

Twitter Thread by Julian Shapiro

Julian Shapiro

@Julian



10 of my founder friends are forces of nature.

Their startups are now worth \$400M+ each.

4 behaviors I've observed:

Effective people optimize for what compounds—not just quick wins.

They train themselves to get a dopamine hit when they help their future selves—even if they receive no immediate benefit from the action.

What compounds:

- Building audiences
- Relationships
- Investing \$

In school, we learn by being curious and by accepting when we're wrong.

As adults, we forget we're still students—of life.

Effective people recreate environments where they're still told they're wrong:

They befriend blunt, independent-minded thinkers who'll call them out.

Effective people defer stuff that doesn't matter, and always get started on what does.

Momentum is about rate of iteration and persistence, not brilliance.

I don't know one force of nature founder who isn't strongly biased toward taking action.

Success therefore appears to be two things:

1. Point yourself in the right direction.

2. Do the work even when you're not in the mood to.

Both are necessary.

(Plus luck and privilege, of course.)

Luck is a function of surface area.

In the early days, effective people increase their luck by exposing themselves to more opportunities and more people.

There's a reason why successful people tend to be proactive: they're expanding their reach.

Reach is a serendipity engine.

There are three ways to consume information:

Most people: Consume info for a dopamine hit.

Thoughtful people: Consume to refine their understanding.

Effective people: Find info that challenges their views and change them when they're wrong. ← Get your advice from these people

Recap:

The best founders I know share some traits:

1. Bias toward taking action—no lazy deferring.
2. Always looking to prove themselves wrong.
3. Regularly reassess their priorities without fear of changing them.

Key: They balance momentum with indulging their curiosity.

My upcoming thread is on using these lessons to select the right startup to work on.