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<https://www.youtube.com/watch?v=Mtiatr9r-Vc> - Guy Kawasaki

<https://www.npr.org/podcasts/510313/how-i-built-this>

Jerry Murrell and Five Guys

<https://www.npr.org/podcasts/510313/how-i-built-this>

Katrina Lake and Stitch Fix

<https://www.npr.org/podcasts/510313/how-i-built-this>

Jake Carpenter and Burton Snowboards

<http://freakonomics.com/podcast/failure-is-your-friend-a-new-freakonomics-radio-podcast/>

Failure is Your Friend

Innovation

- Time
- Multiple perspectives over and over and over again
- Volume of ideas early – quit fretting about perfection
- Identify and neutralize resistance
- Get over your need to be right
- Ask questions – boat loads of them
- Experiment, doodle, play
- Get outside what you know
- Invite an eclectic set of folks to the table

https://www.ted.com/talks/adam_grant_the_surprising_habits_of_original_thinkers

- The innovators:
Moderate procrastinators (buy time to think)
Not first to market (they are the ones who improve something) (focus on different and better)
Self doubt and idea doubt – two types (the first paralyzes; the second is very empowering)
The originals are those who are able to doubt the default option – to see the same thing over and over and finally see it differently
Their fear is not of failing but of failing to try