



# Stanford eCorner

## Following Your Goal

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Video URL: <http://ecorner.stanford.edu/videos/1351/Following-Your-Goal>

Hawkins advises everyone to find their passion and to use the fastest and surest ways to pursue that passion. He also believes it is very important to make the right decisions at critical junctures, as well as having fun while following one's goal.



### Transcript

First of all I think everyone should try to find something they're passionate about in life. It doesn't have to be a big thing. It doesn't have to be, you know, it doesn't have to be like solve world hunger. It's OK if you want to do that that's pretty good. But you ought to find something. You know, you pick it. It could be a business thing, you know, we want to build the better chip. We want to make the internet faster. We want to do this. We want to do that.

It could be a science thing. It could be a public interest. I don't care. Find the passion. You don't have to be, you don't have to get it right away. You can be patient about it. You can develop later in your life. But be on the lookout for it. Because that's I think what makes an interesting life. And as you find something you're passionate about you'll say, oh I'm going to work on that and I'm going to work on it for a while and, you know, and it gives you some reason to go through all the crap that happens in life especially, you know.

If you pick a challenging thing, there'll be a lot of bad things happen. The harder the challenge, the more difficulties you encounter. But pick a passion and then follow it as long as you can. Along the way, lesson number two, use the fastest and surest ways to promote or get to your goal. This is back on entrepreneurship, you know. At any point in time say, what is the surest method of progressing my goal? Not so unless it's going to make me the most money or the most fame, whatever. I believe that rewards come from following your passion and having success with that. And all the other stuff you care about in life will take care of itself if you are true to your beliefs and you picked a good goal to go after. And so sometimes you take a step forward. Sometimes you just take a step backwards but if you continued following it, you want to always look for what is the surest way to get there.

And that's how sometimes you'd say, you know it's not the entrepreneurial process. I should develop this product here at the company I'm at already because it'll be quicker or more sure to get done on time and so on. Remember, generally entrepreneurs use that as a last resort. It is not the first tool, it's the last tool. So when you're up against the wall and there's nothing else you can do, then you'll say well because the only I can do now is just throw it all away and start over then do it. And if you try to do it on other times, you'll have problems. If you only use this as the last resort, then it's usually a successful tool. And as I said the more ambitious the goals you have, the more likely you'll have to use the entrepreneur as a process and in some cases maybe multiple times as in my case. And then finally work smartly. This is a catch for a bunch of little things I want to put in here together.

One is I don't believe you have to work really hard like long hours to do a lot of significant things in your life. It doesn't require that. It requires making right decisions at the right time. The critical decisions along the way. Should I do this? Go this route or this route so I raise money or sell the company and so on. And you make those decisions over and over again. Those are the critical junctures and if you make those critical decisions right then pretty much everything else flows along. If you're finding yourself having to work 20 hours a day then you got something wrong going on. For most of the time, my kids were young, I have this rule that I always have breakfast and dinner with them. I still have that rule except they're not there now but because, you know, they're teenagers and they're off their things all the time.

But that was a rule I had. And I followed it, let's do traveling, I tried not to travel that much. You can actually do that and you'd be amazed that life continues if you don't, at the office everyday. Keep your eye on the goal. Don't let it get away from you. Don't forget why you started this thing or what you're trying to accomplish because everyone wants you to forget it all the time. They always continue to just come along and always forcing you to do this and forcing you to do that. So see now what am I trying to accomplish here? What is the ultimate goal? And it sounds easy but it's actually pretty hard to do that but if you really do that, it'll work. And then finally try to have fun. I say try because it's really not possible to have fun all the time.

You know business, when you do anything challenging it's always full, it's day to day crisis. That's what business is. It's crisis a day. And only at the end of the day you actually get back and look at it and say, hell, you know that was pretty good. So just, you got to try to have fun as you go through these crises as moment to moment. The point is that, you know, you just got to have faith that in the end of the day it's all going to turn out well and therefore don't sweat it too much. And everyday when there's a new crisis try to remind yourself saying, hey you know what we'll get through this. Just follow the goal, follow the mission and you'll get there.