



Stanford eCorner

Take Action!

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Video URL: <http://ecorner.stanford.edu/videos/1203/Take-Action>

Once a plan is established, it is imperative to act on it. As Adams says, most good ideas die for lack of action.



Transcript

Third major characteristic, you got to take action. You can't just sit there and say, "Next year I'm going to do this." or "I'm thinking of doing this, I'm going to do this. When I get to here I'm going to do this." There's always an excuse for not doing it. I have this motto which I am not advocating to you or your dog which is "Rush for it blindly." And its extreme because its meant to be extreme because people don't take action. If you're going to do something, do it now! Drop out of school! Do it now. Okay, don't drop out of school. But you have to take action and you can't wait around and wait for something to happen. Implementation is everything. Most good ideas die for lack of action. And it's better to try something 10 times and fail than to stick to an unworkable plan for six months.

The advantage you have over large companies is that you can turn on a dime and you can implement it quickly and often.