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Lessons Learned the Hard Way

Wendy Kopp, *Teach for America*

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Video URL: <http://ecorner.stanford.edu/videos/2601/Lessons-Learned-the-Hard-Way>

Sometimes fundamental lessons are learned the hard way, according to Teach For America CEO Wendy Kopp. She explains that when an organization learns through tough experience, the insights gained become core lessons that stay with you. Kopp also articulates both the challenges and advantages that come with growth and scale.



Transcript

I think the lessons that we'd learned, the very hardest possible way and my first book really documents this in kind of painful detail. But those lessons were so fundamental because we learned them in the hardest possible way. I mean through many near-death experiences and what not and really were the foundational lessons that informed the growth we then undertook. And growth brings many new challenges but it also brings many advantages. And we were able to work the advantages to attract a totally different level of resources, a totally different level of talent. And that helped us undertake the kind of new learning curves that it would take to do what we're doing on a much bigger scale.