

URL: <https://ecorner.stanford.edu/clips/advice-on-getting-the-most-from-advisers/>

MasterClass founder and CEO David Rogier admits that he adopted the wrong approach to selecting advisers earlier in his career. Instead of asking lots of smart people for advice, he now urges founders to find a few close advisers who are a few steps ahead in the entrepreneurial process and have strong, unique points of view. Advisers like this, he finds, are well-positioned to highlight courses of action you may not even realize exist.



## Transcript

- I did it wrong at first but I did an advisor.. 00:00:05,800 I know lots of smart people.. I'm gonna ask them advice on every decision I have to make.. If you ask three smart people or five smart people for advice.. You'll get a hundred different thoughts and opinions and it is paralyzing because these are smart people, right.. What I realized is, you need to, entrepreneurship journey.... Your whole path and journey, you want two advisors that you tell everything to.. You want advisors, sort of a couple stages ahead of you.. What you want are people that have strong points of view because what you're actually, I think asking them for, is not advice in the situation.. There's no way they're gonna have all the contexts, know exactly what to do..

What you're asking them for, you want a strong point of view that you haven't thought of.. You want two people to do not think the same, so you get more diverse, more expansion of ideas and diversity of among it.. Because when you're actually asking them to do, is show you the rest of the chess board.. It's almost when you're an entrepreneur, you can only see a couple squares around you.. What you're asking is not where to move your piece but is for them to unhide the rest of the board or imagine that in a computer game, you're paying the rest of the world or whatever it is.. That's what you're asking for.. 'Cause then you're going to be like, "Oh, I didn't know that was an option.. Oh, I can do that.. Oh, I'm going to go to that's where it's at." (digital music)..