Twitter Thread by Reid Hoffman

Reid Hoffman
@reidhoffman

Blitzscaling your company isn't easy; if it were, everyone would do it. Like most things of value in this world, blitzscaling is contrarian and unique.

To succeed, you'll have to violate many of the management "rules" that are designed for efficiency and risk minimization. In honor of the launch of Blitzscaling, here are the 9 Counterintuitive Rules of #Blitzscaling...

Rule #1: Embrace Chaos.
Traditional business strives for order and regularity in management, operations, and financial results. But when you're blitzscaling, the focus on order needs to be replaced with a willingness to embrace a level of chaos that would horrify most MBAs.

Rule #2: Hire Ms. Right Now, Not Ms. Right.
You need managers and executives who are "just right" for the current phase of growth. After all, you won't have to worry about that next phase if your team can't actually get you there.

Rule #3: Practice "Bad" Management.
When your org is growing 300% per year, you might have to promote people before they're ready, and then swap them out if they sink rather than swim. You don't have time to wait for things to "work out". You have to act quickly and decisively.

Rule #4: Launch a Product That Embarrasses You.
Between (A) getting to market quickly with an imperfect product or (B) getting to market slowly with a "perfect" product, choose (A) nearly every time. Getting to market fast allows you to start getting the feedback to improve it.

Rule #5: Let Fires Burn.
One of the ways that blitzscaling entrepreneurs can stay alive is by deciding to let certain fires burn so they can focus on the fires that, if allowed to rage unchecked, really will destroy the company.

Rule #6: Do Things That Don't Scale (Throwaway Work).
A hack that takes a tenth of the time may be more useful than an elegantly engineered solution, even if it has to be thrown away later.

Rule #7: Ignore Your Customers.
The fundamental rule of customer service has long been “The customer is always right.” But for many blitzscalers, the key rule is “Provide whatever customer service you can as long as it doesn’t slow you down... and that may mean no service!”

Rule #8: Raise Too Much Money.
“Excess” cash allows you to better account for the unforeseeable—and the only thing that’s foreseeable about blitzscaling is that you will at some point encounter the unforeseeable.

Rule #9: Evolve Your Culture.
While the personalities of the founding team play a critical role in defining an organization’s culture, it is more accurate to say that an organization’s culture emerges over time based on the actions of many people, not just the founders.

For more details or to order a copy, visit https://t.co/TZ9oog0Xmg.