



## Stanford eCorner

### Cognitive Dissonance is Your Guide

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Video URL: <http://ecorner.stanford.edu/videos/3604/Cognitive-Dissonance-is-Your-Guide>

Rebecca Lynn of Canvas Ventures talks about how moments of cognitive dissonance can signal when to pay close attention to an idea. Considering the many pitches she has heard over the years, Lynn says those that have challenged or changed how she thought about something were the ones that interested her most.



#### Transcript

When somebody really smart sits in front of me and they tell me something that I just think sounds insane, I think twice. Right? So I've learned that over the course of time. So I don't know if there's any heuristics, but I always pay attention to things that disprove a belief I have. Right? So in other words, if I have a sort of set thinking in a certain market vertical or something, and then somebody comes and shows me that what I believed as my set of truths to be wrong, that's when I really pay attention. This is a small example but Practice Fusion-- we thought acquiring doctors' offices is going to be a feet-on-the-street trench warfare effort. They figured out how to do it online. Right? And that really made me wake up. How did that work? And then we talked to that model. So a lot of times it is when you have a belief system, you've seen a lot, it's when somebody shows you something that just surprises you. Right? And that's when you learn to really pay attention.