



Lessons Learned From Leading Facebook

Randi Zuckerberg

Founder and CEO of Zuckerberg Media
and Former Director of Market Development at Facebook



When you spend 10 years being the only person in the room who looks like you do, you get used to living outside of your comfort zone—that’s a lesson Randi Zuckerberg, former director of market development at Facebook, learned during the time she spent working as one of the few women in Silicon Valley. In her talk at Leadercast 2020—Ripple Effect, she shares some of the lessons she learned about leadership as she helped launch Facebook and how she discovered her entrepreneurial spirit.

Key Takeaways

Establish an environment where big ideas can happen. Many of us are reluctant to voice our ideas, whether that’s because we don’t want to be rejected or fear it could be a failure. As Randi shares, Facebook Live would have never come to fruition without a safe environment to share her ideas (the hackathon). When we keep ideas to ourselves, innovation suffers. Leaders should create an environment where people feel free to fail and can put big ideas out there, says Randi.

Let data guide your vision. When data goes against your vision, it’s time to pivot. “It’s important to have a vision of where you want to go, but you can’t have such blinders on that you miss the data and the pivots that you have to take to get there,” explains Randi. Pay attention to data and adjust your vision accordingly.

Strive to be well-lopsided. When Randi had children, she quickly decided the philosophy of work-life balance wasn’t working for her. Instead, she strives to be well-lopsided, where she picks and rotates three things (work, sleep, family, friends or fitness) at which she can excel. “As leaders, we have to learn to ruthlessly prioritize things in order to be excellent,” she says. “We cannot assume we can balance everything every day because that’s **just** going to lead to burnout, exhaustion and mediocrity across all of those things.”

“Good leaders are not afraid to get out of their comfort zone. In fact, they embrace it.”