



PODCAST NOTES

Founders

Podcast hosted by David Senra

- Lessons from the world's greatest Founders through history.
- A's hire A's; B's hire C's. Get your hiring right, especially early.
- Success results in getting big - getting big doesn't drive success.
- They all have Mamba Mentality - always expect more from yourself than others expect of you.
- Develop mental models across diverse disciplines to continually improve decision making.
- Product/Passion vision must be absolute, but dedicated business principles must be established to make it successful. Metrics drive the Mission
- The purpose of the business is to serve the product.
- It begins and ends with Sales - Wenn schon, denn schon - if you're going to do it, DO IT!
- Manage your money/lifestyle early to have all you want later.
- 20% of the people drive 80% of the results, because 80% are trying to be like the 20%, while the 20% are trying to be like themselves.
- Inversion clarifies decision making.
- Cash is king. Be liquid enough to go all in when there is opportunity.

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