

伊隆·马斯克南加大2014毕业典礼演讲

1. 努力工作，别人工作50小时，你就工作100小时
2. 和自己尊敬的人一起工作，向他们学习
3. 不要人云亦云，做事专注于重点
4. 趁着年轻还不用承担太多责任，去冒险吧

Thank you. I've got about apparently 5 or 6 minutes to say the most useful things I can think. I'm going to do my best. And it was suggested that I distill things down to 3 items, I think I'll go with 4 and I'll try to, I think these are pretty important ones So I'm going to make it sound like well you've heard it before but it's worth reemphasizing. The first is you need to work, if you, depending on how well you want to do particularly if you're starting a company, you need to work super hard, so what does super hard mean? well., when my brother and I was starting up our first company instead of getting an apartment, we just rented a small office and we slept on the couch and we showed at the YMCA, We're so hard up. We had just one computer, The website was up during the day, and I was coding at night, seven days week, all the time, and I briefly had a girlfriend at that period and in order to be with me, she had to sleep in the office, So I work hard like at every waking hour that's the thing I would say particularly if you are starting a company, And if you do simple math, say like if somebody else is working 50 hours, and you're working 100, you'll get twice as much done in the course of a year as the other company. the other thing I'll say is that, if you're creating a company or if you're joining a company the most important thing is to attract great people, so either join a group that's amazing that you respect or if you're building a company, you've got to gather great people. I mean, all the company it is a group of people that are gathered together to create a produce or service. and so depending upon how talented and hard-working that group is and the degree to which they are focused cohesively in a good direction that will determine the success of the company, So, Do everything you can to gather great people if you're creating a company. then to focus on signal over noise, a lot of companies get confused, they spend money on things that don't actually make the produce better, so for example at Tesla, we've never spent any money on advertising, we put all of the money into R&D and manufacturing and design to try to make the car as good as possible, and I think that's the way to go. so for any given company, just keep thinking about are these efforts that people are spending are they resulting in a better product or service. if they're not, stop those efforts. and then the final thing is don't just follow the trends, you may have heard me say it's good to think in terms of the physics approach from first principles, which is rather than reasoning by analogy, you boil things down to the most fundamental truths you can imagine and you reason up from there, this is a good way to figure out if something really make sense or it's just whatever somebody else is doing. Is is hard to think that way. you can't think that way about everything, It takes a lot of effort, but if you're trying to do something new, it's the best way to think, and that framework was developed by physicists to figure out counterintuitive things like quantum mechanics. It's really a powerful method. and so that's, and then I think there's a final thin I will encourage you to do. Now is the time to take risk, you don't have kids. but as you get older, your obligations increase and once you have a family, you start taking out not just for yourself but for your family as well, It gets much harder to do things that might not work out, so now it's the time to do that before you have those obligations, So I want to encourage you to take risks and to do something bold, you Won't regret it. Thank you.