



Stanford eCorner

Self-Awareness

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Video URL: <http://ecorner.stanford.edu/videos/1345/Self-Awareness>

McNamee advises that it is important for entrepreneurs to patiently assess what one is good/bad at doing and what are the right opportunities. The time spent on this self-awareness process is crucial to getting things right in a business, he says.



Transcript

Time and place really, really matter. Patience really matter. So the things to think about self-awareness, you know, what you're good at, what you're bad at. What's the right time? What's the right opportunity? My simple thing is if you can imagine doing something else, do it. But if you can't imagine doing anything else then you're doing the right thing, right? Don't be on the prowl for an entrepreneurial idea. I just think that's a terrible thing because what will happen is you'll do the first thing that come across. And it will be OK but you know after two or three years, you'll get bored. And then the business will suffer because of that. The one you do is the one you just can't let go of.