Twitter Thread by Taylor Pearson



Taylor Pearson
@TaylorPearsonMe



1/ One of the under-appreciated benefits to having a public persona or personal brand is that it incentivizes long-term thinking.

2/ If a large portion of the career equity you've built up is in the form of goodwill tied to your personal name and reuptationl, it becomes really, really expensive to screw someone.

3/ You can effectively lose all that goodwill in an instant if you are publicly shown to be behaving unfairly.

4/ To quote Warren Buffett "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."