



Stanford eCorner

Just Go for It

John Adler, *Accuray*; Trip Adler, *Scribd*

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Video URL: <http://ecorner.stanford.edu/videos/2346/Just-Go-for-It>

Just go for it, advises Scribd founder Trip Adler. If you want to start a company, he continues, you just have to do it; you'll learn as you go. John Adler, founder of Accuray, agrees wholeheartedly, encouraging new entrepreneurs to resist feeling intimidated. Founding a company "calls for decision and bold action." While the lack of constraints and benchmarks can be daunting to the new entrepreneur, it also opens up great opportunities.



Transcript

The way you're going to learn is through just trying it and then you're failing or succeeding. And that's where you're going to learn. So, you're just basically go for it. Classes like this are great but they're really not going to be that helpful unless you're also working on something at the same time. I would say, "You're going to learn while you're on the job and then reading books on business, attend a class like this are just going to give you things to think about while you're on the job." So, I would encourage you to just move forward. Don't be too afraid of failure. Don't be too afraid of having like a year on your resume where you didn't do anything. That seems to be how most, at least at Harvard how everyone was. And I just wouldn't be afraid of that. Just go for it and you will start learning quickly.

OK. So, basically, just in time learning along the way. As you dive in and you have a problem to solve, figure it out on the fly. Yeah. OK, that's your say. OK John, what do you think? I agree. The Stanford students are smart, right? They can learn but I think, once again, my son is right. It seems very intimidating and the worst thing you can do is be intimidated. And so, I think you need to listen carefully before you kind of jump in but after certain measure of listening, it calls for a decision and bold action and don't look back. Do not look back.

Just keep going forward. If you are bold enough, if you have that intrepid conviction go for it. Chances are, I agree with Trip, chances are you're going to succeed. Not everyone is going to produce Google or Microsoft or something but you maybe produce a meaningful business and that's in the end, all that really matters. So, I say, go for it. And one of the thing is there are no rules. There are no rules. And that's the scariest thing for a lot of entrepreneurs to understand. You're kind of, "What I'm supposed to do." You can do whatever the hell you want. And you got to keep reminding yourself.

So, there's no benchmark. Don't worry about it. It's OK. It's OK. Because out of the fact that there's no rules come great opportunities. And I think Tina in one of your classes are showing that. So, don't forget there's no rules and go for it.