

1. In Ed's story, what events occurred that he couldn't fully control, and what did he do on purpose in order to develop his ability to think, talk, and act like a strategist and business leader? In Ed's story, some events that he couldn't fully control were the initial skepticism and uncertainty from many haulage companies when he first approached them about leasing out advertising space on their vehicles. This demonstrated his determination and resilience as a young entrepreneur. This allowed him to make more relevant contacts and avoid wasting time. 1.