

Authentic Listening

Video file source:

<https://www.youtube.com/watch?v=pii8tTx1UYM&t=1s>

Audio file source:

<https://singjupost.com/wp-content/uploads/2020/05/Our-approach-to-innovation-is-dead-wrong-by-Diana-Kander.mp3>



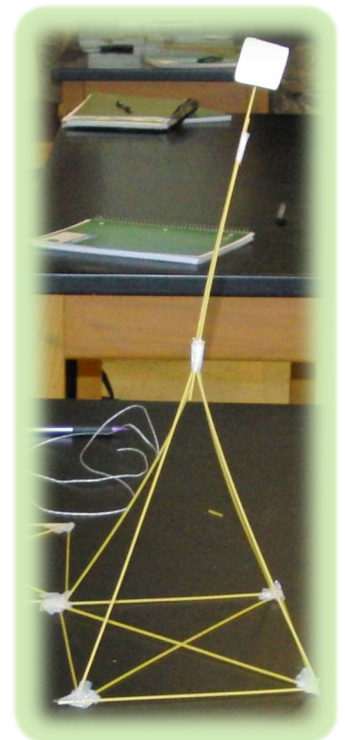
Recording Length: 09:48

Diana Kander: Our approach to innovation is dead wrong

Having founded and sold a number of ventures, Diana is a successful entrepreneur and a Professor of Entrepreneurship at the University of Missouri and a Senior Fellow at the Ewing Marion Kauffman Foundation, the largest non-profit in the world dedicated to entrepreneurship and education. A Georgetown-educated attorney who left a successful practice to launch her first company, Diana draws on her experience as a founder, investor, and academic to train companies and non-profits in how to be more innovative and how to get their employees to think like entrepreneurs.

Watch the presentation and answer the following questions:

1. What made Diana learn martial arts? Was she any good at Taekwondo?
2. Why didn't her training help her when she was attacked one night? What was wrong with her martial arts training?
3. What do her martial art classes and approaches to business teaching have in common?
4. What do business classes teach?
5. Explain what *the marshmallow challenge* is.
6. In the marshmallow challenge, who performs better, pre-schoolers or business graduates? How do MBAs score in the challenge? Why?
7. Diana states that 'the longer you work on your plan in a vacuum, the more likely you are to fail'. What does she mean? Which example does she give to illustrate this concept?
8. Which two lessons she took away from her failure with a software product launch?



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9. Which practical task does Diana set for her students to do? What outcome do her students expect and what actually happens?

10. From Diana's point of view, which two practical tasks need to be set up to ensure the survival of a business, even before it is officially launched?