HOW TO NOT GO CRAZY AS AN ENTREPRENEUR

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#1: NO SELF-DOUBT
The Process

- TechCrunch of Initiation
- Wearing Off of Novelty
- Trough of Sorrow
- Releases of Improvement
- Crash of Ineptitude
- Acquisition of Liquidity
- False Hope
- The Promised Land!
- Upside of Buyer
CREATIVES ARE TOO...

UNPREDICTABLE

UNRELIABLE

EMOTIONAL
CREATIVES ARE TOO...

UNPREDICTABLE  ->  OK W/ ABIGUITY

UNRELIABLE  ->  RISK-TAKING

EMOTIONAL  ->  EMPATHETIC
#2: FIND YOUR PURPOSE
Average company lifespan on S&P 500 Index (in years)

Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor’s
- Increases agility
- Keeps company focused + inspired
- Helps differentiate
#3: BE RUTHLESS
DO YOUR MOST IMPORTANT THING FIRST
#4: TALK TO HUMANS. IN PERSON.
#5: TAKE A BREAK
YOUR NEW WORK DAY

- 90 MIN WORK
- 30 MIN RENEWAL
- 90 MIN WORK
- 30 MIN RENEWAL
- 90 MIN WORK
- 30 MIN RENEWAL
- DONE
#6: REMEMBER THE NARRITIVE FALACY
- REMEMBER SILENT EVIDENCE
- AVOID FALSE NARRATIVES
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THANKS!

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