

# TLDR

Highlighted Quotes From  
Entrepreneurial Thought Leaders

**Y U NO**



**GIVE SHORTCUT?**

personalopz

# TLDR

## Highlighted Quotes From Entrepreneurial Thought Leaders

### PersonalOpz

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*Thanks to Stanford University for this inspiring resource. And my  
family for further inspiration and support.*

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# Preface

Ten years of notes from Stanford's Entrepreneurial Thought Leaders lecture series has produced a compilation, *Passion and Perseverance*<sup>1</sup>, of amazingly inspirational and actionable insights by leaders in business, academia, nonprofits, and government that is over four hundred pages in length. Watching all 242 lectures and compiling my notes was an extremely enjoyable and educational experience. I often recommend specific lectures to people and then urge people to watch as many of them as they can.

However I understand that startup founders are trying to 10x their time just like they are trying to 10x their investors' dollars. With that in mind I took my favorite one to four quotes from each lecture and created this volume from those. It definitely loses even more of the context but might provide you some inspirational quotes when in need of them.

If even this is too long then I would distill it down to these two sentences:

Be passionate. Act in accordance with your passions.

Will

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<sup>1</sup>[https://leanpub.com/passion\\_and\\_perseverance/](https://leanpub.com/passion_and_perseverance/)

# Entrepreneurial Thought Leaders 2005-2006

The more challenging the goal the more obstacles you're going to cross.<sup>2</sup>

Don't stop learning. Learning is what keeps you vibrant in life.<sup>3</sup>

Difficult to come into an industry that is doing incredibly well and saying that this can be done better.<sup>4</sup>

Start small. Think big.<sup>5</sup>

Not knowing how to do something is no reason not to do it.<sup>6</sup>

With a startup it is better to be lucky than right.<sup>7</sup>

It is your belief that is going to get you through.<sup>8</sup>

The very best entrepreneurs are proactive, they deal with tension, are great listeners, and they translate that into interactive learning.<sup>9</sup>

Those that are benefiting from the status quo don't want it to change.<sup>10</sup>

Solve a real problem.<sup>11</sup>

Be clear about what you are in business for.<sup>12</sup>

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<sup>2</sup>Jeff Hawkins (Palm Computing)

<sup>3</sup>Randy Komisar, Debra Dunn (KPCB)

<sup>4</sup>Geoff Davis (Unitus)

<sup>5</sup>Evan Williams (Odeo)

<sup>6</sup>Evan Williams (Odeo)

<sup>7</sup>Joe Liemandt (Trilogy)

<sup>8</sup>Joe Liemandt (Trilogy)

<sup>9</sup>Mark Zuckerberg, Jim Breyer (Facebook)

<sup>10</sup>Lonnie Smith (Intuitive Surgical)

<sup>11</sup>Kim Polese (SpikeSource)

<sup>12</sup>Frank Ricks (LRK Architecture)

Help your client be more successful.<sup>13</sup>

Ready (vision). Aim (strategy). Fire (execution).<sup>14</sup>

Question everything.<sup>15</sup>

Be a missionary not a mercenary—don't just be in it for the cash.<sup>16</sup>

Spend money where it has the most value.<sup>17</sup>

Dissent is always good as long as it is purposeful.<sup>18</sup>

You can take really great ideas nowhere if you don't get really good people to help you do it.<sup>19</sup>

Success and failure are based on your workstyle and your lifestyle.<sup>20</sup>

Entrepreneurship is an extreme sport.<sup>21</sup>

If you're not an interested person you're not an interesting person. Be interested in what is going on in the world (not just what is going on around you).<sup>22</sup>

Integrity matters more than anything you will do in your career.<sup>23</sup>

Attitude is everything and you control your attitude.<sup>24</sup>

The harder I work the luckier I get.<sup>25</sup>

Never miss an opportunity to be fabulous.<sup>26</sup>

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<sup>13</sup>Frank Ricks (LRK Architecture)

<sup>14</sup>Tom Byers (STVP)

<sup>15</sup>Bobby Beaver, Jeff Beaver (Zazzle)

<sup>16</sup>Bobby Beaver, Jeff Beaver (Zazzle)

<sup>17</sup>Janice Fraser (Adaptive Path)

