



Stanford eCorner

Commit and Focus Your Efforts

Kyle Forster, *Big Switch Networks*

April 22, 2015

Video URL: <http://ecorner.stanford.edu/videos/3518/Commit-and-Focus-Your-Efforts>

"You have to quit a lot of things, and you have to quit a lot of them early, in order to find one thing you want to stick with," explains Kyle Forster, co-founder of Big Switch Networks. The challenge isn't determining what you want to excel at, but deciding what you have to give up along the way, he explains.



Transcript

I spent most of my career at CISCO, in between CISCO and Big Switch I left for TV over the Internet start up, this was before the - and after three years of like I was just absolutely working my tail off and trying to soak up as much as I possibly could about AB testing, consumer Internet behavior and I was at a product management design so I got to spend a ton of time working with design science. At the end of that I was like pretty good at two things, but I wasn't really great at either. And so I quit, I went back to networking and now I can look back on it and it hasn't even been that long but you can see the benefits of just sticking with it, start to accrue exponentially, you'd be amazed like, this is a - networking is like a \$50 billion industry but the number of people who drive it is very, very small on both like vendor side and the customer side at this point for me it's like the same names just keep on coming up over and over again. And more and more often it's, oh, yes, yes, I almost recruited him a couple of years ago, oh, I almost went to work for her back in the day, yes, we've done business together, different business cards but the idea that unfortunately you have to quit a lot of things and you have to quit a lot them early in order to find one thing that you want to stick with and be one of the tops in your field. This to me is something that I think about more and more because you really want to think about what you need to give up in order to that and the hard decisions for me were not, hey, what do you want to be great at, the really hard decisions were what do you want to give up along the way.