



Stanford eCorner

Never Give up spirit

Chong-Moon Lee, *Ambex Venture Group*

February 15, 2006

Video URL: <http://ecorner.stanford.edu/videos/1442/Never-Give-up-spirit>

Lee advises entrepreneurs to never give up, fight challenges with perseverance and have a crystal clear vision to be successful.



Transcript

I want to tell you that in many cases, entrepreneur should be ready to go through all kinds of challenges to be ready to fight for what he or she believes. And to never give up the spirit as well as perseverance to overcome these hurdles. As Winston Churchill said, never give up, never never. Based on my experience I believe that successful entrepreneurs must be able to look forward with a crystal clear vision. They must be able to make a decision based on their strategic judgment. Must be able to collect and analyze information on the competition in the market, had the mastery to have great communication skill with customers, investors and the stakeholders. Miscommunication, can cost the business. There's no guarantee. The communication skill, trust among the team with customers, with investors, with the stakeholders. Communication skill.

Many young entrepreneurs lack in communication skill. I strongly recommend to read few books on how to communicate and then how to work with someone with a difficult personality.