

**JOEL PETERSON**

Chairman of Jetblue

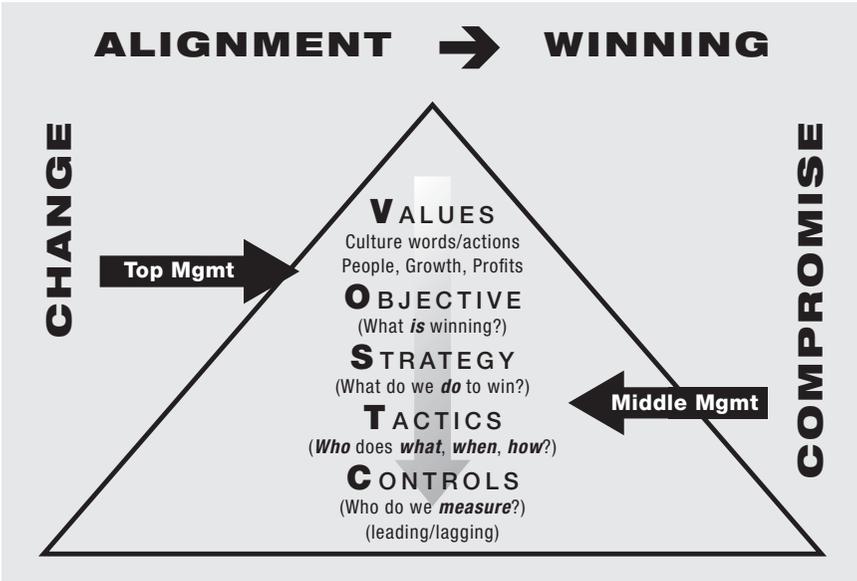
# ENTREPRENEURIAL LEADERSHIP



The Art of Launching New Ventures,  
Inspiring Others,  
and Running Stuff

**A PDF COMPANION TO THE AUDIOBOOK**

# VOSTC MAP



## SELF-TALK

- Optimistic ←————→ Pessimistic
- Other-centric ←————→ Egocentric
- Big picture ←————→ Small picture
- Abundance (1/2 full) ←————→ Scarcity (1/2 empty)
- Trusting ←————→ Wary
- Empowering ←————→ Power hoarding
- Risk taking ←————→ Cautious
- Failure okay ←————→ Failure shameful
- Flexible ←————→ Fixed