

THE JORDAN HARBINGER SHOW

Worksheet for Reid Hoffman | Mastering Your Scale for the Unexpected Part One (Episode 207)

This isn't your typical episode of The Jordan Harbinger Show, but then again, Reid Hoffman isn't our typical guest. He's a cofounder of [LinkedIn](#), investor at [Greylock Partners](#), and coauthor of [*Blitzscaling: The Lightning-Fast Path to Building Massively Valuable Companies*](#). He's also the host of the [Masters of Scale](#) podcast, which explores how the world's most successful entrepreneurs take their companies from startup level to becoming household names.

[On this episode](#) we'll peer into how Spotify's Daniel Ek got his start, what informs the intuition of Lumi Labs' Marissa Mayer, how Zynga's Mark Pincus separates winning instincts from losing ideas, and what Kevin Systrom understands about the importance of an honest partner.

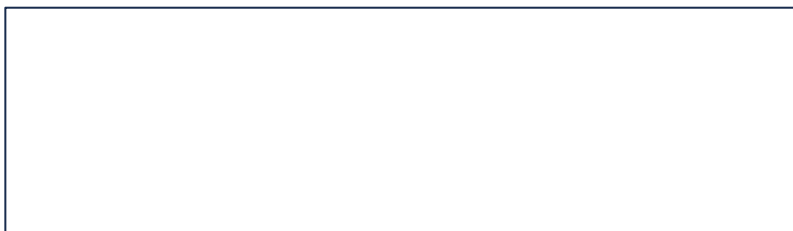
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A Network Age

Here on the show, we stress that knowing how to network will change your life -- personally and professionally -- for the better in every possible way. As a cofounder of professional meet-and-greet platform LinkedIn, Reid also knows a thing or two about the importance of networking -- and the excuses people use to avoid it entirely.

"We live in a network age, so I think everyone needs a network," says Reid. "And whether or not you're a high school student or a massively successful CEO, the whole range, you need it. It affects what you learn because what should you be paying attention to? What should your considerations be about how the world's changing? About what kind of opportunities and threats and possibilities all look like? The best place that comes from is your network."

What are you doing to cultivate and maintain your connections in this network age? Do you find yourself going out of your way to nurture your network, or do you do everything in your power to avoid it? If you don't even know where to begin, consider checking out [our free Six-Minute Networking course](#) that'll give you the essentials you need to dig your well before you're thirsty. No upsells, no kidding.



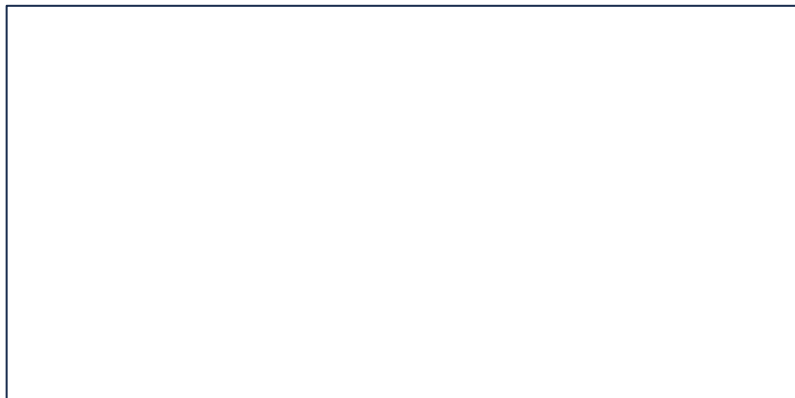
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ABZ Planning

For any serious endeavor — whether it's a business, the pursuit of a degree, a serious relationship, or whatever — you probably have some plan sketched out to make it happen as smoothly as possible. But have you considered everything that might change between today and the day you think it's all going to come together? Are you prepared for unforeseen navigational obstacles?

"I have this framework called ABZ Planning," says Reid, "which is you have Plan A, you have Plans (plural) B [if Plan A doesn't work out], and then you have a Z Plan, which is, 'It's not working out at all! What's my lifeboat plan? I'm going to row to a different set of Plan As and Plan Bs!'"

To understand this concept fully, check out Reid's [The Start-Up of You](#), or [this site](#) for a tidy summary of how it works if you're using ABZ planning for a mind map. How often do you have a Plan A, B, or Z in place when you're charting an important life course? Consider here how you might use ABZ Planning for your next big project.



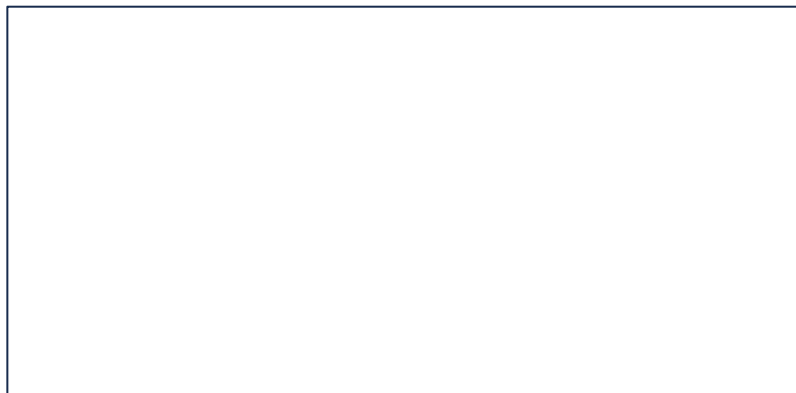
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Your Best Source of Ideas

We learned the value of having the right people close by at the right time — as Instagram founder Kevin Systrom discovered when his wife came up with the idea for including filters, which made it unique from every other camera app at the time.

“An honest partner is always your best source of ideas,” says Reid. “Kevin was smart enough to listen.” Keep in mind that the closest people in your life won’t always be the most honest. For instance, I love my mom, but I know she’s going to coddle me to some extent — which isn’t ideal when I need brutal honesty before making a big life decision!

In your own circle of friends, family, colleagues, and connections, who can you count on to give you a straight answer no matter what questions might arise? If you know at least one person who values honesty over your bruised feelings, you should consider yourself lucky — not everyone can say the same!



Full show notes and resources for this episode [can be found here](#).

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About



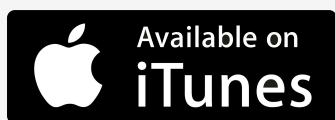
Join us as we get deep into the untapped wisdom of the world's top performers — from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth — and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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