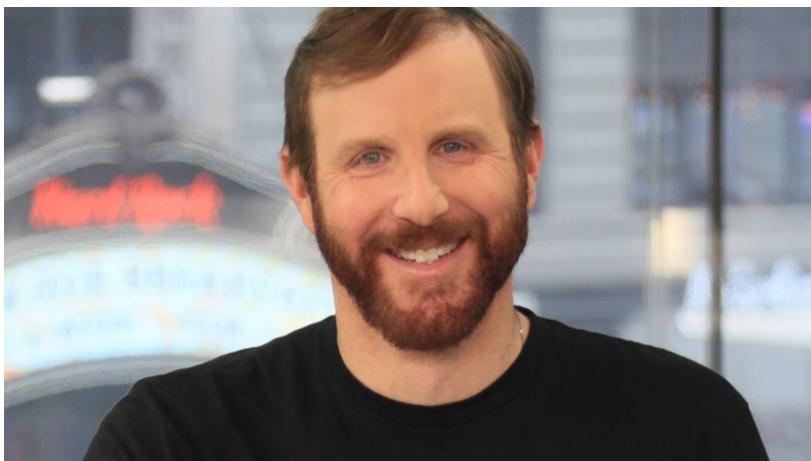


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Speaking amid the 2020 coronavirus pandemic, Beyond Meat founder, president and CEO Ethan Brown highlights simple optimism as the leadership trait that's most impactful in a time of crisis. Strategy is important too, but on a fundamental level, you have to motivate your team to simply "stay in the ring."



Transcript

- Well you and I both know that true character emerges during challenging times.. So one of our students wants to know what traits do you think distinguish the kinds of leaders who can successfully weather a crisis like we're currently going through.. - It's a good question.. I think optimism, you know you just leaders need to be optimistic.. You know showing a lot of anxiety and things like that.. You know being pessimistic.. I just think it people don't wanna follow that and you know so I think by not by choice I'm just an optimistic person.. You know so I think I looked at this challenge and we set up very quickly, offensive defensive measures in the company we call that offense strategy, defense strategy and how do we get through this and I'm thankfully I'm surrounded by the best, you know so we just set out this path to say how do we get through this and in fact we may, you know be better off at the end of this way we're going in and that wasn't by design but it's sort of survive in advance.. Just stay in the ring don't go down and good things can happen.. - Yeah I think again I think that having that mindset is just a reoccurring theme in this talk that we're having today and then that mindset coupled with you know think creatively, the ability to focus and the ability to execute really well..

So I have would agree...