



SHARKTALES
KIERSTEN HATHCOCK

SpyGlass
HANDOUT

3

OF THE MOST
IMPORTANT THINGS
I'VE LEARNED ABOUT
SUCCESS...

...in business & life

1

AUTHENTICITY IS
EVERYTHING.

B2B = Human to Human

BEING
VULNERABLE IS
BRAVE...

*...and it fuels the
best relationships.*

DIVE DEEPER INTO THE TOPIC OF VULNERABILITY...

Being Vulnerable Is the Boldest Act of Business Leadership

<https://www.entrepreneur.com/article/309784>

What Bosses Gain by Being Vulnerable

<https://hbr.org/2014/12/what-bosses-gain-by-being-vulnerable>

Vulnerability Researcher, Brene Brown - TEDx Talk

https://www.ted.com/talks/brene_brown_the_power_of_vulnerability

Notes/Stuff You Want to Remember

"PEOPLE DON'T BUY WHAT YOU DO,
THEY BUY WHY YOU DO IT."
- SIMON SINEK

THE SCIENCE OF THE WHY

The whole concept of WHY is grounded in the tenets of the biology of human decision making. How the **Golden Circle** works maps perfectly with how our brain works.

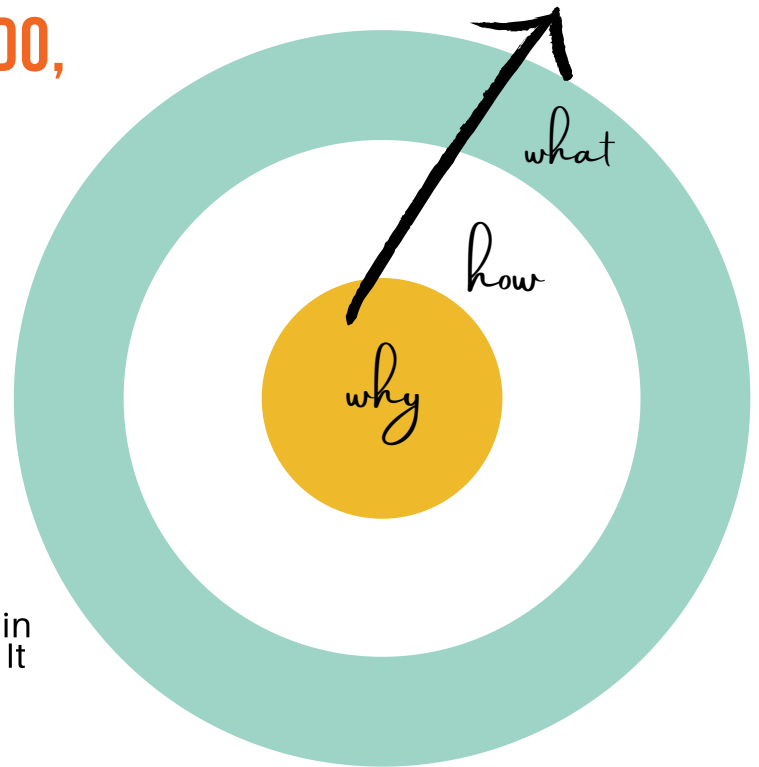
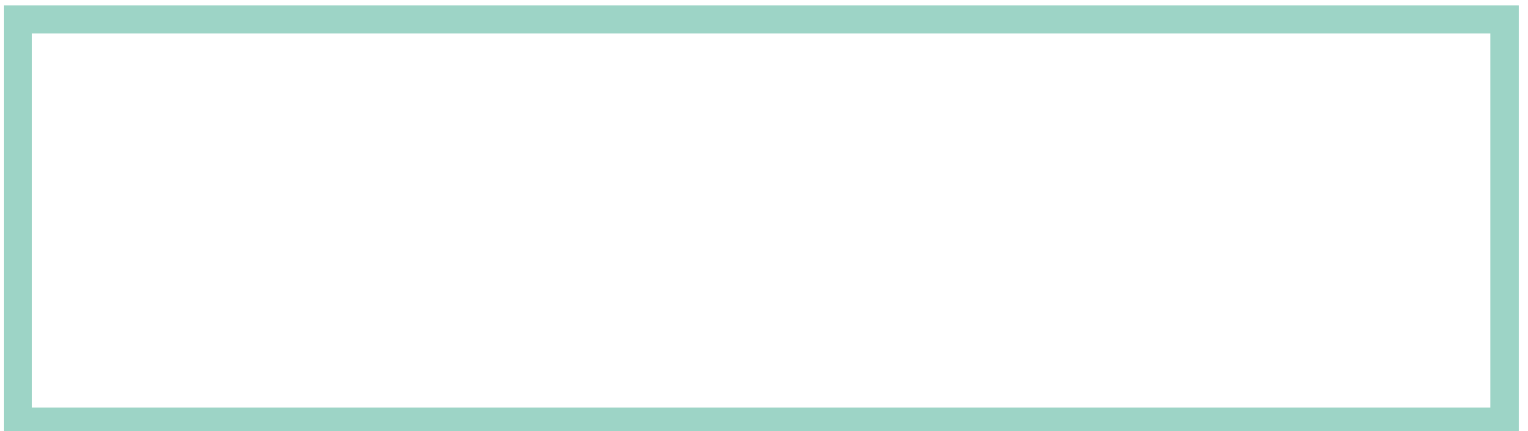
WHAT: Corresponds to the outer section of the brain—the neocortex. This is the part of the brain responsible for rational and analytical thought. It helps us understand facts and figures, features and benefits. The neocortex is also responsible for language.

