



BE VERDANT

# SUPPLEMENTAL GUIDE

## Episode 18: Peculiar Ways

### 5 Questions for Consideration

1. Jon shares a story about having a strong point of view and speaking up for what you believe in. Thinking about a time when you had a differing point of view from the business, what steps did you take to make your case?
2. Jon also shared his experience of getting rejected for your ideas. Have you had a similar experience? What did you learn from it?
3. It turned out that the customers didn't respond how Jon thought they would. Have you had a similar experience when you thought things would go poorly and they didn't?
4. Jon mentions the "peculiar ways" principle of "doing no harm" to the customer. What decisions have you or your team made that could have utilized this approach?
5. In thinking about the "fish not knowing a dog could fetch" adage, what experience have you had that taught you that you didn't know what you didn't know?