



Breakthrough by Design podcast series

## Breakthrough Bard: Speaking the truth through Shakespeare

Betsy Sullivan explores breakthrough from the lens of Romeo & Juliet

**Host:**

Kim Christfort, Chief Innovation Leader, Deloitte Greenhouse®

**Guest:**

Betsy Sullivan, Independent Scholar

**Kim Christfort:** Romeo, Romeo. Where for Art Thou Romeo?

A famous line. Most of us have probably studied it at some point in school. But what can Shakespeare teach us about Breakthrough? It may seem like an unexpected pairing, but embedded within Shakespeare's plays are deeper lessons on human nature and on one of the harder Breakthrough Manifesto principles: Don't play nice. In Romeo & Juliet, we witness the importance of getting the truth on the table...before characters meet a perilous end.

**Betsy Sullivan:** "And so, to borrow from your Breakthrough Manifesto, the nurse watches the elephant in the room grow, but when she starts to not play nice, it's almost too little, too late. The ship has sailed and she can't save Juliet anymore."

**Kim Christfort:** That was Betsy Sullivan, a Shakespearean scholar and educator who focuses on physical and virtual immersion and contemporary Shakespearean adaptations with an eye toward how innovations in tech might illuminate new readings of old stories. Today we're talking to Betsy about the

deep-seated feud between the Montagues and the Capulets in Romeo and Juliet, and exploring which Breakthrough Manifesto principles were at play, or not, throughout this timeless work.

I'm Kim Christfort, Chief Innovation Leader for Executive Accelerators and the Deloitte Greenhouse. You're listening to Breakthrough by Design where we chat with a diverse array of guests, from scientists to CEOs, academics to athletes, exploring what it takes to get to breakthrough.

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