

URL: <https://stvp.stanford.edu/clips/pace-your-hustle>

Lisa Alderson of Genome Medical cautions would-be entrepreneurs to celebrate the wins along the way to sustain you through the inevitable highs and lows ahead. Drawing from personal experience, Alderson says the intense passion of the typical entrepreneur puts them at higher risk of taking on too much and neglecting to step back occasionally to rejuvenate themselves.



## Transcript

- Ultimately, it takes a lot to build a company.. To start with nothing, to have an idea, to encourage other people to share the passion in that idea, to join you in that journey, to find investors willing to back the idea and ultimately to be able to execute and drive operational efficiency that allows you to excel far above your competitors.. And so when I think about that, there will be a lot of highs.. There will be certainly some lows and being able to kinda celebrate the wins along the way is an important part of it.. I often find myself kind of running what I consider to be a marathon but at a sprinter's pace and that's really hard to do.. That is not something that is actually sustainable over a very long period of time.. But I think when you have that passion and you're really eager and compelled with every day when you wake up, it's kinda easy to just keep going and yet, I think you need to really calibrate on that and make sure that you take time to enjoy the journey...