

URL: <https://stvp.stanford.edu/blog/videos/orbiting-the-giant-hairball>

Frank Ricks, founding principal of Looney Ricks Kiss Architects, explains the concept of the hairball and recommends the book "Orbiting the Giant Hairball", to entrepreneurs interested in starting a business of any size.



## Transcript

So one of my favorite books, anybody ever heard of Orbiting the Giant Hairball? It's a great book, easy read.. If you go to work in a corporation of any size or you start a business of any size, I recommend you read this book.. It's written by Gordon McKenzie who used to work for Hallmark, creative director of Hallmark cards and it's a fabulous book.. And it's about, the hairball real simply.. The hairball is anytime you have two people together, you start to create a hairball.. If you're all by yourself, who's to argue with? You know, you've got, you're in control, your rules, your game.. You put two people together, three, four, five, six, ten and somebody's in charge somebody's, you know there's something that gets created and when you build a large organization you start having to have rules and there are federal regulations and all these things and it starts to bog down and that's what Gordon McKenzie was saying as the hairball.. And so the goal, predictably creative people that's the last thing they want to do, is to get sucked into the hairball.. So the other big piece of my job is to try to minimize the hairball so that the creative folks are flying out around and they're doing their things and not get bogged down with the infrastructure.. And I think that's true in a lot of creative fields...