

URL: <https://stvp.stanford.edu/clips/embrace-open-networks>

Creativity comes from having more expansive data points, observes serial entrepreneur and Stanford Management Science and Engineering lecturer Toby Corey. He advises entrepreneurs to build a personal “board of directors” that brings in diverse perspectives from around the globe.



Transcript

- What does current structures drive toward? So LinkedIn, it's set up that you really just connect with people that you already know or you work with.. And I know myself, whenever I've reached out sometimes, if you reach out to connect with people that don't know you, if you get too many nos, I don't know that person, LinkedIn will actually warn you, and then after, if you keep doing it, it will lock you out of your account for a certain period of time.. What does social media set up? Oh, you hang around with these types of people, you have these types of political views, you buy these types of products.. You're in the same swim lane.. Twitter, all of that stuff.. So, where creativity comes from is having more expansive data points.. So if you're literally in the same swim lane and have the same people with the same views, you're not going to expand.. So the concept of an open network, which is an area that I'm thinking about of how to drive more mentorship into the world, especially for young people.. 'Cause I think that's one of the ingredients and one of the opportunities that we have, and that's almost like, what would it be like if you had your own personal board of directors that could help you think about your life and it could be a domain that you're in, robotics, AI, whatever that might be but other individuals that you never would've thought of connecting with and can bring you an entirely new perspective from anywhere around the globe.. And what we've found is actually there was a study guide that a Forbes Magazine article, I can get it for you..

But scientific data actually shows that the more open networks that you have, not only the more successful you are in life, but the happier you are in life, the more fulfilled that you feel in life.. So, the concept of that open network is that we've gotta step outside of these current structures and systems that literally keep plunking you in the same swim lane.. You gotta get to a whole bunch of swim lanes...