

URL: <https://stvp.stanford.edu/blog/videos/maintaining-focus>

Williams believes that one of the challenges he faced from very early on was of maintaining focus. He explains that he now has to be more disciplined due to various external diversions.



Transcript

And I think one of the biggest challenges if not the biggest is, maintaining focus.. And again what the focus issue which was certainly a problem early on for me, but now I have to be much more disciplined because a lot of the diversions come externally.. They don't just mean in saying, "Oh, what a shiny thing." It's other people and it's opportunities.. And now that I have enough connections, enough visibility to get access to lots of opportunities.. It presents the new problem of having to choose.. And having to choose really great opportunities that you don't follow is really hard.. And it relates also to a strain out trying to do too many things because with that all we can create.. We can solve all these problems because no one else is doing it.. And that was sort of a sentiment, the market moving extremely fast.. But even if we wanted to do all those things we should do fewer..

There's a front-page business section story in New York Times when we announced the company and we weren't launching the product.. And that just caused tons of distraction from very interesting people.. NPR was calling us, NDCs were calling us, and CNN was calling us.. And it's really hard to say no to those people and yet if I answered all those calls and then we never would have come in probably though...