Twitter Thread by Neil S W Murray



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1) Looking back on my "career" with @TheNordicWeb over the last 5 years, in retrospect it's easy for me to join up the dots and make sense of the journey:

#cphftw #sthlmtech #helyes ■■■■■■■■■■

2)

- Join & start community initiatives to meet people
- Learn from these people about how special the Nordic tech scene is
- Share this with the world through The Nordic Web
- Realise the real value is in the data, particularly in building network
- Use network to raise a fund

3) In fact, it looks all very strategic, but the reality is anything but.

My lack of vision and goals during this 5 year period was _criminal_

Any movement from one step to the next was never pre-planned and was instinctive, or worse, accidental.

4) While I am embarrassed to think of my headless chicken self, there's also part of me that thinks that none of this would have turned out where it did if I had of been deliberate and strategic about this.

5) In fact, I think my genuine love for the Nordics and the ecosystem is the MAIN reason to explain how I raised my fund & managed to move from step to step.

My story is a good example of how passion can be more powerful than strategy in the early stage of an idea/company.

6) However, the biggest issue with passion is that it is often leads to unsustainable situations over time.

(And apparently headlines calling you a "broke blogger" ■)

https://t.co/62sti8qxRs

7) So, my first-hand, very raw learning on Passion vs. Strategy is this:

Passion works up until a point in the early days, but then strategy NEEDS to take over with the former as its fuel.

(Preferably about 10x faster than 5 years... ■)

8) I'm (finally) now at that point & happy to say that I've never had more clarity on what I want to achieve in the next 5 years, a stark contrast to the previous 5.

With my passion stronger than ever, I'm excited to see what I can achieve with both direction and fuel. ■■