Toms day 1 Questions:

1. Explain Blake’s first thought about solving the shoe problem in Argentina. Why did he decide against this?

2. Why was a small start-up like TOMS able to get big publicity in the *LA Times, Vogue, Time, People*, and *O* magazine?

3. Why was TOMS more satisfying for Blake than his other four start-up companies?

4. On pp. 18-19, Blake says that “Increasingly, the quest for success is not the same as the quest for status and money. The definition has broadened to include contributing something to the world and living and working on one’s own terms.” Do you agree with this statement? Why or why not?

5. Explain what happened in the Carnegie Mellon University study.

6. Answer the 3 questions on p. 36 about your passions.