

SOCIAL RISKS ARE AS IMPORTANT, IF NOT MORE, AS THE ABILITY TO HAVE A BREAKTHROUGH IDEA

A SENSE OF URGENCY IS HARD

- YOU HAVE TO:
- LOSE A LOT OF FACE
 - ADMIT YOUR IDEAS ARE WRONG
 - CONVINCe PEOPLE OF A DIFFERENT PATH

THESE PEOPLE ARE RARE

MAKE YOUR ORGANIZATION = SAFE = FOR RISK TAKING

TO TAKE A SOCIAL RISK, YOU HAVE TO OVERCOME OPPOSITION, YOU HAVE TO DEAL WITH CRITICISM

SENSE OF URGENCY

LEARN TO PROTECT + NURTURE THIS KIND OF DISRUPTIVE SPIRIT

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THE DIFFERENCE BETWEEN STEVE JOBS + XEROX IS THAT HE HAD A SENSE OF URGENCY

THE LORE OF SOCIAL RISK TAKING IS URGENCY

WE NEED TO TAKE SOCIAL RISKS

WE NEED PEOPLE WHO ARE WILLING TO TRY THINGS PEOPLE THINK ARE CRAZY

SOCIAL RISK TAKING IS WHAT LEADERS HAVE TO DO

TRY CRAZY