<sup>18</sup>Janice Fraser (Adaptive Path)

<sup>19</sup>Kim Popovits (Genomic Health)

<sup>20</sup>Chong-Moon Lee (Ambex Venture Group)

<sup>21</sup>Michael Goldberg (MDV)

<sup>22</sup>Carol Bartz (Autodesk)

<sup>23</sup>John Roos (WSGR)

<sup>24</sup>Tina Seelig (STVP)

<sup>25</sup>Tina Seelig (STVP)

<sup>26</sup>Tina Seelig (STVP)

It is the little things that matter most.<sup>27</sup>

Pricing has one way to go and that is down.<sup>28</sup>

The best way to learn about the future is to understand the past.<sup>29</sup>

A successful negotiation is to have successful, effective conversations with people to get what you want and to help them get what they want at a price that is acceptable to both.<sup>30</sup>

Say what you mean.<sup>31</sup>

Everybody has something to teach you.<sup>32</sup>

Start thinking strategically very early.<sup>33</sup>

Ideas come from all kinds of inspirations.<sup>34</sup>

Creativity loves constraint.<sup>35</sup>

Start by doing one thing well.<sup>36</sup>

Find areas outside of what you're doing where you can learn skills that will take you where you want to go.<sup>37</sup>

It is better to do a few things well than a lot of things poorly.<sup>38</sup>

In the history of famous inventors there is almost always somebody involved who can sell.<sup>39</sup>

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<sup>27</sup>Katie Rodan (Proactiv)

<sup>28</sup>Stephanie Keller-Bottom (Nokia)

<sup>29</sup>Stephanie Keller-Bottom (Nokia)

<sup>30</sup>Joel Peterson, Stan Christensen

<sup>31</sup>Joel Peterson, Stan Christensen

<sup>32</sup>Joel Peterson, Stan Christensen

<sup>33</sup>Pam Marrone (AgraQuest)

<sup>34</sup>Marissa Mayer (Google)

<sup>35</sup>Marissa Mayer (Google)

<sup>36</sup>Ryan Phelan (DNA Direct)

<sup>37</sup>Gil Penchina (Wikia)

<sup>38</sup>Gil Penchina (Wikia)

<sup>39</sup>Robert I. Sutton (Stanford)



# Entrepreneurial Thought Leaders 2006-2007

Great opportunities are shaped not discovered.<sup>40</sup>

You can't control what you can't measure.<sup>41</sup>

It is more important to be the best than the biggest.<sup>42</sup>

Cut the lifeboats.<sup>43</sup>

Focus on quality rather than cost.<sup>44</sup>

Think less about creating a property think more about creating a feature.<sup>45</sup>

Don't try to save money on customer service because it is going to cost you in the long run.<sup>46</sup>

There is no upside in letting someone know you don't like them.<sup>47</sup>

On a competitive scale there is only one market and that is the planet.<sup>48</sup>

Rely on your own common sense.<sup>49</sup>

In order to be global you have to be local.<sup>50</sup>

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<sup>40</sup>Kathleen M. Eisenhardt (STVP)

<sup>41</sup>Rick Wallace (KLA-Tencor)

<sup>42</sup>Rick Wallace (KLA-Tencor)

<sup>43</sup>Chris Larsen, Jim Breyer (Prosper)

<sup>44</sup>Joe McCracken (Genentech)

<sup>45</sup>Nick Earl (EA)

<sup>46</sup>Greg Ballard (Glu Mobile)

<sup>47</sup>Greg Ballard (Glu Mobile)

<sup>48</sup>Scott Kriens (Juniper Networks)

<sup>49</sup>Scott Kriens (Juniper Networks)

<sup>50</sup>Janice Roberts (Mayfield Fund)

Build a (two way) dialog with the marketplace.<sup>51</sup>

Stay focused. Don't do too many things at once.<sup>52</sup>

Value comes from being contrarian.<sup>53</sup>

Be willing to take risks.<sup>54</sup>

Put your plan into action now.<sup>55</sup>

The customer will decide whether or not you will succeed.<sup>56</sup>

Recognize opportunities.<sup>57</sup>

Learn to deal with uncertainty.<sup>58</sup>

It is not only your ship. It is your planet.<sup>59</sup>

Be prepared for the dark phase. Every company goes through one.<sup>60</sup>

Honesty is your only currency.<sup>61</sup>

The distance between success and failure is timing.<sup>62</sup>

Put all your energies into what you're doing right now.<sup>63</sup>

Income statements and balance sheets are lagging indicators.<sup>64</sup>

Values are what guide your behavior when no one is looking and you don't think anyone is going to find out.<sup>65</sup>

