

Department of Management public lecture

# Lessons in How to Create and How to Succeed



Department of  
Management

Real Tradition. Real Innovation.



**Richard Reed**

Co-founder, Innocent Foundation and Co-founder and Partner, Jam Jar Investments

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EVENTS

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THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

# *If I Could Tell You Just One Thing*

Encounters with remarkable people and their best piece of advice

#richardreedinno

*Keep the main thing the **main** thing*

‘JUST DO ONE THING.  
AND AIM TO BECOME BEST IN  
THE WORLD AT IT.’

— *Jony Ive*

#REMARKABLEADVICE



*Fake it until you make it*

‘YOU SOMEHOW NEED TO FIND A  
WAY TO BELIEVE, TO KEEP GOING.  
BUT IT’S NOT ENOUGH TO JUST  
SAY TO YOURSELF “BE CONFIDENT”,  
YOU CAN’T JUST BE CONFIDENT,  
YOU HAVE TO SURROUND  
YOURSELF WITH PEOPLE WHO  
BRING THE BEST FROM YOU, WHO  
WILL HELP YOU, WHO WILL HELP  
YOU GROW THAT CONFIDENCE.’

— *Michael McIntyre*



#REMARKABLEADVICE

*Start.*



‘IF YOU WANT TO HELP YOU HAVE  
TO ACTUALLY DO SOMETHING.  
YOU CAN’T JUST TALK ABOUT  
IT. MAKE SOMETHING SO  
WONDERFUL THAT IT CAPTURES  
PEOPLE’S HEARTS AND MINDS  
SO THEY CAN’T HELP BUT BE  
DRAGGED IN AND HELP. AND EVEN  
BETTER, MAKE IT FUNNY TOO.  
THAT’S ALL I HAVE EVER DONE.’

— *Richard Curtis*

#REMARKABLEADVICE





‘BE BOLD. IF YOU’RE BOLD  
YOU MIGHT RIGHT ROYALLY  
SCREW UP, BUT YOU CAN  
ALSO ACHIEVE MUCH MORE,  
SO BE BOLD. IT’S MUCH  
BETTER TO STRIVE FOR  
SOMETHING THAT SEEMS  
IMPOSSIBLE, THAT’S QUITE  
NUTS ON SOME LEVEL.’

