

Striving for a 1% Increase - Noah Lack '21

I AM EXCITED TO ANNOUNCE THAT LONG TERM VALUE CREATION IN ANY PROFESSION IS NOT ROCKET SCIENCE. IN FACT, YOU MIGHT BE DOING IT RIGHT NOW WITHOUT EVEN KNOWING IT. ASK YOURSELF: "WHAT ARE YOU DOING TO GENERATE LONG TERM SUCCESS?"



Creating long-term value in a professional environment is all about **consistency**. Showing up every day, putting in the time and effort, constantly building and improving your skill set or product, and knowing that by the end of the day you made at least a 1% contribution. Once it is understood that a daily 1% contribution is more valuable than having an incredible showing a couple times a year, positive long-term impact will be generated.

Rome was not built in a day. It is incorrect to prioritize instant gratification over long term success. If entrepreneurs think that they will create the best business ever instantly, failure is likely on the horizon. The most significant products we enjoy took years to develop. That is why the “best” entrepreneurs typically have the best stories of failure. They failed multiple times, but got up to try again the next day because they did not lose sight of their goal to build something great.

During my time with AiSprouts VC, the firm was interested in understanding artificial intelligence startup trends within YCombinator, a prominent startup accelerator that boasts Airbnb, Coinbase, Doordash and others as alumni. I was tasked with plucking every single artificial intelligence startup I could find from the public YCombinator database and noting specific information including industry, location,

Was I really helping anyone with my personal research?

funding details, and more. Every day I would devote some time to picking companies out of the database and studying them. Just when I thought I had discovered every AI company, there was always another startup using machine learning or computer vision.. This process went on for months: every day I would find different companies that use AI and take notes on them. Was I really helping anyone with my personal research? It never seemed to end, until one day my boss concluded I had enough information collected to actually write my first startup research blog that hundreds of people would end up reading and enjoying, as it provided them with a fresh perspective on the highly regarded YCombinator ecosystem. At the beginning, I had no idea why I was studying all of these companies, but consistently I performed the same tasks over and over again, collecting more data while not cutting corners. I had a 1% better understanding of YCombinator by the end of each day. At the finish line, my research paid dividends as it not only helped AiSprouts tremendously understand this specific ecosystem, but allowed me to network and enter exclusive chat rooms with incredible business professionals with the topic of conversation centered around my article.

When starting a new job, building a business, or seeking to accomplish a goal within a current role, there is no magic or pixie dust that generates instant returns.

After marginally improving your work product over and over and over again, long term production will spike.

After marginally improving your work product over and over and over again, long term production will spike (even though it might not seem like it). Knowing this influences the daily decisions I make, but not in a way that is shocking or profound. Punctuality, attention to detail, building a skillset to the relevant trade, and showing gratitude are easy, daily decisions turn into beneficial habits. Once these habits are made, future decisions are a lot easier to make, no matter the context. To create long term value, you must create positive consistent habits. No need to 10x your company's value or reach for that promotion TODAY. Challenge what you can master today to match what your goals are tomorrow. Strive for the 1% increase.



CIOCCA CENTER
AT SANTA CLARA UNIVERSITY