



## Stanford eCorner

### Lofty Goals Keep You Going

Ron Gutman, *HealthTap*

April 15, 2015

Video URL: <http://ecorner.stanford.edu/videos/3508/Lofty-Goals-Keep-You-Going>

Serial tech entrepreneur and inventor Ron Gutman talks about looking beyond financial success and, instead, aspiring to accomplish huge, audacious goals. Gutman says they will serve as a constant source of motivation and pride, especially if the goal is to benefit humanity.



#### Transcript

Is the vision as big as, oh, let's make \$ 100 million or a \$1 billion. Is that the vision? Is that really hairy audacious goal? May be. I mean there are some professions that it's all about making money and it's fine. But is there something more to life than that? Is there something more to what you want to accomplish in life than that and how big the thing is and how do you measure how big it is? So choosing a vision, choosing a mission that is very, very meaningful to you is something that is very important. And I can tell you after 10 years of doing this, it's been 10 years since I was sitting in your seat, that choosing something that is really big is super motivating for a very, very long period of time. And it's possible to do. My philosophy, as always been, if it's humanly possible to do, if I put my mind into it, I'll bring the right people with me together, we will be able to do it. And each and every one of you that sits in this room actually can. So when you choose what you want to do in life, when you think about what you want to do with yourself whether as an entrepreneur or if you want to work for a company that does certain things, I really highly recommend to you to think about the goal and the mission that is very, very lofty. That is actually going to help a lot of people do something that is very, very meaningful in their lives.

I chose health and well-being. I think health is something that underlies all of our lives. It's something that empowers us to do everything else. It touches 100% of people. I can't tell you how motivating it is to go to work every day or to meet people now all over the world and around the country and tell them what I am doing. It doesn't matter if it's in a cocktail party or when I meet family members or when I go to a meeting or I just travel and people ask me what I do, I'm very, very proud of what I am doing because I can say that I am saving lives every day.