

# Reid Hoffman

## Quotes

*People, Thinking, Entrepreneur, Keys, Order, Opportunity, Technology,  
Business, Ideas, World, Needs, Helping, Mistake, Long, Careers, Successful,  
Running, Jobs, Smart, Progress*

The fastest way to change yourself is to hang out with people who are already the way you want to be.

~Reid Hoffman

No matter how brilliant your mind or strategy, if you're playing a solo game, you'll always lose out to a team.

~Reid Hoffman

What is an entrepreneur? Someone who jumps off a cliff and builds a plane on the way down.

~Reid Hoffman

If you are not embarrassed by the first version of your product, you've launched too late.

~Reid Hoffman

Ironically, in a changing world, playing it safe is one of the riskiest things you can do.

~Reid Hoffman

The entrepreneurial journey starts with jumping off a cliff and assembling an airplane on the way down.

~Reid Hoffman

Your network is the people who want to help you, and you want to help them, and that's really powerful.

~Reid Hoffman

A networker likes to meet people. I don't. I like accomplishing things in the world. You meet people when you want to accomplish something.

~Reid Hoffman

Silicon Valley is a mindset, not a location.

~Reid Hoffman

The real secret of Silicon Valley is that it's really all about the people

~Reid Hoffman

Everything in life has some risk, and what you have to actually learn to do is how to navigate it.

~Reid Hoffman

Society flourishes when people think entrepreneurally.

~Reid Hoffman

Great opportunities almost never fit your schedule.

~Reid Hoffman

Opportunities do not float like clouds in the sky. They're attached to people. If you're looking for an opportunity, you're really looking for a person.

~Reid Hoffman

First mover Advantage doesn't go to the company that starts up, it goes to the company that scales up

~Reid Hoffman

You jump off a cliff and you assemble an airplane on the way down.

~Reid Hoffman

Having a great idea for a product is important, but having a great idea for product distribution is even more important.

~Reid Hoffman

Not only CAN anyone be an entrepreneur, but they MUST be.

~Reid Hoffman

Every individual is essentially now a small business and entrepreneur.

~Reid Hoffman

One of the tests that I frequently use in an interaction is I push on the idea and what I'm looking for is both flexibility & persistence.

~Reid Hoffman

Innovation comes from long-term thinking and iterative execution.

~Reid Hoffman

There are opportunities that you get during crises times. Crises times are a great time to start a business.

~Reid Hoffman

By 2030 over 2 billion jobs will disappear.

~Reid Hoffman

Social networks do best when they tap into one of the seven deadly sins. Facebook is ego. Zynga is sloth. LinkedIn is greed.

~Reid Hoffman

The value of being connected and transparent is so high that the roadbumps of privacy issues are much lower in actual experience than people's fears.

~Reid Hoffman

All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA.

~Reid Hoffman

I actually think every individual is now an entrepreneur, whether they recognize it or not.

~Reid Hoffman

The reality is: a founder is someone who deals with a ton of different headaches and no one is universally super powered.

~Reid Hoffman

We believe that when the right talent meets the right opportunity in a company with the right philosophy, amazing transformation can happen.

~Reid Hoffman

It's better to be the best connected than the most connected.

~Reid Hoffman

It's nice to be happy. But the meaning of life is meaning - what's the impact you're having on the world. Suffering to accomplish that is a perfectly fine thing.

~Reid Hoffman

In software speed to market, speed to learning is really key. In hardware if you screw it up you are dead. So accuracy really matters.

~Reid Hoffman

The underpinnings of the alliance: the company helps the employee transform his career; the employee helps the company transform.

~Reid Hoffman

The future is sooner and stranger than you think.

~Reid Hoffman

This is classic when you begin thinking about what is a great founder is, you navigate what is apparent paradoxes.

~Reid Hoffman

Entrepreneurship is a life idea, not a strictly business one; a global idea, not a strictly American one.

~Reid Hoffman

Help the people in your network. And let them help you.

~Reid Hoffman

Good ideas need good strategy to realize their potential.

~Reid Hoffman

People who take risk intelligently can usually actually make a lot more progress than people who don't.

~Reid Hoffman

One of the ways they run forward is by viewing the thing they're doing as something that's going to be the whole world.

~Reid Hoffman

The metaphor that I frequently use for entrepreneurship is jumping off a cliff and assembling an airplane plane on the way down.

~Reid Hoffman

If I ever hear a founder talk about oh this is how I have a balanced life so on and so forthâ€Š-â€Šthey're not committed to winning.

~Reid Hoffman

What great founders do is seek the networks that will be essential to their task... Usually it's best to have two or three people on a team rather than a solo founder.

~Reid Hoffman

Part of the entrepreneurial thing is there are lots of ways to die.

~Reid Hoffman

It is impossible to dissociate an individual from the environment of which he is a part. No story of achievement should ever be removed from its broader social context.

~Reid Hoffman

A little-known company with a realistic framework that appeals to entrepreneurial employees is going to be more attractive than a famous

company that treats its people like disposable assets.

~Reid Hoffman

World-changing startups need to be premised on accurate contrarian theories.

~Reid Hoffman

The challenge when you think about product distribution is: how are you competing for potential customers or potential members time?

~Reid Hoffman

There's an ability to learn & adapt, an ability to constantly have a vision that's driving you, but to be taking input from all sources.

~Reid Hoffman

I get energy from one-on-one conversations most often, and I lose energy from group conversations most often.

