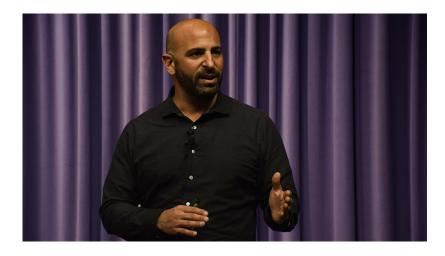**Stanford eCorner**

How to Identify Your Priorities

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Priorities become easy when you build a framework to narrow your focus. Adam Pisoni, founder and CEO of Abl Schools, recommends identifying a key question to evaluate whether new ideas and projects actually help you meet your goals.

Transcript

- The question's priorities and how we develop them.. You know, I actually think priorities are in some ways easy when you come up with the frame work through which you prioritize.. I think a mistake is saying, we got all these things we could work on, let's just prioritize them.. Early days in Yammer, we were missing the friction of value but we said look, to be successful we need users, we need to grow, we need them to engage, and stick around, and we need to make money.. But frankly, in the first days, we actually just needed users, because we could worry about the other two later.. We had a minimum amount of engagement that was sufficient.. And so for a year, we did nothing but work on features that would increase growth.. So that made it really easy.. And someone would say, ah, we have all these users, and they're asking for this feature.. We'd be like, is it gonna help us grow? We're not working on it now..

Or, can you think about it in a way that helps us grow? Or, maybe the idea's great and we'll only work on the parts of it that help us grow.. And it's very painful to take that sort of long-view, because there's so much you wanna do.. So again, I go back to, like, identifying what the hypothesis you have to prove are, prioritizing those, somewhat subjectively, in terms of, what is the thing that has to be true to be successful, here? And what is the thing I am most unsure about? I need to validate that.. I need to focus and validate that.. I can't do too much at one time, through resource constrained, and I only need to work on that, actually one thing it was mentioned here, but I highly recommend you Google sliders Kris Gale, K-R-I-S G-A-L-E.. He gives a talk on prioritization, that is very short but it's really, it was really impactful for us, we talk about this a lot.. And it's a way of thinking about, only prioritizing things that are the lowest sliders, they call it, the most pressing, and only working on them until they're no longer the lowest slider, he describes it better than me.. But I highly recommend...