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<sup>51</sup>Tien Tzuo (Salesforce.com)

<sup>52</sup>Ron Bloom, Ray Lane (PodShow)

<sup>53</sup>Reid Hoffman (LinkedIn)

<sup>54</sup>Gregory Waldorf (eHarmony)

<sup>55</sup>Gregory Waldorf (eHarmony)

<sup>56</sup>G. Steven Burrill (Burrill & Co.)

<sup>57</sup>G. Steven Burrill (Burrill & Co.)

<sup>58</sup>Tom Byers, Brook Byers, Kavita Ramdas, Paul Yock, Jeff Koseff, KR Sridhar, Chip Blacker, John Hennessy (eWeek Panel Discussion)

<sup>59</sup>William Perry (Former Sec. of Defense)

<sup>60</sup>Mark Jung (IGN)

<sup>61</sup>Mark Jung (IGN)

<sup>62</sup>Shai Agassi (SAP AG)

<sup>63</sup>Carly Fiorina (Former CEO, HP)

<sup>64</sup>Carly Fiorina (Former CEO, HP)

<sup>65</sup>Carly Fiorina (Former CEO, HP)

Resilience is something you do. Get up and go forward every day with hope and optimism.<sup>66</sup>

What would you do if you knew you could not fail?<sup>67</sup>

Life is short. Do it now.<sup>68</sup>

Marketing is an intellectual exercise.<sup>69</sup>

You can save a lot of time by talking to people that have been there and done that.<sup>70</sup>

Never give an excuse.<sup>71</sup>

People are everything.<sup>72</sup>

If you are around a bunch of jerks the odds are you're going to start acting like one.<sup>73</sup>

Every entrepreneur is a social entrepreneur.<sup>74</sup>

Continue to focus on innovation.<sup>75</sup>

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<sup>66</sup>Jackie Speier, Deborah Stephens (Former St Senator)

<sup>67</sup>Jackie Speier, Deborah Stephens (Former St Senator)

<sup>68</sup>Jackie Speier, Deborah Stephens (Former St Senator)

<sup>69</sup>Andrew Frame, Warren Packard (Ooma)

<sup>70</sup>Andrew Frame, Warren Packard (Ooma)

<sup>71</sup>Steve Young, Stan Christensen (Former NFL Quarterback)

<sup>72</sup>Mitchell Baker (Mozilla)

<sup>73</sup>Bob Sutton (Stanford)

<sup>74</sup>Carl J. Schramm (Kauffman Foundation)

<sup>75</sup>Tony Perkins (AlwaysOn Panel)

# Entrepreneurial Thought Leaders 2007-2008

Spend the company's money like you spend your own.<sup>76</sup>

Face reality.<sup>77</sup>

Don't defend with your ego. Let intellectual honesty dictate.<sup>78</sup>

Figure out how to expand the pie as opposed to just dividing up the pie.<sup>79</sup>

Fundamentally negotiation is about how to have relationships and manage them effectively.<sup>80</sup>

Never lie and there are no exceptions.<sup>81</sup>

Apologize more. It doesn't cost you anything.<sup>82</sup>

Stay in the game.<sup>83</sup>

With change there is opportunity.<sup>84</sup>

You constantly need to overcome the credibility gap.<sup>85</sup>

You really don't know what you don't know.<sup>86</sup>

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<sup>76</sup>Donna Novitsky (Big Tent)

<sup>77</sup>Martin Eberhard (Tesla Motors)

<sup>78</sup>Dominic Orr (Aruba Networks)

<sup>79</sup>Stan Christensen (Arbor Advisors)

<sup>80</sup>Stan Christensen (Arbor Advisors)

<sup>81</sup>Stan Christensen (Arbor Advisors)

<sup>82</sup>Stan Christensen (Arbor Advisors)

