



Stanford eCorner

How Do You Find Soul Mates?

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Video URL: <http://ecorner.stanford.edu/videos/1184/How-Do-You-Find-Soul-Mates>

Kawasaki believes that often soul mates are found within your existing social network, but there is danger in that as well. Close relationships outside of a business environment can lead to promising more than can be delivered. Kawasaki explains that it is a tricky process, and can be difficult if a soul mate is not fulfilling their duties.



Transcript

It is a tricky question because to a large degree, the way you find soul mates is from your existing group of friends, right? And so you grew up together and you have the same vision, and you like the same things. So, by nature, it is just sort of the proximity that you find these soul mates. And sometimes you have thrust together as roommates or you know, whatever. The danger in that is that sometimes because of the proximity, you make your room mate the CTO. And then in a year you know that this person is not a CTO anymore. This person is really sort of, entry-level programmer. But because he is your buddy, she is your buddy, and they were the founders, so now you are stuck and that person feels like they have to have the word "chief" somewhere in their name, their title. That's the difficult part. But I think a soul mate is, to a large degree, about your social circle. I mean, it really is.

The way I found soul mates from my companies was people I just had known for a long, long time. And it is a difficult process and a tricky process, because at many points, you know-- One of the hardest to do is when a soul mate is not fulfilling the function. Very difficult thing. But at that point what you have to remember is that your responsibility is to the company. It is not to the person. It is to the company. But it is still difficult to implement that.