

LEADER'S DIGEST

*“The only way to win, is to **learn faster** than anyone else.”*

Eric Ries



HOW TO WORK WITH AN ENTREPRENEURIAL MINDSET

As we've all noticed, everything can change in heartbeat. It is therefore crucial to be agile and entrepreneurial. But how?

Sahar Hashemi, an entrepreneur and author, has a few great tips on how to embrace entrepreneurial mindset even when you don't work in a startup:

- *Become your customer.* Don't only rely on market research, but try to experience the world from your customer's perspective.
- *Make time for seeing new things.* Creativity comes only when you have created space for it.
- *Become clueless.* Your skills and experience will blind you from seeing new opportunities, so break from established thinking and un-learn.
- *Prototype.* In established companies, there's usually pressure to do it "right" the first time. But you need to prototype: try, fail, adapt, and move on.
- *Never stop at a no.* No is not a stop sign, it's often just someone's opinion.

Hashemi spoke at our events in Stockholm and Oslo last year. [You can read the full summary of her speech here.](#)

READ THE SUMMARY

THE ART OF DISRUPTION



“Great disruption occurs when people in a company want to make meaning as opposed to simply making money. Making meaning is the key to disruption, so how are you going to make the world a better place?”

That's the first of the 10 steps **Guy Kawasaki** suggests for businesses in order to succeed in the art of disruption.

You can find the other 9 steps by watching Kawasaki's speech from our NBForum 2015 event. [The speech is available here until 14 October.](#) Enjoy!

WATCH THE SPEECH

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President Trump threatened to ban the popular videosharing application TikTok, and the price of crude oil showed a 7,5% rise. What else happened in August that you should know about?



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