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Abstract

From an early age, we are taught that hard work is the key to success. What we weren't told is that hard work alone often just doesn't yield the success it deserves. Professor Laura Huang of Harvard Business School discusses some of the early challenges of the commercial space industry, and how success wasn't dictated based on effort, technology, or even the regulatory environment, but instead the ability of key players in the industry to shape perceptions – and the ability to create an edge. Drawing upon her award-winning research, Huang will discuss how you can utilize your strengths and weaknesses to make your hard work even more impactful in the commercial space industry and beyond.