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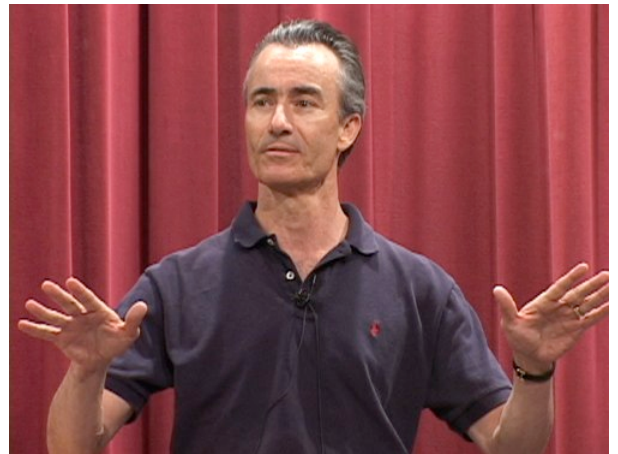
Challenges for an Entrepreneur

Trip Hawkins, *Digital Chocolate*

April 13, 2005

Video URL: <http://ecorner.stanford.edu/videos/1362/Challenges-for-an-Entrepreneur>

Hawkins explains how introspection is necessary for entrepreneurs to figure out when one is right and wrong.



Transcript

This is the one of the big challenges for an entrepreneur is try and figure out when you're right and when you're wrong. And you better know that you're wrong some of the time so you can do enough introspection, enough searching to occasionally be willing to back off. You can't just be determined all the time thinking that everything you think is going to work out. It is a very big issue at EA because I was really sure this is the right thing to do in terms of direct distribution and yet nobody else was doing it and they all thought we were nuts and it wasn't working. It was a real struggle for like to years and there was this constant temptation just throwing the towel and forget the whole thing but I stuck with. It's very painful, I had to lay off friends, the company had a lot of financial problems, everybody's really miserable once again that's just the things you have to deal with is making choices like that.