<sup>83</sup>Stan Christensen (Arbor Advisors)

<sup>84</sup>Larry Bawden (Jadoo Power)

<sup>85</sup>Armen Berjikly, Julio Vasconcellos (Experience Project)

<sup>86</sup>Armen Berjikly, Julio Vasconcellos (Experience Project)

You're part of a very large flow. Relationships exist beyond you and after you.<sup>87</sup>

The real value of open source is distribution. You get free distribution.<sup>88</sup>

Have corporate values and measure performance on them.<sup>89</sup>

It is not the entrepreneur that failed. It is the business that failed. In life you win some and you lose some.<sup>90</sup>

Fail gracefully.<sup>91</sup>

Capital is very efficient.<sup>92</sup>

When your back is to the wall is when you become your most creative.<sup>93</sup>

Act big but stay humble.<sup>94</sup>

Celebrate the crazy moments.<sup>95</sup>

Don't fall in love with your ideas. Sometimes the first idea isn't the right idea.<sup>96</sup>

The more you use words the less they mean.<sup>97</sup>

Culture is the most important part of any organization.<sup>98</sup>

Understand your strengths and amplify them.<sup>99</sup>

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<sup>87</sup> Armen Berjikly, Julio Vasconcellos (Experience Project)

<sup>88</sup> Ashwin Navin, Ping Li (BitTorrent)

<sup>89</sup> Mitch Kapor (Foxmarks)

<sup>90</sup> Ron Conway, Mike Maples Jr. (Angel Investors)

<sup>91</sup> Ron Conway, Mike Maples Jr. (Angel Investors)

<sup>92</sup> Jesse Fink, Steve Blank (Priceline, Serial Entrepreneur)

<sup>93</sup> Christine Benninger (Humane Society)

<sup>94</sup> Brett Crosby (Google Analytics)

<sup>95</sup> Brett Crosby (Google Analytics)

<sup>96</sup> Mir Imran (InCube Laboratories)

<sup>97</sup> Debra Dunn, Jay Coen Gilbert, Bart Houlahan, Andrew Kassoy (B Corporation)

<sup>98</sup> Ken Wilcox (Silicon Valley Bank)

<sup>99</sup> Jeff Housenbold (Shutterfly)

Find time for the balance in life.<sup>100</sup>

You get efficiency through scale.<sup>101</sup>

Globalization is happening. The question is what are you going to do with it? How are you going to make it work?<sup>102</sup>

Life is too short to do things for somebody else.<sup>103</sup>

Tell a powerful story.<sup>104</sup>

Top of funnel is creating awareness and brands. As you move down the funnel you create transactions.<sup>105</sup>

We're all in this together.<sup>106</sup>

Get as much efficiency into your process as possible.<sup>107</sup>

A sense of urgency is critical.<sup>108</sup>

Don't talk about it. Just show people.<sup>109</sup>

The strive for, the thirst for, knowledge is always a beautiful quest.<sup>110</sup>

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<sup>100</sup>Jeff Housenbold (Shutterfly)

<sup>101</sup>David Rothkopf (Author)

<sup>102</sup>David Rothkopf (Author)

<sup>103</sup>Peter Diamandis, George Zachary (X Prize)

<sup>104</sup>Anand Chandrasekaran, Michealene C. Risley (Tapestries of Hope)

<sup>105</sup>Sue Decker (Yahoo!)

<sup>106</sup>Larry Brilliant (Google.org)

<sup>107</sup>John Melo (Amyris)

<sup>108</sup>Beth Seidenberg (KPCB)

<sup>109</sup>Chamillionaire (AlwaysOn Panel)

<sup>110</sup>Mistah FAB (AlwaysOn Panel)

# Thanks for Reading

Thank you for reading *TLDR: Highlighted Quotes From Entrepreneurial Thought Leaders*. If you enjoyed it you can visit the [PersonalOpz blog](http://www.personalopz.com/blog/)<sup>111</sup> to read other advice I've accumulated on business and life. There you can also sign up for the mailing list where you'll be sent future books for free.

Please don't hesitate to email me ([will@personalopz.com](mailto:will@personalopz.com)) with any questions or comments.

Thanks again,

Will

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<sup>111</sup><http://www.personalopz.com/blog/>