

URL: <https://stvp.stanford.edu/blog/videos/be-paranoid>

Verma explains how a hearty dose of paranoia will keep a company fresh. Companies often make the mistake of relaxing once success is achieved — Verma knows this is the time competitors will strike.



Transcript

Be paranoid.. Just the fact that you know that everybody is out there to get you doesn't make you paranoid.. Trust me.. Every day if you're successful, somebody's out there saying, "How do we eat their lunch?" And so, you have to make sure.. I think Howard Stevenson wrote a great book, "Do Lunch or Be Lunch".. I mean, this whole concept that you have to literally find a way to absolute yourself every day, it's something that has worked for us...