

# LEAD WELL

## BOOK REVIEW

David and Goliath

Malcolm Gladwell

### KEY PRINCIPLE

The powerful and strong are not always what they seem. Underdogs win all the time. Be aware of assumptions you may make regarding where strength and power lie.

### HIGHLIGHTS

Desirable difficulties - Not all difficulties are completely negative. Sometimes when someone has a disadvantage - like dyslexia - it actually leads them to developing resilience that helps them thrive where others won't.

Are the most prestigious institutions or traditional way of doing things best for us? Interesting story of Impressionist artists Monet, Renoir, Degas were looked down upon by the prestigious art critics initially. They were shut out of large art exhibition. They had to persevere. Take a huge risk and have their own exhibition. It was the turning point for Impressionist art to become what we know of it today.

Personality of Innovators - Open, Conscientious, Disagreeable. Disagreeable not in an obnoxious or unpleasant way. It means having a willingness to take a *social risk*. Very interesting story of IKEA and social risk they took after World War II when they were disrupting the furniture market.