



LEE LEFEVER

Author and Co-Founder of Common Craft

Key Focus: Inspiring entrepreneurs to rethink business success and design businesses to be intentionally small, scalable, and focused on a healthy quality of life.

Lee LeFever is the author of *The Art of Explanation* and co-founder of Common Craft, the company known for being pioneers of the “explainer” video movement. He has created explanations for the world’s most respected brands, and produced videos that have earned over 50 million online views.

Lee is a leader in the growing trend, now fueled by the pandemic, that finds entrepreneurs questioning the personal cost of building large businesses. He believes in a healthier, saner approach to entrepreneurship that supports more than the bottom line.

In *Big Enough*, his new book arriving in September, Lee tells the decade-long story of building a scalable, two-person business with unconventional priorities in mind. Using a set of constraints, he and his wife, Sachi, designed Common Craft with happiness and quality of life as shareholder values. His inspiring story is evidence that bigger is not always better.

Lee and Sachi live and work on Orcas Island, off the northwest coast of Washington State.

SUGGESTED INTRODUCTION:

Today’s guest, Lee LeFever is the co-founder of Common Craft and author of *The Art of Explanation*. Since 2007, Common Craft has won numerous awards, created explanations for the world’s most respected brands, and produced explainer videos that have earned over 50 million views. Lee’s second book, *Big Enough*, focuses on a saner, healthier approach to entrepreneurship. Welcome to the show, Lee!

INTERVIEW TOPICS

- The history and evolution of Common Craft
- How Lee built a scalable online business from home
- Why now is the time for entrepreneurs to think small
- Why time is the new wealth
- Quality of life as a shareholder value



A refreshing, personal guide to designing a business around the values that matter most to you. I found a lot to steal here, and I think you will, too.

Austin Kleon
New York Times–bestselling author of *Steal Like An Artist*

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