Why My Greatest Challenge Is Me

This business leader finds he sometimes has trouble taking a step back and listening to feedback.

February 27, 2018 2 min read

A Note From The Editor

Think your company has what it takes to make our Top Company Cultures list? Apply now.

Apply now »

Opinions expressed by *Entrepreneur* contributors are their own.

While some executive leaders face challenges in engaging consumers or overcoming financial obstacles, Ian Ford, CEO of Undercover Tourist, says that his biggest challenge has always been himself. Although his ideas for the company have been great, Ford explains that he has always been challenged to listen to the feedback and ideas of his employees. While some may think that strong opinions and decisive actions are strong leadership qualities, Ford has found his success in taking a step back and intently listening to the great ideas of those around him. Click play to find out more about how Ford is making the active decision to listen each day.

Watch more videos from BizCast on its YouTube channel here.

Related: How CEO Craig Bolanos Stays Prepared To React To The Unexpected

Entrepreneur Network is a premium video network providing entertainment, education and inspiration from successful entrepreneurs and thought leaders. We provide expertise and opportunities to accelerate brand growth and effectively monetize video and audio content distributed across all digital platforms for the business genre.

EN is partnered with hundreds of top YouTube channels in the business vertical. Watch video from our network partners on demand on Amazon Fire, Roku, Apple TV and the Entrepreneur App available on iOS and Android devices.

Click here to become a part of this growing video network.

https://www.entrepreneur.com/video/309066