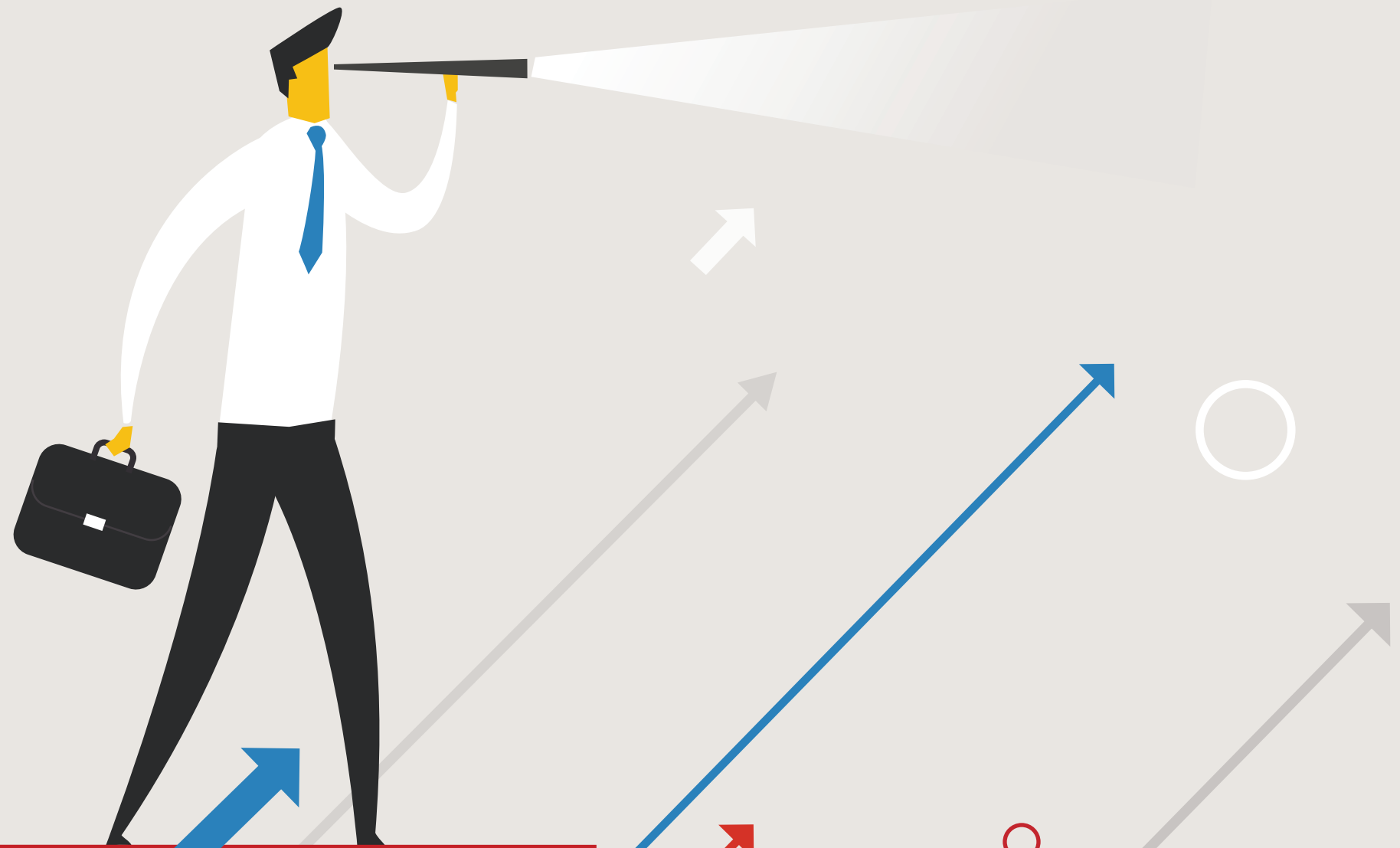


*Nothing  
Ventured,  
Nothing  
Gained.*



# **Lessons from Amazing Leaders**

# What's the secret to getting ahead? To inspiring others? To finding a goal worth reaching – much less getting there?

*The world's top innovators and entrepreneurs are asked this question on a regular basis – and they're often quite free with their "secrets."*

In this eBook, you'll find the top lessons from today's most creative, daring, controversial, and inspiring leaders, plus what you need to know to build your own "dream team."

