

URL: <https://stvp.stanford.edu/clips/how-to-build-productive-relationships-with-regulators>

GLASS founder and CEO Paola Santana advises founders seeking productive relationships with regulatory agencies to really listen to regulators, respect their past efforts to manage industries, and work with them to brainstorm solutions together.



Transcript

- You need to really, it's like, 00:00:06,370 just as I was saying, follow the problem, listen to the person in front of you.. These people is optimizing for something else.. They're optimizing for status quo.. They're optimizing for if it's not broken, don't break it.. And they also have a lot of things to keep running.. So for all of us that are thinking about the future and create it in the future, we can create the future because we have people today taking care of today.. So if you appreciate them, if you honor them and you're like, you know, thank you so much for what you've built or for the regulation that you have built, that enables us to be here today.. How can I help you? And if you ask that question and they reply to you and you really wanna honor them, you need to listen.. So I would say just listen to them and brainstorming with them paths to go a couple of steps out of their comfort zone.. That's a great way to have them feel part of the process..

And at the same time, you might even understand that they have tried to do what you were trying to do.. It's just that they got frustrated.. So you have a chance to give them that breath of fresh air so they can actually innovate with you...