

URL: <https://stvp.stanford.edu/clips/find-your-different-people>

Yes, surround yourself with the right people. But that doesn't have to mean successful people in your own field. Airbnb strategic advisor and Modern Elder Academy founder Chip Conley encourages building a wide, diverse, even unusual network. Why? Because sometimes, the person with zero experience in your own field will be able to offer the best outside-the-box advice.



## Transcript

- Now, it's possible that nothing will influence you more in your life than the collection of people you surround yourself with.. I went to Stanford Business School here.. I didn't like it a whole lot, to be honest with you.. I'm a Type A, competitive person, and I was surrounded by Type A competitive people, and I sort of felt, at times, like I was just being a rebel and a radical just to be different than everybody else.. Well, for me, this lesson, Surround Yourself with People You Want to Become was, I started seeing that out of business school, I was hanging out with artists a lot, and I think it was partly because there was a piece of me, I took, as an undergrad here at Stanford, I took a lot of studio art classes.. But felt like, you know, not very practical, but I started hanging out with artists and massage therapists.. That, there's some real benefit to that, if you have massage therapists as friends.. What else? Writers, and even a shaman.. One of my closest friends is a shaman today.. So, why do I say that? I say, you know what? The thing that's really interesting about life is hanging out with people who think differently than you do, and absolutely helpful when you're struggling with something..

You know, when I've struggled in business, I've actually found I've gotten better advice from friends of mine who have no idea about anything in business.. Doesn't mean that you can't get some good advice from another business person, but, often, they're gonna say something to you that you might have already thought of yourself..