



Stanford eCorner

Use Metaphor to Communicate Ideas

Steve Teig, *Tabula*

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Video URL: <http://ecorner.stanford.edu/videos/3211/Use-Metaphor-to-Communicate-Ideas>

According to serial entrepreneur Steve Teig, using metaphors is a true secret for communicating successfully with venture capitalists. "The metaphor is the reality for me," says Teig, as it's the best expression of why a solution will work.



Transcript

So the question is when I talk in metaphor to venture capitalists how do they take that. And the answer is it is one of the absolute best things to do with venture capitalists. It's one of the secrets - and I've had a lot of practice at this - it's one of the secrets to doing a great job with venture capitalists. In my opinion, it's the real reason they should believe me, not just the apparent reason that they do. It's why this technology is really going to work and it isn't because of the equation on the board, it's because of the idea that underlines that equation. It helps them understand for real because the metaphor is the reality for me. It helps them understand for real why this is a good idea and why it's going to work. I absolutely depend on metaphor especially with these very technical things in communicating to the venture capitalists. It's been a successful strategy for me but I would have to say it's been a successful strategy for them. I think they're right to want the metaphor.