Twitter Thread by John Cutler

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Advice to a friend dealing with their chaotic startup...

Startups are inherently chaotic. No chaos = no opportunity. Startups exist because there is uncertainty, and new things to learn. (1/7) #startup

During a period of rapid growth, all things (structures, processes, etc.) eventually break. Some chaos is self-inflicted, and too much chaos can cause collapse / chronic harm (2/7) #startup

Agility is solving today's problem, while not limiting your ability to solve tomorrow's problem. There's always a temptation to solve tomorrow's problems.

There are good ideas everywhere, and opportunities everywhere. So focus is hard (3/7) #startup

Startups require an almost supernatural level of focus. You have to focus, while knowing full well many things are broken, and need work. Nothing is truly repeatable or efficient at this point, even when we want it to be (4/7) #startup

And that's hard...so we tend to load up on the good ideas.

Pursuing all the good ideas will leave you (and others) burnt out. Self-inflicted chaos (5/7) #startup

You always have to ask… "what's the one thing?". This level of focus is the antidote to feeling like you need to cut corners...asking "what's the one thing?" and doing an awesome job you can be proud of (6/7) #startup

It's the little steps, executed well, the little promises...kept, that help the company win (7/7) #startup