Twitter Thread by Jesse Pujji

Jesse Pujji
@jspujji

Starting a company is hard.

The hardest part: the euphoric ups followed by the VICIOUS downs

I wasn't satisfied that this was "the way it had to be"

I started digging. Worked with a coach. Read books

Here's the #1 I learned to fight the ups and downs

I do it daily ■■■■■■■

1/ First, let's back up.

One thing entrepreneurs all have in common is that we are HUMAN.

Newsflash: Humans weren't designed to be happy. We were designed for one thing: survival.

Now if you were designing an animal to survive, what are some things you may give it?

2/ How about an alert system?

Something to let them know they should be careful or stop doing something: EMOTIONS

Fear - what wants to be paid attention to?
Anger - what wants to be stopped?
Sadness - what wants to be let go?
Joy - what Wants to be celebrated?

What else?

3/ You'd want this animal to be able to use these emotions and quickly spot threats.

In fact, humans are built to walk into a room and first pay attention to anything that could harm them!

But these days, we don't often experience threats aren't to our physical survival…