

# 5 EXECUTIVE INSIGHTS

with  
*Rick Farman*



Rick Farman is Co-Founder of Superfly. Founder of marquee events like San Francisco's Outside Lands Music Festival, Superfly creates shared experiences that shape how the world plays and connects.

## 1 WHAT'S AN EXPERIENCE YOU'VE LEARNED FROM THAT HAS HELPED SHAPE WHO YOU ARE TODAY?

I worked in a bar that had no set prices. The owner encouraged us to charge what we felt was the right price for that person or group with a bent towards generosity. It was his way of curating the crowd and to foster deep relationships between the bartenders and the customers. This taught me early on to empower teams to be thoughtful and creative in pursuing the end goal of creating customer happiness.

## 2 WHAT IS A BOOK OR RESOURCE YOU'D RECOMMEND TO EVERY EXECUTIVE?

The Art of Living: As Taught by S.N. Goenka. The book provides impactful insights and guidance on how to foster awareness and equanimity.

## 3 WHAT IS THE BIGGEST HURDLE TO OVERCOME WHEN BUILDING A GROWING AND SUSTAINABLE BUSINESS?

As a business grows the communication and tension between the vision and execution elements becomes harder to reconcile. Even more so as the vision needs to morph (due to changing market conditions).

## 4 WHAT IS A QUESTION YOU ALWAYS ASK WHEN INTERVIEWING A CANDIDATE?

What do you love doing, what do you hate doing. What are you best at, what are not good at?

## 5 WHAT'S THE MOST INTERESTING TREND YOU FORESEE OVER THE NEXT 5 YEARS?

The Gamification of experiences at large. Enhancing activities and implementing techniques and methods to encourage active game-like engagement and participation in non-game contexts.