



Stanford eCorner

Rules for Time

Kathleen Eisenhardt, *Stanford Technology Ventures Program*

April 29, 2015

Video URL: <http://ecorner.stanford.edu/videos/3523/Rules-for-Time>

Kathleen Eisenhardt, co-author of "Simple Rules: How to Thrive in a Complex World," talks about how simple rules can be based on timing to dictate when to act, especially in situations when getting things done matter, when getting started is difficult or when it's easy to lose momentum. Eisenhardt is a professor of management science and engineering at Stanford.



Transcript

More serious problem is insomnia. Roughly 20% of the U.S. population suffers from insomnia at least sometimes during the year. It turns out Timing Rules are incredibly important to curing or at least helping insomnia. Rules like go to bed when you are tired, a Timing Rule. Get up at the same time every day, a rhythm Timing Rule and minimize the amount of time in bed. Proven Rules that help particularly the elderly get a good night sleep. Bringing it back to business, I think one of -- a lot of people's favorite company is Pixar. When Pixar started out, their first movie was the Toy Story; first big movie anyway was Toy Story. The problem with Toy Story was that it took four years to create.

And it's kind of hard to make a movie business if you only do a movie every four years and it is hard to get people who actually want to work in your company for only doing a movie every four years. So what they started to realize that maybe we actually need to pick up the pace and they started getting into this idea that we're going to do one movie a year. It's actually not trivial to do one movie a year when it takes you four years to make a movie but they got into that rhythm and essentially started to realize we do, this is the first year, this is the second year, this is the third year, this is the fourth year and they just kept flowing through and so they created a pipeline. And they don't make it every year because so often they do get kind of a dead movie and they just don't release it. But basically they are doing a movie a year and they were releasing that movie at Thanksgiving which is the biggest box season time of the year for them. Movie a year at Thanksgiving.