

URL: <https://stvp.stanford.edu/clips/whats-your-why>

“While some habits, like how much sleep you need, may change, your values shouldn’t, not without serious consideration,” says co-founder, CTO and COO of Nebia Gabriel Parisi-Amon. He offers a solution to protecting what matters most to you and for preventing burnout: Build your personal values, mission, and vision like you would a company’s, keeping in mind that over time, they may change.



Transcript

- (sighs) Throughout life, I valued my friends more than anything, and I completely abandoned that value.. I didn't recognize the person who stood there, shocked by surprise in front of all of his friends.. I hated the person I had become.. But I now had revised my values.. They were reduced to one, work.. All I valued was shipping a shower.. What had happened to me? While some habits like how much sleep you need may change, your values shouldn't, not without serious consideration.. Before you become a founder, you need to know your values and why you are starting your company.. The solution to not letting this happen to you is to define explicitly your values, so you can visit them often.. My recommendation is to do this for yourself the way the best companies do..

You define your values, your mission, and your vision.. There are many ways to define your values.. You can look up a list of 100 online and pick five to seven that resonate with you.. The way I used was whenever I saw a quote that resonated with me, I put it in a list.. Eventually, that list got to be about 100 quotes.. And I went through them and I characterized them by values.. I ended up with seven primary values and give secondary values.. Keep in mind that these are unstatic concepts.. You need to revisit them often.. Eventually, they may change..

But they should change with deliberate consideration.. After defining your personal mission, values, and vision, you need to consider if they are compatible with founding a company.. So looking at your values, you must answer the question, why am I starting-- Why am I doing a startup? If the answer is to make money, don't...