In this episode, we are joined by Rob Wise. Rob is the founder and owner of ITinspired. Over the years, Rob has received numerous accolades including Inc. 5000, Best Places to Work in 2018 and 2019, 2020 Louisiana Growth Leader, and LSU Top 100 Fastest Growing Tiger-Led Businesses.  
  
In today’s show, Rob not only shared his inspirational journey, he also gave some tips and advice on how to become a successful business owner. In addition, he also shared many helpful insights and wisdom, so don’t forget to tune in!  
  
**Topics:**  
  
- Rob's background story  
  
- How he made money when he was young  
  
- Reason he chose Baton Rouge  
  
- Rob's journey to ITinspired  
  
- What his first day on the business looked like  
  
- How he defines success  
  
- Influential people that has impacted his life  
  
- Books he recommends  
  
- Importance of getting involved in the community  
  
- List of recommended organizations for young people in Baton Rouge

**Mentors:**

Marie Powell – Founder Brew Agency - <https://think-brew.com/>

Barbara Stott – Mom Stott

Rene Schexnaildre – Schexnaildre Consulting

Dima Ghawi – Author/Speaker/Founder - <https://www.dimaghawi.com/>

**Books:**  
  
Raving Fans by Ken Blanchard and Sheldon Bowles - <https://www.amazon.com/Raving-Fans-Revolutionary-Approach-Customer/dp/0739309536>

The Harper Book of Quotations by Robert I. Fitzhenry - <https://www.amazon.com/Harper-Book-Quotations-3rd/dp/0062732137>

How Full Is Your Bucket? by Tom Rath - <https://www.amazon.com/How-Full-Your-Bucket-Rath/dp/1595620036>

Who Moved My Cheese? by Spencer Johnson - <https://www.amazon.com/Moved-Cheese-Spencer-Johnson-M-D/dp/0743582853>

Our Iceberg is Melting by Holger Rathgeber and John kotter - <https://www.amazon.com/Our-Iceberg-Melting-Succeeding-Conditions/dp/0399563911>

Never Split the Difference by Chris Voss - <https://www.amazon.com/Never-Split-Difference-Negotiating-Depended-ebook/dp/B014DUR7L2>

**Cup of Joe:**

White Star Market - <http://www.whitestarmarket.com/>

River Road Coffees – Ian Melancon President - <https://www.riverroadcoffees.com/>

Magpie Café - <https://www.magpiebrla.com/>

CC’s Coffee House - <http://www.ccscoffee.com/>

**Lunch Spot:**

Overpass Merchant – <https://www.theoverpassmerchant.com/>

**Dinner Spot:**

Cove Hawaiian Grill - <https://www.facebook.com/thecovehawaiiangrill/>

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