Answers

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?
   His company is called Optimism
   In his bio, he is described as an 'unshakeable optimist'

2. **(00:32-01:24)** The interviewer lists 6 negative things happening in our world at the moment, can you list 4 of them?
   1. **A refugee crisis**
   2. **A recession**
   3. **High energy and food prices**
   4. **Diplomatic ties at an all time low**
   5. **Others have described this time as the most dangerous time in human history.**
   6. **Some have claimed that there is a 50% chance of World War III.**

3. **(01:24-02:15)** What is blind positivity, and why is it dangerous in leadership?
   Blind positivity is the obsession that everything is good, and focusing on the things that are working and ignoring the things that are not. It is dangerous in leadership - when people are struggling and the leader says that everything is great, it makes us feel as if there is something wrong with us.

4. **(02:15-02:54)** How does Simon Sinek describe real optimism?
   Optimism is realistic, and it can allow for sadness, but there is an undying belief that the future is bright.

5. **(02:54-04:05)** What is Simon Sinek's opinion on strengths and weaknesses, and what do we have to know about them?
   He doesn't believe in strengths and weaknesses. He believes that we have characteristics and attributes, and in some contexts these are advantages and strengths, whereas in some contexts they are weaknesses and liabilities. He says that we have to learn what your characteristics and attributes are, and you have to know the contexts in which they are advantages and the contexts in which they are liabilities. You should then try to put yourself into contexts where they are strengths and avoid contexts where they are liabilities.

6. **(04:05-05:25)** How do we react to news today compared to 20 years ago?
   When we read horrible news, we used to call a friend and "vent" (complain) or "sit in our anger". Our friend could hold space for us while we went through the process. Now we see news and we vent online in the open for the world to see. People then react to our reactions.

7. **(05:25-06:11)** What generates optimism, and what must we not forget?
   Optimism is generated by the feeling that someone has your back, that you are seen as a human being, that someone will be there for you. In summary, it is the human connection which brings about optimism. We mustn't forget that we are 'legacy animals' in a modern world. This is open to interpretation, but means that our brains are wired for a different world from the modern world that we are living in, and therefore we have to make a special effort to encourage the development of something.

Answers

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

   He asks whether AI is a threat to human connection. Simon answers that it is neither a good thing nor a bad thing, and that it is more about what we do with it and how responsible we are for it.

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

   The premise is that someone has a relationship with an AI bot, but the AI bot is simultaneously having relationships with millions of other people. It is known as a parasocial relationship.

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

    1. **Human beings think that they are above nature, when really they are just a part of nature.**
    2. **Human beings are bad at making predictions**

       People believed that the advent of the internet would signal the death of the high street store, but now Amazon and other stores are opening physical shops. This is because we like gathering, hunting and browsing. This is why retailers move things around in the stores.