



## EPISODE FIFTEEN The Power of a Bold Vision

WITH **MYRA BIBLOWIT**

Two decades ago, a friend gave Myra Biblowit a vision and a challenge: cure breast cancer. As CEO of the Breast Cancer Research Foundation, Myra has made major strides towards that goal. She believes a bold vision inspires you to take risks and happily fail forward. In this week's episode, we learn how Myra's passion to fulfill her vision inspires commitment, creativity, and support and how her willingness to take bold risks has helped her achieve big results.



The Breast Cancer  
Research Foundation



The Breast Cancer  
Research Foundation



@bcrcure

### THEMES & INSIGHTS

1. Success in the evolution of breast cancer prevention and treatment comes from focusing on the problem rather than on one particular solution or treatment.
2. Don't get caught up in the idea or product you think will solve the problem. Instead focus on understanding the problem itself first.
3. Game-changing research brings high risks but also high rewards. Given limited resources, flexibility and the ability to pivot based on answers from research is fundamental.

### COMBUSTION QUOTES



"At the end of the day, investing in science is truly the only path to a safer, healthier future for all of us and for future generations."



"A decade ago, we thought breast cancer was one disease. Today, we know it's four or five different diseases, and each has more in common with other forms of cancer than with each other. We're focusing increasingly on prevention strategies. So, there's a whole spectrum of opportunity [in understanding metastatic disease], and it is mining that spectrum that is what has produced the 40-percent decline in breast cancer deaths."



"The risk is that it might not work. But ... if you don't throw it up and see what lands and what sticks, you can't make progress."

### RESOURCES

[BREAST CANCER RESEARCH FOUNDATION](#)

[AUTHORITY MAGAZINE INTERVIEW](#)

[THE END OF BREAST CANCER? THE ANSWERS LIE IN RESEARCH](#)