Simon Sinek Discusses Optimism and AI

Simon Sinek is a British-American author, motivational speaker, and organizational consultant who is best known for his influential ideas on leadership and personal inspiration.

He first gained recognition with the publication of his first book "Start With Why: How Great Leaders Inspire Everyone to Take Action", helping leaders and companies focus on their core purpose. As a motivational speaker, he has spoken at the UN Global Leaders Summit, and has given several TED talks, for which "How Great Leaders Inspire Action" is one of the most-viewed TED talks of all time. His following book, “Leaders Eat Last” is a New York Times bestseller.

Simon Sinek speaks with a standard US English accent. The interviewer in this video, Ravi Kumar, is the CEO of Cognizant, which helps companies to modernize technology, reimagine processes and transform experiences. He is from India and speaks with an Indian English accent. Listen to the interview, and answer the questions with as many details as possible.

https://www.youtube.com/watch?v=WkmvPEcvFcs

Vocabulary to check before answering the questions:

to vent - to express a negative or angry emotion forcefully.
to hold space for someone - To be there for someone and to sit with them through a difficult time without judging them in any way.
to have someone’s back - To be ready to protect and defend someone.
to foster something - To encourage the development of something positive.
hubris - An excessive, unreasonable feeling of pride and confidence in yourself.

1. **(00:00-00:32)** What is the name of Simon Sinek’s company, and what phrase is used to describe Simon Sinek in his bio?

2. **(00:32-01:24)** The interviewer lists 6 negative things happening in our world at the moment, can you list 4 of them?

3. **(01:24-02:15)** What is blind positivity, and why is it dangerous in leadership?

4. **(02:15-02:54)** How does Simon Sinek describe real optimism?

5. **(02:54-04:05)** What is Simon Sinek’s opinion on strengths and weaknesses, and what do we have to know about them?

6. **(04:05-05:25)** How do we react to news today compared to 20 years ago?

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7. **(05:25-06:11)** What generates optimism, and what must we not forget?

8. **(06:11-06:45)** What question does the interviewer ask Simon Sinek about AI, and what is his answer?

9. **(06:45-07:30)** What is the basic premise of the movie ‘Her’?

10. **(07:30-08:35)** What are 2 big weaknesses that humans exhibit, and how does one of those relate to retail?