

# TOP MIND

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**“Serendipity lies between these two concepts: individuals are involved in some kind of search effort when they accidentally discover something that they were not looking for.”**

Generally speaking, successful entrepreneurs are experts at searching, be it for a problem, a solution, or a cause of an event. What is often ignored in the study of entrepreneurship is the role of serendipity in discovering meaningful work. Nicholas Dew's study finds that, through deliberate exploration, entrepreneurs discover things they never would have expected.

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## Featured Podcast

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**“Doing anything less than something amazing is squandering this whole reason that you’re here.”**

In a recent episode of [Tim Ferriss'](#) critically acclaimed podcast, Brandon Stanton of the popular photoblog [Humans of New York](#) chronicles how he gained his following and grew his blog into an international success. From a humble blog sharing stories of everyday people in New York, Stanton has now photographed and documented stories from people in 30 different countries, including high-profile interviews such as former President Obama. Stanton's story is a fantastic reminder that entrepreneurial activity goes far beyond business creation.

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## Featured Article

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**“When we talk about learning, we really mean two...things, the process of discovery and of mastering what one discovers. All children are naturally driven to create an accurate picture of the world and, with the help of adults to use that picture to make**

**predictions, formulate explanations, imagine alternatives and design plans. Call it 'guided discovery'."**

Learning, from the time we are infants well into adulthood, is a discovery process. Alison Gopnik's work in developmental psychology helps us to reframe how we think about learning, as well as how we facilitate that learning. In this brief New York Times piece, see how she challenges our conceptions of how we foster discovery, beyond traditional teaching methods.

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## Featured Documentary

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**"What can I do to use that wind, so that we can have something?"**

In the short film *Moving Windmills*, William Kamkwamba shares how he saw opportunity where other saw none, learning how to build a windmill to generate electricity from a library book and junk parts in a rural village in Malawi. Many were skeptical of William's efforts, but people began to see the value created when they first heard a radio played from the electricity generated.

[Watch Film](#)

## Featured Book

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**"Some jobs are so pointless that no one even notices if the person who has the job vanishes."**

In his book *Bullshit Jobs*, David Graeber makes a compelling argument that many of today's jobs leave workers unfulfilled and hold little social value. With the continued rise of technology, many jobs will become obsolete in the near future, and those in these jobs see little they can do. As stated in a review: "This book is for everyone who wants to turn their vocation back into an avocation."

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