# MOST CREATIVE:

*Karin Strauss*

Youngsters today think in terabytes; their parents remember when the “floppy disk” actually flopped. With global demand for data storage expected to hit 16 zettabytes by 2017, new methods of storage are essential.

Enter Karin Strauss. The Microsoft researcher is leading the way: by examining ways to store data in DNA. The same molecule that contains the “blueprints” for life on Earth might soon contain your banking info or every film you’ve ever watched – in a format that will survive for thousands of years.

# MOST CREATIVE:

*John McDonough*

The CEO of T2 Biosystems may not have a name as memorable as some of today's biggest tech leaders – but his leadership legacy will live on in the saving of thousands of lives. All because he thought to ask, "What do you need?"

His question was directed at diagnostic clinics across the country. The answer: A quicker way to diagnose sepsis, a systemic infection. For sepsis patients, life itself becomes a race against the clock. The quicker the diagnosis, the more likely they are to survive. McDonough and his team stepped up, reducing the time to diagnosis from days to merely hours.

# BIGGEST RISK-TAKER #1:

*Elon Musk*

Mention Elon Musk, and everyone connects him to a different project. “Didn’t he create PayPal?” “No, he’s the head of Tesla Motors.” “I thought he was building a space shuttle.”

The answer? All of the above.

Elon Musk is one of today’s biggest risk-takers – and one who sees some of the biggest results, through a combination of calculated risk-taking and the willingness to climb back from failure. In January 2005, Musk told Fast Company, “There’s a silly notion that failure’s not an option at NASA. Failure is an option here. If things are not failing, you’re not innovating enough.

# BIGGEST RISK-TAKER #2:

*Richard Branson*

Branson's company, Virgin, has dived into everything in recent years, from recording labels to mobile phone services to air travel. Like Musk, Branson forges ahead by embracing risk – including the possibility of setback and failure that comes with it.

"Few first ventures work out," Branson wrote in an Entrepreneur column. "It is how a beginning entrepreneur deals with failure that sets that person apart.... Some of the best ideas arise from the ashes of a shuttered business."

# MOST CONTROVERSIAL:

## *Brian Armstrong and Fred Ehrsam*

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Even if you haven't heard their names, you've heard of their world-changing invention: Bitcoin. The founders of Coinbase created their own digital alternative currency. Sounds crazy, right? But it's taking the world by storm. In just two years, over one million people have hopped onto the Coinbase revolution.

We can love it or we can hate it, but we can't ignore it.

# MOST INSPIRING:

## *Bono*

U2's frontman has been written off by some as a dilettante celebrity – but under his direction, One has become one of the most powerful forces for good in the charity world.

How does he do it? By inspiring others to take the lead, supporting them when they do, and applauding them when their work pays off. His campaign, One, works by recruiting volunteers to influence lawmakers to commit resources that directly impact the lives of poor people around the world – from providing vaccines to expanding reliable electrical service in African nations.

By “leading from behind,” Bono and One have made a huge impact.



# MOST INSPIRING:

## *Jeff Bezos*

Under Jeff Bezos's direction, Amazon has grown far beyond its origins as an online bookstore. And while he currently throws some of that same expansive energy into projects like Blue Origin and the Washington Post, much of it is spent on giving back: On training leaders like himself.

By taking a personal interest in the development of startups like Workday, Twitter, Airbnb, Uber, and Everfi, Bezos lends his own hard-earned leadership skills and insight to the next generation of innovators – helping them to create companies that can stand proudly alongside his own.

Bezos doesn't just want to be the next big thing; he wants other companies to do it, too.

# Build an Amazing Team: Talk to Your Staffing Partner

*They say a team is as strong as its weakest member – and good people perform at their best with good leadership. When you work with a staffing partner, you can:*

- Solve business challenges creatively.
- Build a “dream team” of passionate innovators.
- Test new services or business concepts.
- Offload low-level, low-payoff activities like screening resumes to focus on high-level, high-payoff activities like interviewing and hiring negotiations.

Talk to your staffing partner today!