



Stanford eCorner

Entrepreneurship is a Learned Skill

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January 13, 2010

Video URL: <http://ecorner.stanford.edu/videos/2344/Entrepreneurship-is-a-Learned-Skill>

Do successful entrepreneurs know they're using the right methods as they build their companies, or do they only realize it in hindsight? Trip Adler, founder/CEO of Scribd, explains that he did know he was taking the best approach at the time. He adds that entrepreneurship is a learned skill like any other, and that persistence pays off.



Transcript

So, did you realize you were going to this sort of rapid prototyping process, was this something you articulated? Also we've heard speakers like Eric Reiss talking about the lean startup and getting things out and testing it. Did you articulate this or was this something that just was very natural to you? Yeah. We know what we're doing. I was at time, still pretty pessimistic. I was ready to give up and go get a job which I think was the wrong type of thinking. That was a mistake. I would discourage any one time entrepreneur from thinking that way because that's what kills you. You need to have faith that if you just keep, trying and learning, you will get there. Entrepreneurship is completely a learned skill. It's a bunch of skills you have to learn and put together and once you get all those skills and you piece them together, you will be good at coming up with ideas in launching websites.