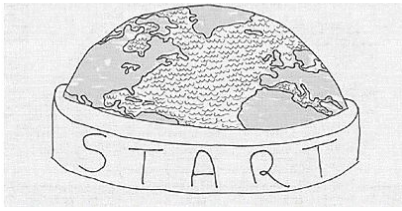


NAME: \_\_\_\_\_ PERIOD: \_\_\_\_\_ DATE: \_\_\_\_\_



# ***Start Something That Matters***

## Ch. 5: Keep It Simple

Answer the following questions in complete sentences. (due Mon., 5/20/2019) [10 points]

<p>1. Why is simplicity so hard to achieve? What's the difference between achieving simplicity and merely being simplistic?</p>	
<p>2. Take a story you know well, such as a fairy tale or a popular movie, and simplify its plot to a few sentences while still retaining what makes it interesting.</p>	
<p>3. How is Google different than other search engines like Yahoo! and AOL? Is it possible for a product to be both simple and complex – at the same time? How?!</p>	
<p>4. What are some products/companies that, due to their complexity, prevent a connection to their customers from forming? How could they simplify?</p>	
<p>5. What does Blake say about simplicity in business? How does TOMS prove this?</p>	

<p>6. Explain 2 of the 6 starter tips to create a simple environment that Blake gives along with a brief description.</p>	
<p>7. Tim Ferriss has used the 80/20 Rule to radically improve his productivity and time management. How can you apply the 80/20 Rule to your own life?</p>	
<p>8. What time-consuming or mundane tasks could you outsource to a Virtual Assistant? What's the most unusual or fun thing that you could delegate?</p>	
<p>9. iPods are simple because they incorporate cutting-edge technologies in an intuitive way. They are easy for beginners to use, but equally enjoyable for more tech-savvy customers. What are other products or gadgets that seamlessly incorporate technology? What technologies are so new that they have yet to be simplified?</p>	
<p>10. Explain one of the other simple ideas that becomes a great company.</p>	