



Stanford eCorner

Be Confident, But Not Blind

Susan Koger, *ModCloth*

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Video URL: <http://ecorner.stanford.edu/videos/3549/Be-Confident-But-Not-Blind>

While acknowledging that entrepreneurs must at times "fake it until you make it" in order to convince investors and others that a venture can succeed, ModCloth Co-Founder Susan Koger says that constantly pretending to be competent or optimistic can inhibit you from showing enough vulnerability to question convention and discover new opportunities.



Transcript

I think it's also important as entrepreneurs to keep in mind that fake it till you make it is totally valid like, that concept but it is just one of many tools in their toolbox and that's something I've found as I've looked back in my career and you know, as I think that what I would share with my younger self. I think that often we try to like, just fake it till we make it all the time. And I think, part of it is kind of the culture like, it's especially in the entrepreneurial world like, you're just, you're always you know, you're just like yes, of course I can do this, of course we'll be able to hit these numbers. Of course, we will be able to - you know we know what our plans are going to be one year from now, two years from now, five years from now. And, you know, that's totally fine, and like sometimes you really do have to do that like when you are pitching your business, when you are talking to investors like, absolutely fake it till you make it. But I think that sometimes like, if you get too caught up in this mentality like, you can, I would caution you to resist like, faking it, because you might miss opportunities to actually find your own path and you might miss these opportunities to kind of put your hand up and say like, why are we are doing it this way, why is it happening this way, does this actually make sense? And this has been a really valuable lesson for me.