



BE VERDANT

# SUPPLEMENTAL GUIDE

## Episode 16 & 17: Start Ups

### 5 Questions for Consideration

1. Both Dave and Mohammed share pivotal moments in their work that sparked their innovation. When have you been inspired and what prompted it?
2. Our entrepreneurs discussed understanding the problem they were solving and focusing on the customer. How do you do this in your role?
3. If you were to start your own business tomorrow, what problem would you want to solve and how would you go about solving it?
4. How important is the role of leader part of the guests on these episodes? Why do you think that is?
5. Both Dave and Mohammed talk about finding purpose in their work. How do you think this motivates them? How do you think it motivates their teams?