

URL: <https://stvp.stanford.edu/clips/be-the-unexpected>

In this short clip, Square and Twitter Co-Founder Jack Dorsey shares a wise and insightful idea that speaks to the core of the entrepreneur's experience: "Expect the unexpected. And whenever possible, be the unexpected."



## Transcript

It really reminds me of one of my favorite quotes of all time.. I'm not really sure who said it but it's in a Lynda Barry novel called "Cruddy".. I think it speaks very highly of what we all do as entrepreneurs and what we all do as creators and builders of things.. Everyone in this room captures it perfectly.. And the quote is, "Expect the unexpected and whenever possible, be the unexpected." I try to live by that on a daily basis...