



Stanford eCorner

Perseverance: Sticking to your beliefs

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Video URL: <http://ecorner.stanford.edu/videos/1447/Perseverance-Sticking-to-your-beliefs>

Liemandt talks about how an entrepreneur's beliefs leads to success or failure. As long as you believe in your business, he says, you can persevere. You have to love what you are doing and be passionate about it, he adds.



Transcript

This is where it all comes down and this is the entrepreneurial one which is when you start your entrepreneurial activity, whatever spreadsheet you're doing and whatever math and logic you're using, there is going to be a cell that doesn't fill. It doesn't add up where you have to take the leap of faith because you believe you're going to change the contents of that cell to something different because if it stays where it is, it's not going to work. My belief is in working with lots of entrepreneurial companies over the years is it really is your belief that's going to get you through. As long as you believe in it and as long as you can persevere, you should. You're going to make it, you're going to hit that breakthrough. It always takes you longer than you thought. It never is simple and easy as you want but you just got to stay at it. Perseverance is one. I don't know how many stories you read, perseverance is almost always top of the list. I stayed at it longer than anybody else.

This is where it's all personal. This is where it is being the entrepreneur. This is where the being an MBA with the spreadsheet together doesn't work. This is because you love what you're doing and you're passionate about it. Even though I'm dismissing it, sorting of going over it very quickly, I could tell you more about configurators for six hours. I spent more time in the math CS library doing research about every configurator ever built and interviewing teams and everything about it. Our whole team knew this inside and out and we ended up liking it. It's the very common search problem and while sounding boring was technically challenging for us so we love it. The related thing to that is if you're starting a business, make sure you're passionate about it. You got to love it.

It can't just be a good idea that you're indifferent about because then you will be. Like, oh, I don't really care about this. You have to realize that when everybody around you is like this is the dumbest idea I've ever heard and like 14 times now you failed, what's going to make you want to do number 15, and number 15 is because you want to do it, you want to drive it?