– *Baroness Martha Lane Fox*

#REMARKABLEADVICE

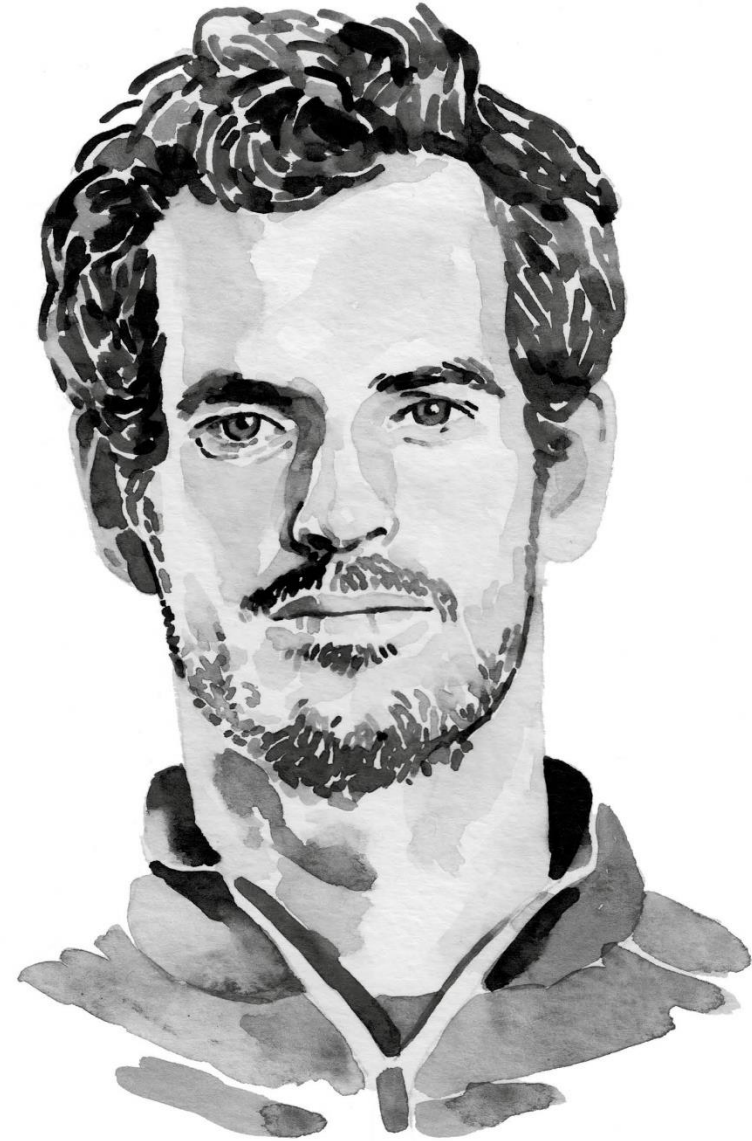


*Keep sharpening your sword*

‘ALWAYS BELIEVE THAT  
WHEN YOU APPLY YOURSELF,  
YOU CAN ACHIEVE ANYTHING  
... DON’T FORGET, NATURAL  
ABILITY WILL ONLY GET  
YOU SO FAR, THERE IS NO  
SUBSTITUTE FOR PRACTICE.’

— *Andy Murray*

#REMARKABLEADVICE



‘TODAY 100 PER CENT IS  
NOT ENOUGH. GIVE 100  
PER CENT, AND THEN GO  
OVER THIS BORDER INTO  
WHAT IS MORE THAN YOU  
CAN DO. 150 PER CENT IS  
JUST GOOD ENOUGH.’

— *Marina Abramovic* ’



#REMARKABLEADVICE



‘WORK YOUR BLOODY  
BOLLOCKS OFF.’  
— *Stephen Fry*



#REMARKABLEADVICE

*Listen to yourself*

‘DO NOT LET OTHERS DEFINE  
YOU AND YOUR LIFE. DO NOT  
BE DEFINED BY OTHER PEOPLE’S  
EXPECTATIONS OF YOU. TUNE  
INTO YOURSELF AND DEFINE  
YOURSELF BY BEING YOUR  
AUTHENTIC TRUE SELF IN EVERY  
GIVEN MOMENT.’

— *Nitin Sawhney*

#REMARKABLEADVICE





‘NEVER FORGET WHAT  
BESTIRS YOU.’  
— *Edna O’Brien*



#REMARKABLEADVICE

*Be unreasonable*

‘I LEARNT EARLY THAT WHEN  
BAD THINGS HAPPEN YOU  
CAN EITHER LET THEM BEAT  
YOU OR YOU CAN STAND  
AND FIGHT. AND IF YOU  
DO, YOU CAN ALWAYS TURN  
THINGS ROUND.’

— *Jo Malone*

#REMARKABLEADVICE



‘THE ONLY WAY BARRIERS  
EXIST IS IN OUR HEADS. WE  
CREATE THEM, WE FEED  
THEM, AND WE CHOOSE  
TO KEEP THEM ALIVE.’

— *Katie Piper*

#REMARKABLEADVICE



‘QUESTION EVERYTHING . . .  
IF YOU DON’T QUESTION  
THINGS, THERE’S NO  
KNOWLEDGE, NO LEARNING,  
NO CREATIVITY,  
NO FREEDOM OF CHOICE, NO  
IMAGINATION.’