~Reid Hoffman

The question is: how you cross uneven ground, how you assemble networks around you.

~Reid Hoffman

It's useful to be able to recognize whether you're on track or not. To have that belief, but also paranoia about am I tracking against my investment thesis.

~Reid Hoffman

When I'm raising money, this fundraising, I'm thinking about the next fundraising. I'm thinking how I'm set up for it.

~Reid Hoffman

Data only exists within the framework of a vision you're building to, a hypothesis of where you're moving to.

~Reid Hoffman

[Hillary Clinton] is part of the establishment, and that's good for foreign policy and for understanding the ongoing health care system.

~Reid Hoffman

There's a lot of people in the world that would love to trade places with American citizens, and we are very fortunate to be here.

~Reid Hoffman

Silicon Valley tends to believe in the individual who creates a small group and does something big.

~Reid Hoffman

Democracy is always frustrating.

~Reid Hoffman

I actually think we need to put our energies, as entrepreneurs, as technology inventors, as government, to being much more inclusive. I think the key thing is actually working together.

~Reid Hoffman

I think most of [people] are not very well educated themselves to understand the Winston Churchill line - democracy is the worst of all governments until you consider all the other ones.

~Reid Hoffman

If you can get better at your job, you should be an active member of LinkedIn, because LinkedIn should be connecting you to the information, insights and people to be more effective.

~Reid Hoffman

We don't celebrate failure in Silicon Valley. We celebrate learning

~Reid Hoffman



All human beings are entrepreneurs.

~Reid Hoffman

You remake yourself as you grow and as the world changes. Your identity doesn't get found. It emerges.

~Reid Hoffman

Pay attention to your culture and your hires from the very beginning.

~Reid Hoffman

[Hillary Clinton] is also smart, she talks to people, she hears, and she says, "OK, I need to update, we need some much bigger changes."

~Reid Hoffman

Donald Trump has shown that he will essentially attack individuals, make Second Amendment jokes.

~Reid Hoffman

Part of the reason we like democracy is it's the portfolio of decades, which is to say you don't also get the disastrous dictator who completely destroys a society, engages you in wars and so forth.

~Reid Hoffman

Benevolent, enlightened, wise dictators are the most efficient form of government. The problem is what comes afterwards.

~Reid Hoffman

I think the boarding schools are like miniature versions of "Lord of the Flies."

~Reid Hoffman

People are legitimately worried about Donald Trump, almost like a schoolyard bully, if I step up, am I going to be targeted, too?

~Reid Hoffman

I think Hillary [Clinton] has [woken up to the plight of the middle class] and is working toward it in a democratic process.

~Reid Hoffman

I think Hillary [Clinton] hears the anger in a broad swath of the American people, and she says, "OK, how do I help create a future that's good for you?"

~Reid Hoffman

You should have an investment thesis that essentially says why you think this is potentially a good idea.

~Reid Hoffman

Trust and mutual value creation helps both employer and employee compete in the marketplace.

~Reid Hoffman

What I think Peter Thiel imagines is that Donald Trump has a policy, that Trump has an idea of what to do. haven't heard any of those ideas. All I hear is sloganeering, vitriol, personal attacks.

~Reid Hoffman

Companies hire a lot during boom times because they're trying to adequately accelerate into the future.

~Reid Hoffman

Make sure a certain percentage of the people that you're hiring are generalists so that you can be, kind of reconfigured in the workforce pretty easily.

~Reid Hoffman

When you turn a company profitable you've gone from a company whose days are numbered to a company whose days can be infinite.

~Reid Hoffman

Democracy tends to be a collaborative process, a committee, a consensus.

~Reid Hoffman

I am most heartened when I'm talking to a team when they're reasoning to each other.

~Reid Hoffman

One of the phrases I frequently look for is infinite learning curve. Because each entrepreneurial pattern is to some degree unique and new.

~Reid Hoffman

When you have an idea, a classic entrepreneurial impulse is to hold the idea close to you and not tell people and that's almost always a mistake.

~Reid Hoffman

Giving birth to something that could possibly change the lives of millions of people for possibly decades, hundreds of years, whatever the length of time the run is, is a great feeling.

~Reid Hoffman

Be persistent, and hang on to your vision. And at the same time, be flexible.

~Reid Hoffman

Before dreaming about the future or marking plans, you need to articulate what you already have going for you - as entrepreneurs do.

~Reid Hoffman

When you're doing work you care about, you are able to work harder and better.

~Reid Hoffman

Economic tough times are great times to be investing in the future.

~Reid Hoffman

You have to be constantly reinventing yourself and investing in the future.

~Reid Hoffman

The key issue when you're looking at cost cutting is to always plan for the future.

~Reid Hoffman

So usually you have to have product distribution as more fundamental than what the actual product is.

~Reid Hoffman

...Silicon Valley's success comes from the way its companies build alliances with their employees.

~Reid Hoffman

A product needs to be sufficiently innovative to distinguish itself from the pack, but not so forward thinking as to alienate the user.

~Reid Hoffman

It's very conventional to say that you're a contrarian these days.

~Reid Hoffman

You gotta be both flexible and persistent.

~Reid Hoffman

It's actually pretty easy to be contrarian. It's hard to be contrarian and right.

~Reid Hoffman

If you don't start out aiming for the big game, you almost never can get

there.

~Reid Hoffman

Finished ought to be an F-word for all of us. We are all works in progress. Each day presents an opportunity to learn more, do more, be more, grow more in our lives and careers.

~Reid Hoffman

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