner fired one of the best screenwriters because his name was incorrectly listed in a communist group (Daseler, 2014). In today’s day and age, he could be prosecuted and could lose his job and reputation.

Similarly, to Harry Warner, I also have strengths. I strongly believe that one of my strengths as a manager is communication skills. I really like talking to people and socializing with them. I can talk freely and voice my opinion to anyone. I believe that communication is one of my strong points because I listen to people’s ideas, I also take abroad their opinions and I also respect them. Furthermore, I can talk to a large crowd with little hesitation. When I was in the UK I pitched in front of a large crowd and 5 venture capitalists about our product. Before the pitch I made sure that everyone in my group knew their lines and knew what to say. During the pitch I didn’t hesitate, and after the pitch, I was the one who answered questions from the venture capitalists. I spoke in a clear and loud voice, and I listened carefully to the questions before answering them thoroughly (Bovee & Thill, 2015). Another strength of mine is, I am a hardworking and determined person. I love to help others; it gives me an internal satisfaction. For example, when I help my sister take care of her baby, or helping my younger brother with his homework. In addition, once I start a task I am determined to finish it before they due date and not give up on it. For instance, helping one of my class mates finish a task. In addition, I would spend hours upon hours on weekends revising and finishing off my homework. Sometimes I would stay up till 12am or even 2am. (John, 2015). Finally, I would say I am an organized person, I like to plan my schedules a week prior. For example, planning what college revision/homework I should do next week. (Bovee, C.L. & Thill, J.V. 2015).

On the other hand, I do have a few weaknesses. Not setting my goals in SMART format. SMART goals are; specific, measurable, attainable, relevant and time bound. They will help me in the future as I will know specifically what I am aiming for (my goal), what I have to do to achieve my goal, and how long do I have to achieve this goal (Bovee, C.L. & Thill, J.V. 2015). For example, my goal was to set up and run my own business after I graduate by 2020. This isn’t a SMART goal because I don’t know what the business is about, it is also unrealistic/unattainable in the time bound.

Another weakness that I have is, trying to motivate myself to work. Even though I do plan on what I will do next week in terms of revision/homework, I sometimes struggle to do them on time because I can’t motivate myself to work. This is a negative thing, because “Motivation is the force that converts intention into action” (Gallant, 2015). If I can’t motivate myself then it will be difficult for me in the business world. Many businesses want the top employees.

Finally, I sometimes struggle when making a decision. Most of the time I take the safest/easiest decision, because the outcome of that decision will be on me. Sometimes I don’t take risk, a take a small risk and get a small reward. Sometimes I need to have some faith and take a big risk which may lead to a big reward (Bovee, C.L. & Thill, J.V. 2015).

I strongly believe that I would make a good manager because I have a lot of traits and skills that enables me to do this. I am a flexible person, if someone decides to change their schedule last minute I can work around that. I am a team player when it comes to task, I love to listen and discuss ideas with people (Bovee, C.L. & Thill, J.V. 2015).

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