

URL: <https://stvp.stanford.edu/clips/look-for-the-hard-stuff>

Heidi Roizen, operating partner at Threshold (formerly DFJ), challenges students to do things that will test their limits. While entrepreneurship is difficult and full of uncertainty, Roizen says those challenges are what make that career path so fulfilling.



## Transcript

If you're not doing something hard, you're wasting your time.. I can tell you I have been through a lot of hard things in my life and the greatest feelings I have are when I get through those hard things.. There is a lot of books written about the topic of flow, you know that sense, you are working on something and it is right at the edge of your capability and you are so engaged and you're learning, and you are trying and you are failing and you are doing all this and the time just flies by, you look at your watch and you're like, 'Oh my God five hours have just passed.' That state of flow when you are really testing yourself is a wonderful thing.. And one of the things I ask myself even today, maybe not every day, I try to do it every day, but at least I try to do it every week is I ask myself, 'What is something hard I could tackle this week?' Because the reality is especially about careers is its kind of funny that we work actually really hard to eliminate hard stuff from our careers.. We want the, like, cruise job or the dream job.. What most of you will find when you get there if you actually do that is you'll be bored.. So you really need to find hard stuff and tackle hard stuff and I would encourage you and I think it's one of the things that's great about being an entrepreneur and pulling your team together is that it is hard, there is no safety net, there is no regular paycheck, there is no one else looking out for you, you really have to do things on your own.. But I can tell you from my entire history of my career, there is nothing that has being as rewarding as being an entrepreneur and coming through the other side of that really, really hard stuff.. So look for the hard stuff..