

URL: <https://stvp.stanford.edu/clips/people-with-a-wide-aperture>

Instagram co-founder Kevin Systrom attributes his startup's success to having a team of people with "wide apertures;" that is to say, coworkers with a broad view of where technology was headed. Having a strong and knowledgeable team, he has found, allows you to pivot quickly and avoid the stumbles that cause startups to fail.



Transcript

You can have a great product idea, but if you don't have a great team surrounding you, you can, you'll stumble and you won't recover.. And that recovery comes from having A-plus stars around you.. But as I reflect on whether it was raising money, or hiring our first employees, I think your greatest challenges as a leader often come from people as well, and if you don't have the right team that gels, you're less likely to recover like I said, you're less likely to come up with the next great idea when maybe your first idea fails, because let's remember, Instagram wasn't our first idea.. We had ideas before that didn't work.. And it was only because we had people with a wide aperture on what was happening in tech, like Mike, my co-founder, like Shayne, our first engineer, that we were able to pivot quickly into something that actually ended up working.. But in, upon reflection I will say, this is one that I feel twice as strongly about now than I did at that time...