



## Stanford eCorner

### Embracing Crazy Ideas

Patricia Madson

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Video URL: <http://ecorner.stanford.edu/podcasts/4878/Embracing-Crazy-Ideas>

What if you removed failure from your vocabulary? Patricia Ryan Madson, Improv pioneer and retired Stanford University lecturer, sees improvisation - and the art of "yes, and" - as a route to innovation. In this episode of Stanford Innovation Lab, Tina Seelig meets with Patricia to discuss re-framing experiences as experiments and practicing attentiveness.



#### Transcript