



ARICK AUYANG

COLUMBIA
SPORTSWEAR



CHASING GREATNESS

A dramatic landscape photograph featuring a valley with a winding road and a river. The sky is filled with dark, heavy clouds, suggesting an approaching storm. The foreground shows a river and a road, while the background consists of rolling hills and mountains under a turbulent sky. The overall mood is one of mystery and power.

KNOW WHAT YOU KNOW
EMBRACE WHAT YOU DON'T KNOW

Strength through vulnerability

'Not knowing' = Weakness?

Fundamental biases

When you don't know what you don't
know

Early Leadership traits and pitfalls

The value of 'not knowing'

Self-awareness and the start of growth

Making a career out of
'I don't know'

Building a team around
'I don't know'

Liberation through 'I don't know'

‘Tell us something you don’t know?’

68Venturēs + WARRIOR 360



CHASING GREATNESS

LEADERSHIP CONFERENCE 2024