

URL: <https://stvp.stanford.edu/clips/win-over-skeptics-with-momentum>

When asked how to convince those who are skeptical about a new technology or product, Zoox CEO Aicha Evans advises against spending too much time winning over skeptics. If you're delivering value, she believes, momentum will win over the skeptics eventually.



## Transcript

- Let me tell you a secret, 00:00:02,993 I believe in momentum.. I think sometimes we engage in conversations with either what I call the non-believers or the detractors a little too soon.. So when you have a disruptive technology by the time it's mainstream, everybody forgets that it started tiny, small, medium, large, and scale.. So I don't, I personally I don't believe unless you absolutely need something from somebody who was a detractor or who's not on board meaning they are absolutely necessary for you to move the mission forward.. I think that sometimes we make the mistake especially in high tech to try and convince those detractors or folks who are not onboard way too early.. So first question I asked myself is, is it absolutely necessary to have those people on board right this minute? Because without that the mission cannot carry forward, and if the answer is no, it is not necessary then kind of leave that for down the road, because at the end of the day, if you have a great product I mean, we talk about the iPhone now, right? And Apple and all that people forget the first iPhone launch on the AT&T network, and only in the United States of America, it wasn't even on the other networks.. And now look at what's happened over 15 years or so it is worldwide.. So my view is, is it necessary? If it's not necessary I'll catch you a little later, and by the way, maybe I wouldn't even want to have to catch you because momentum, if I'm delivering value, momentum will take over.. Now, if it's really necessary then I have to understand why is it you don't believe? And then we have to basically get in conversations and we have to get into a little bit of an SLA or a little bit of a contract as to what has to be true, or what do you need to see to start believing, and then keep earning that and put points on the board...