

Overcoming the “Curse of Knowledge”

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In *Made to Stick*, brothers Chip and Dan Heath acknowledge that leaders live with a “Curse of Knowledge.” Once we know something, we find it hard to imagine what it was like not to know it. It is difficult for us to share our knowledge with others because we can’t readily re-create our listener’s state of mind.

Expand this concept of “the Curse of Knowledge”---what it is, why it is an obstacle for leaders, and what to do about it.

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