

## Twitter Thread by Taylor Pearson



**Taylor Pearson**

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**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 reputation, 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."