

TOP 10 LESSONS

From Gutsy Leaders



Earlier this year, we launched the Gutsiest Brands podcast - celebrating brands and brand leaders that exemplify the four pillars of a Gutsy Brand: they lead with empathy, demonstrate a pioneering spirit, stand behind bold ideas, and seize opportunities where others see tradeoffs.

Whether you're an aspiring entrepreneur, a fellow gutsy business leader, or just someone looking for inspiration, the Gutsiest Brands podcast has something for everyone. Here's a look back at highlights and lessons we've learned from the first ten episodes:



LESSON 1: FIND THE GAP

If you can figure out something people are going to like or hopefully love before they know about it, there's incredible power that comes with that. It's really about appreciating the gaps in people's lives.



Craig Dubitsky, Chief Innovation Strategist at Colgate-Palmolive, Founder of Hello Products



LESSON 2: STAND BEHIND YOUR BOLD IDEAS

Don't listen to the naysayers ... If it was easy, it would've been done before. People will tell you it can't be done. People [might] say, 'no, this doesn't make sense.' I'm sure every great innovator and great entrepreneur heard that fifty times before they ultimately had success.



Karen Howland, Managing Director of CircleUp Equity



LESSON 3: FIND THE INTERSECTION OF YOUR PASSIONS AND YOUR STRENGTHS

The more you gravitate toward that intersection of what you're good at and what you're really passionate about, the more likely you are to have success - [understanding] how to translate that into a business offering where there's white space to come in and do something that no one else is doing.



Kristin Luck, Founder of ScaleHouse & President of ESOMAR



LESSON 4: PIONEERING NEW PATHS MEANS MAKING NEW RULES

If you're unclear about 'the why', or if you're unclear about the reality, or if you're unclear about which rules you're willing to break and which rules you're not, you're going to find yourself swept away in moments and maybe make some decisions that you wish you hadn't.



Lauren Wang, Founder and CEO of The Flex Company



LESSON 5: GUTSINESS ARISES WHEN YOU CONNECT AT DEEPER LEVELS

[Being] a gutsy brand, comes down to 'what are you championing on behalf of your audience?' Once you're able to locate what [they] need at a deeper level, the gutsiness comes naturally. Once you connect to that deep need and you feel it the way they feel it, you can't help but move towards them.

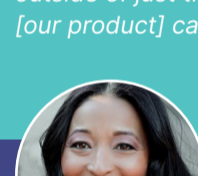


Brandon Larson, Microsoft's Director of Brand Strategy & Communications



LESSON 6: DEMONSTRATE EMPATHY THROUGH INCLUSIVITY

Through my experiences growing the business and fundraising as a woman, as a person of color, I started to realize that there's more people who need the opportunity to partake. And that's where this bigger idea of championing inclusivity outside of just thinking about [our product] came from.



Denise Woodard, CEO & Founder of Partake Foods



LESSON 7: COMMUNITY INCLUSIVITY REQUIRES AUTHENTICITY AND ACTION

It [Oreo's Proud Parent campaign] isn't just a piece of one-off video content, it's a piece of ongoing commitment to the community, showing up throughout the entire year. [Community participation] is something you have to stick with over time and look at how else you can help beyond the odd social post.

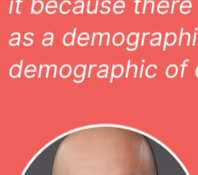


Mondelēz International's **Nick Graham** (Global Head of Insights & Analytics) and **Brigitte Wolf** (Vice President, Global Head of SnackFutures)



LESSON 8: EMPATHY NEEDS TO BE CONSIDERED TO THE NTH DEGREE

Everybody that learned how to target customers has to relearn it because there is no such thing as a demographic. There is only a demographic of one.

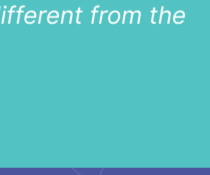


Joel Bines, author of The METAIL Economy



LESSON 9: BRANDS NEED TO GET TO THE EMOTIONS BELOW THE SURFACE

[Our behaviors] are all about those emotions and the intangibles - the real reason and the good reason people do things. And the real reason why I like something is so different from the good reason.

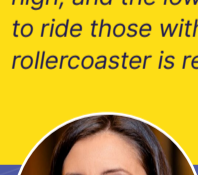


Paul Howarth, CEO of Akumen and Pansensic



LESSON 10: PIONEERING NEW PATHS REQUIRES ENTREPRENEURIAL SPIRIT

Just jump in and figure stuff out. [Be] daring and bold in tackling things you don't know about. There's going to be so many rollercoaster rides. You know, the highs are high, and the lows are low. Learning how to ride those without getting sick on the rollercoaster is really important.



Irena Todd, Co-CEO and Co-Founder of Fresh Monster and Mighty Mutt

Are You Ready To Be Gutsy?

It's not always easy to go out on a limb and put people first and foremost in your decision making.

At GutCheck, we empower research and marketing professionals with the insights they need to stand boldly behind their recommendations, and guide strategies that help bring their brands into more authentic connection with the people they serve.

This is something we call Agile Human Experience Intelligence™.

We'd love to talk with you about how we can enable your brand to be gutsy through the power of Agile HXI.

[Find Out More](#)



www.gutcheckit.com

877-990-8111
info@gutcheckit.com

FIND US ON

