



Stanford eCorner

Making Good Decisions

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Entrepreneurs Elizabeth Samara-Rubio and Rebeca Hwang each describe their considerations when making decisions. For Samara-Rubio this means knowing what you want and acting with purpose; for Hwang, it's about either narrowing or enlarging your number of possible opportunities.



Transcript

How do you make good decisions? Let me take it. Well first you have to know what you want. And once you're pretty clear what you want, there's always going to be a plan A, B, and C. So that's the way I made decisions. I mean, to some of the - Rebeca's points around pivoting, went to HP, left HP, went back to HP but went back with a certain goal in mind, emerging markets. When I moved on beyond HP I continued to be in remote applications, I worked at the Moore foundation as a consultant for two years. We funded about \$18 million worth of remote sensing technologies for bio diversity conservation in the middle of the Amazon. So everything was with an intent, so as long as you're clear what you want, give yourself some options and go for it. In my case I always assume that I don't know. As I showed you why, so I typically try to know who knows the piece of information that I need to have in order to make an informed decision.

Then I have a couple of mottos in life. One of them is, that I always try to make decisions that are going to improve my future but not at the expense of the present and that goes back to the investment banker issue. I saw so many of my friends going to get a career path that made them extremely miserable today for a future that would be possibly great. And I think many of them regret those decisions. And also depending on your life stage I really would tell, being conscious of whether you want to narrow down your options by that decision or whether you want to increase the number of options with each decision you make, that's an important thing to take into account. When I was younger I just wanted to create more options. So every decision I made I wanted to make sure that it was not narrowing the number of possibilities that that particular decision would create in my life.