— *Heston Blumenthal*

#REMARKABLEADVICE



$$(Idea+people+execution) \times luck^* = success$$

*\*Where luck is a number between 0 and 10,000*



‘IF YOU’RE FORTY-FOUR YEARS  
OLD LIKE I WAS, AND YOU’VE  
FUCKED UP YOUR LIFE IN  
EVERY WAY LIKE I HAD,  
MAKE SURE YOU RECOGNISE  
A LUCKY BREAK WHEN YOU  
GET ONE’

— *Anthony Bourdain*



#REMARKABLEADVICE



*Life is a team sport*

‘ONE OF THE MOST IMPORTANT  
THINGS IS TO SEE PEOPLE.  
THE PERSON WHO OPENS  
THE DOOR FOR YOU, THE PERSON  
WHO POURS YOUR COFFEE.  
ACKNOWLEDGE THEM.  
SHOW THEM RESPECT.’

— *Bill Clinton*

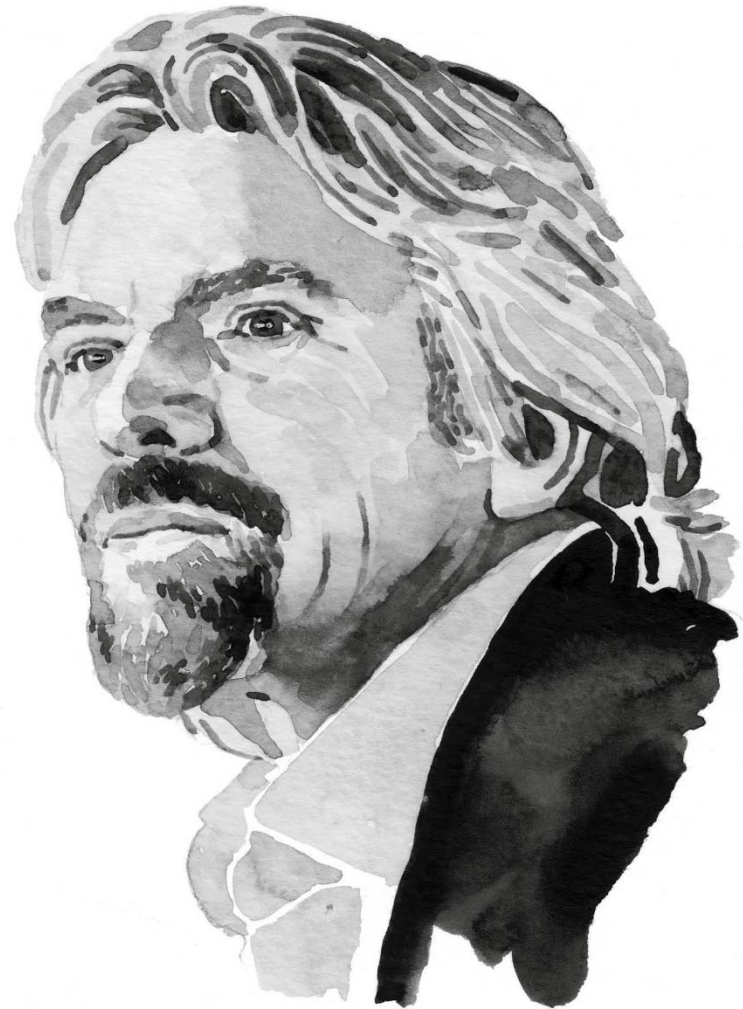
#REMARKABLEADVICE



‘ALL OF IT IS LIFE, ALL OF  
IT IS PRECIOUS. DON’T  
WASTE ANY OF IT DOING  
SOMETHING YOU DON’T  
WANT TO DO. AND DO ALL  
OF IT WITH THE PEOPLE  
YOU LOVE.’

— *Richard Branson*

#REMARKABLEADVICE



‘THE QUALITY OF YOUR LIFE  
ULTIMATELY DEPENDS ON  
THE QUALITY OF YOUR  
RELATIONSHIPS ...  
WHICH ARE BASICALLY A  
REFLECTION  
OF YOUR SENSE OF DECENCY,  
YOUR ABILITY TO THINK OF  
OTHERS, YOUR GENEROSITY.’

— *Esther Perel*

#REMARKABLEADVICE







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