

Bob Wilson
Careers in Business

1. What company did Bob Wilson spend nearly 40 years working for?

- a) Procter & Gamble
- b) Johnson & Johnson
- c) Pfizer
- d) Merck

Answer: _____

2. What was Bob Wilson's role at Johnson & Johnson before retiring?

- a) CEO
- b) Vice Chairman
- c) Chief Financial Officer
- d) Director of Marketing

Answer: _____

3. Which of the following sports did Bob Wilson play in high school and college?

- a) Football
- b) Soccer
- c) Basketball and Baseball
- d) Tennis and Golf

Answer: _____

4. Bob Wilson emphasized that one key to career success is:

- a) Taking only the classes directly related to your field
- b) Avoiding risks at all costs
- c) Being well-rounded and taking diverse courses
- d) Following a strict career plan without deviation

Answer: _____

5. What was one of the biggest challenges Bob Wilson faced at Johnson & Johnson?

- a) Convincing the company to enter the pharmaceutical business
- b) Developing Band-Aids for international markets
- c) Competing with Google in healthcare technology
- d) Expanding the company's office locations

Answer: _____

6. What advice did Bob Wilson give about choosing a college?

- a) Choose the most affordable option, regardless of quality
- b) Pick a college based only on sports programs
- c) Ensure the college aligns with your career goals and opportunities
- d) Attend a college as far from home as possible

Answer: _____

7. According to Bob Wilson, what is a key trait for standing out in a career?

- a) Being extremely aggressive in business negotiations
- b) Having strong communication skills and being affable
- c) Avoiding interaction with coworkers to maintain focus
- d) Relying only on technical skills without developing soft skills

Answer: _____

****Written Response Questions****

8. Bob Wilson mentioned that he had to convince leadership at Johnson & Johnson to enter the pharmaceutical business. Why do you think companies may be hesitant to enter new industries, and what are some strategies for overcoming resistance to change?

9. Bob Wilson spoke about learning from failure. Can you describe a time when you failed at something and how that experience helped you grow?

10. In the discussion, Bob Wilson shared how playing sports helped him develop discipline and teamwork skills. How do extracurricular activities contribute to personal and professional success?
