# Building Conviction with Mark Zuckerberg at South Park Commons

## Origin

https://youtu.be/02fBBoZa9l4?feature=shared

## Abstract

South Park Commons (SPC) welcomes talented builders and technologists to figure out what’s next. Mark Zuckerberg, founder and CEO of Meta, shares his experience as a builder, hacker, and original thinker, maintaining a minus one to zero founder mindset through the decades. He discusses building Meta and keeping it innovative, including the recent launch of their large language model, Llama 3.10. The goal is to throw away good ideas in favor of awesome ones, as life is too short and time is scarce, aiming to build something truly great.

## Contributors, Acknowledgements, Mentions

* Mark Zuckerberg, Founder and CEO, Meta
* Ruchi, Unknown, South Park Commons
* Aditya, Unknown, South Park Commons
* Dustin, Unknown, Former Facebook employee
* Chris Cox, Chief Product Officer, Meta
* Peter Thiel, Unknown, Unknown
* Alex Pereira, Unknown, Unknown (MMA fighter mentioned)
* Alex Himmel, AR Glasses Program Lead, Meta
* Priscilla Chan, Unknown, Chan Zuckerberg Initiative (CZI)
* [Platogram](https://github.com/code-anyway/platogram), Chief of Stuff, Code Anyway, Inc.

## Chapters

* Introduction to South Park Commons
* Mark Zuckerberg’s Background and Achievements
* Maintaining a Founder Mindset
* Meta’s Large Language Model, Llama 3.10
* The Importance of Pursuing Awesome Ideas

## Introduction

South Park Commons (SPC) is a unique community for talented builders and technologists who are trying to figure out what’s next, which is defined as the “minus one to zero phase” . SPC helps its members build conviction to do their life’s work . In this context, SPC recently welcomed Mark Zuckerberg, the founder and CEO of Meta, to share his insights as a builder, hacker, and original thinker .

Mark Zuckerberg’s journey as an entrepreneur and innovator spans over two decades, during which he has maintained a “minus one to zero founder mindset” . This mindset is characterized by a constant drive to explore new ideas and push the boundaries of innovation. As Zuckerberg puts it, “I think we can all have good ideas, but it’s the awesome ones that we’re going for” .

One of the key themes that emerged from Zuckerberg’s discussion is the importance of building conviction and not getting committed too quickly to a single idea. He emphasizes the value of exploring multiple projects and learning from each experience:

“I think especially when you’re a startup, I think when you’re bigger and you can have, it’s actually a lot easier to predict where things are going to be in the world, like, five or ten years from now than it is to know what is your wedge to get there. I think that’s the really hard thing to figure out.”

Zuckerberg’s approach aligns closely with SPC’s philosophy of throwing away good ideas in favor of awesome ones . This mindset is crucial for entrepreneurs and technologists who are navigating the challenging and dynamic landscape of innovation.

The discussion also touched on the importance of building a strong team and fostering a culture of innovation. Zuckerberg shared insights on hiring and team building, emphasizing the value of finding people who share similar values and can grow with the company .

As we delve deeper into Zuckerberg’s experiences and insights, we’ll explore how his journey at Meta (formerly Facebook) has shaped his perspective on innovation, team building, and maintaining a startup mindset even as a leader of a large corporation. This introduction sets the stage for a comprehensive look at the lessons and strategies that can help aspiring entrepreneurs and technologists navigate their own “minus one to zero” phase and beyond.

## Discussion

### Introduction to South Park Commons

Good afternoon and welcome to South Park Commons (SPC). SPC is for talented builders and technologists trying to figure out what’s next, which we define as the minus one to zero phase. We help our members build conviction to do their life’s work. Today, we welcome Mark Zuckerberg to SPC. Mark is the founder and CEO of Meta, but today we want to highlight him as a builder, hacker, and original thinker. We’ll discuss how he’s maintained the minus one to zero founder mindset through the decades, building Meta and keeping it at the forefront of innovation. Meta recently launched and open-sourced their large language model, Llama 3.10.

### The Importance of Pursuing Awesome Ideas

But I don’t know, I think this is a phase to try to be awesome and try to build some awesome things. I mean, it’s interesting, I think that one of the catch lines that we use for SVC is that you come here to throw away the good ideas in favor of the great ones. So I think I’m going to update that. So you throw away the good ideas in favor of the awesome ones? No, I mean really, because I think that life is too short. The biggest scarcity that we have is just the amount of time that we have. So I think we can all have good ideas, but it’s the awesome ones that we’re going for.

## Conclusion

In conclusion, Mark Zuckerberg’s journey as a builder, hacker, and original thinker offers valuable insights for aspiring entrepreneurs and technologists. His approach to innovation and company-building emphasizes several key principles:

1. Embrace exploration and iteration: Zuckerberg advocates for building “a lot of stuff that is thematically interesting” without getting too committed too quickly. This allows for learning and pivoting through the space of possibilities.
2. Pursue awesome ideas: As Zuckerberg puts it, “throw away the good ideas in favor of the awesome ones” . He emphasizes that “life is too short” and “the biggest scarcity that we have is just the amount of time that we have” , so it’s crucial to focus on building truly great things.
3. Build a strong team: Zuckerberg highlights the importance of working with people who share similar values and speak the same language. He notes, “the amount of fun that you will have and how painful the lows are really just depends on the people you have around you” .
4. Embrace failure: Zuckerberg acknowledges, “I’ve made more public mistakes than, like, anyone else in the industry” . However, he sees this as a feature, not a bug, of the innovation process.
5. Maintain a long-term perspective: While startup life can feel frenetic, with cycles of “euphoria and like, feeling like you’re about to die pretty frequently” , Zuckerberg advises to “put 1ft in front of the other and you keep doing your work” .
6. Balance work with personal growth: Zuckerberg emphasizes the importance of physical activity and personal relationships. He notes that at this phase of his life, it’s about “doing awesome things with people who I really enjoy” .
7. Embrace open source and collaboration: Zuckerberg believes in the power of open source, stating, “If this debate goes well, I think the next generation of major companies are going to be built on open source AI”【395-396】.

In essence, Zuckerberg’s philosophy combines a relentless pursuit of innovation with a focus on building strong relationships and maintaining a long-term perspective. As he puts it, “I think we can all have good ideas, but it’s the awesome ones that we’re going for” . This approach has not only shaped Facebook’s success but continues to drive Meta’s innovations in AI, AR, and VR, potentially defining the next era of technology.