**SSC2030 ‘reading’ quiz:
Michelle Wucker TED talk: Why we ignore obvious problems and how to act on them[[1]](#footnote-1)**

1. What is Michelle Wucker’s profession? Where does she spend a great deal of time?

2. Allan Greenspan, former Chairman of the Federal Reserve, called the 2007 – 2008 financial crisis ‘a black swan’. What did he mean by that?

3. Wucker uses the term ‘gray rhino’ instead. Why?

4. Give two examples of today’s gray rhinos.

5. Why do some individuals and cultures face their rhinos while others ignore them? Give two reasons.

6. If you don’t see what’s in front of you, you’re not dumb, you’re not ignorant, you’re \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. https://www.ted.com/talks/michele\_wucker\_why\_we\_ignore\_obvious\_problems\_and\_how\_to\_act\_on\_them [↑](#footnote-ref-1)