Harvard i-lab: How Do I Really Make My Startup Built to Last?

BOSTON, MA

Learn the real reason most startups fail. Reimagine the way you recruit your team, build your company culture, and unlock the potential of your people by designing your organization around intrinsic motivation.
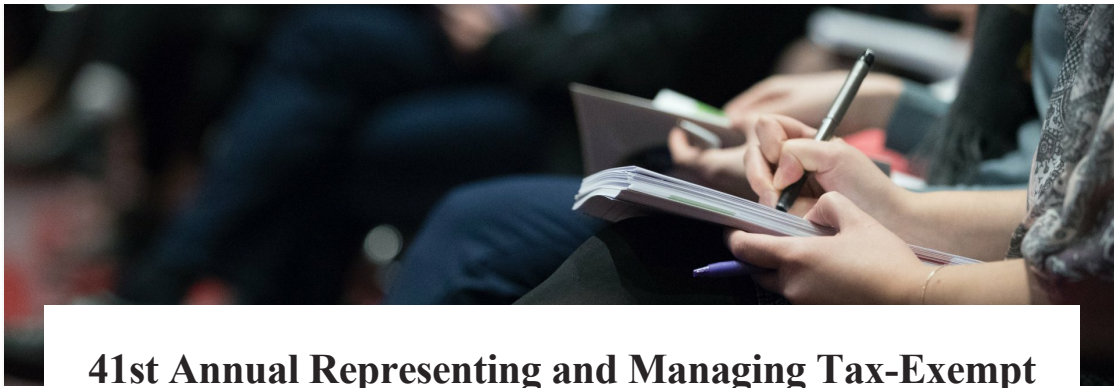
From the front lines of Google and YouTube, to the trenches of multiple startups, Arthur Woods is an entrepreneur, writer and speaker on the future of work. His company, Imperative, leads the research and product development around purpose in the workplace.

In this highly interactive session, Arthur will help founders: uncover their own personal intrinsic motivations in their startup journey; learn about tools and techniques for recruiting and managing a team around purpose; and gain exposure to systems and processes that enable a more fulfilling and enriching startup culture.

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