

URL: <https://ecorner.stanford.edu/in-brief/make-no-little-plans/>

Tech startup founder and venture capitalist Josh McFarland shares inspirational words from renowned architect Daniel Burnham. "It is as hard to run a company of two people as it is to run one of 200," McFarland elaborates. "Really bring the full force of everything you have." He also warns against bringing home all the negativity that comes with startup life and dumping it on loved ones. "Help them believe why this is going to be successful," he says.



Transcript

- This is a really rocky road and you're not the only person going through it in your life.. Your significant other, to the extent you have one at the time that you're building your company, is also going to be feeling this very acutely.. And, don't forget to pitch them on why things are going to work out.. Sometimes you bring home all of the negative energy that you can't share with your team on any given day.. You just kinda dump it inside your four safe walls.. And, you should not do that.. You should treat your significant other like you would a board member or an investor, employee, a candidate that you're pitching.. Like, help them believe why this is going to be successful.. The last thing is make no little plans.. My favorite architect, one of my favorite architects is named Daniel Burnham..

He designed the Flatiron Building in New York.. And he has this quote.. And, the reason I'll leave you with this is it is as hard to run a company of two people as it is to run one of 200, of \$2 million of \$200 million.. So, make no little plans.. Like, really bring the full force of everything that you have from creativity to passion to drive to expectations of outcome.. It will be worth your time and I wish you guys all a lot of luck..