WHY and HOW: Correspond to the middle section of the brain, the limbic system. This is the part of the brain responsible for all our behavior and decision making. It's also responsible for all our feelings, like trust and loyalty.

Start with Why...

- **WHY:** Purpose, cause or belief. The why is the reason for being. The why is the why anyone should care.
- **HOW:** Unique differentiators, value proposition, values.
- **WHAT:** Description of products, industry, competitors.

WHAT'S YOUR WHY? (YOUR PERSONAL WHY & SPYGLASS' WHY)



START WITH WHY RESOURCES

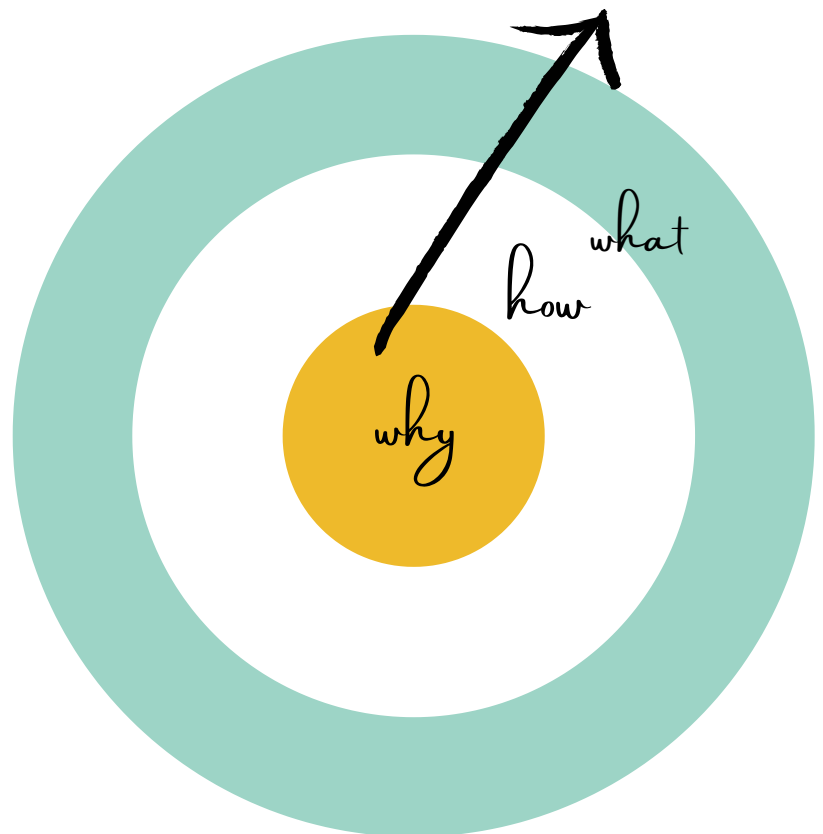
THE SCIENCE OF WHY

<https://simonsinek.com/commit/the-science-of-why/>

THE POWER OF STARTING WITH WHY

<https://medium.com/leadership-motivation-and-impact/the-power-of-starting-with-why-f8e491392ef8>

SIMON SINEK TED TALK



2

DON'T SHAME
YOURSELF FOR
FAILURES...
LOOK AT THEM AS
REDIRECTIONS

Mistakes can be a gift.



3

ALWAYS **TRUST YOUR
INTUITION...**

**...even when it scares you and/or seems
crazy to the outside world.**

- Intuition feels calm, even when you're scared.
- It will repeat over and over again, but not in a forceful way. Rather, in a comforting way.
- Kick in the gut feelings can be a warning sign to re-evaluate something.

Intuition = quiet, knowing inner voice

Remember...

"All you need is twenty seconds of insane courage. Twenty seconds of embarrassing bravery and I guarantee you, something good will come of it."

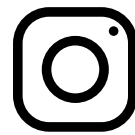
**BENJAMIN MEE, AKA MATT DAMON,
IN THE MOVIE,
WE BOUGHT A ZOO**



Feel free to reach out...



Kiersten Hathcock



kierstenhathcock

kiersten@modmomfurniture.com

modmomfurniture.com

