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What sets entrepreneurs apart is the ability to step outside their comfort zone, which builds the confidence to navigate unfamiliar territory that founders must often operate in, according to Lisa Alderson, co-founder and CEO of telehealth startup Genome Medical. Coupling passion with adaptability will keep you moving forward and onto new and innovative ideas, she says.



Transcript

- So I have now started or been a part of the early stage start-up team at eight companies spanning three different industries.. And like anything you do and you do frequently, there's sort of a muscle memory that you develop.. So there's some things for me, particularly when I'm person of one starting a company or person of two or three and I definitely advocate for partners (laughs) in starting a company because there's highs and lows and hopefully you kind of balance each other out.. But that really I see it as just that confidence, that ability to put yourself in a place outside of your comfort zone and having sort of the knowledge or at least just that sense of you know what, I got this.. I'll figure it out.. I may not have ever done this before, but I have the tools.. I can figure it out.. I think that's what really sets an entrepreneur apart.. If you can find your passion and you couple it with this ability to be adaptable, to be willing to take in new experiences, then you've kind of got a winning formula.. You've got a formula that allows you to maybe bring a new perspective and new ideas to the world, but it also allows you to kind of be propelled forward with your inner drive and your passion..

And that's really where ideas are born...