

# Embrace the Collective



When I was at the E0 Nerve conference in Charlotte last April, I met Captain David Marquet, who spoke to us about his perspective on Leading. He discussed his experience leading a nuclear submarine and how as a leader, he felt he was expected to have all the answers. And ultimately, he realized that was not a realistic expectation. David learned this lesson the hard way when he was commanded to change from his original submarine he'd spent one year on, to a new vessel.

So what is most interesting about this? David is an advocate for "embracing the swarm," which author Kevin Kelly discusses, as I will do in a future blog. "Embracing the swarm" is another way of saying that no one individual is as smart as the collective.

I've been thinking about this a lot, relevant to the interface of [bounceit!™](#), where the gathering of opinions creates a higher level of feedback and knowledge than just asking one person's opinion. The importance here is gaining a large focus group. The more opinions, the more reliable the "market place" answer.

I was not quick to write on this topic because I thought it may not be easy to explain. And I knew it would be hard to

compare to the message I heard David share with such passion and experience. He has now created a white board presentation, during which he discussed while someone created a visual. I see this as a fun way to get an important and relevant message across. Enjoy the video.

**Inno-Versity Presents:**  
**“Greatness” by David Marquet**