

The CEO

LATEST SUBMISSION GRADE

66.66%

1. One key responsibility of a CEO in leading the blockchain revolution in his/her company is:

0 / 1 point

- ☒ Communicating that “the rules don’t apply to us”
- ☐ Encouraging employees to seek out as many different sources of information as they can for information about blockchain (e.g. newspapers, magazine articles, other online sources)
- ☐ Balancing the hype and the promise of blockchain technology through consistent internal messaging, training, and incentives
- ☐ All of the above



Incorrect

Please review the video on "The CEO" for additional information.

2. How can a CEO associate her company's brand with a blockchain future?

1 / 1 point

- ☐ By telling and re-telling blockchain stories across a variety of communication channels
- ☐ By using simple terms to communicate his/her message about blockchain technology
- ☐ By writing a position paper on blockchain technology
- ☒ All of the above



Correct

All of the above are ways that a CEO can associate her company's brand with a blockchain future.

3. What strategies can a CEO use to assess the market readiness for blockchain technology?

1 / 1 point

- ☐ Watching blockchain pilots closely
- ☐ Taking part in proof-of-concept projects
- ☐ Designing their own proof-of-concept projects
- ☒ All of the above

**Correct**

All of the above are strategies that a CEO can use to assess market readiness for blockchain technology.