

**3** Watch the rest of the video (from 1:39 to 5:08) and match the speakers in the box to their opinions below. Then watch again, if necessary.

JL: John Legere, T-Mobile

MP: Mark Parker, Nike

MG: Mary Grove, Google for Entrepreneurs

NH: Nick Handrick, Starship Technologies

SR: Steve Rader, NASA

- 1 We like to encourage entrepreneurs and innovative thinking in our organisation.
- 2 We respond to consumer demands in social media on a daily basis.
- 3 Delivery vehicles are too big: they increase traffic and use up a lot of petrol.
- 4 We have benefited from open innovation and collaborating with different industries and the general public.
- 5 Good relationships with both customers and key clients are essential to developing our products.