



BE VERDANT

SUPPLEMENTAL GUIDE

Episode 8: A Good Book

5 Questions for Consideration

1. Randy shares several books with our listeners. What are some of your favorite books on leadership, change, or any other business topic?
2. Randy talks about the impact of disruptive technology. What impact do you think this has had on your own industry?
3. Randy makes the case that long-tenured organizations cannot change but need to become new ones. What are your thoughts on this?
4. Alessandria and Randy discussed why stories help people learn. What are your thoughts about using stories to educate?
5. Randy and Alessandria discussed the Hawthorne effect, which states that individuals modify or improve an aspect of their behavior in response to their awareness of being observed. Have you seen this in your experiences?