



Taking a Moonshot

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Almost everything that has made human progress possible is thanks to something Google likes to call a “moonshot.”

This term, coined by Google’s secret research division (simply named “X”), has been used to describe a specific type of technology that very few brave entrepreneurs are interested in investing in, although it may have a significant amount of potential.

What does the term mean? And why are people so reluctant to invest in it while others pour billions in that direction?

For a technology to be a “moonshot,” it must fit into a very particular set of criteria:

- It needs to be groundbreaking (i.e. its use to humanity, if successful, is enormous).
- It must be relatively expensive.
- Its chances of success are not clear.

It’s often *easier* to make something 10 times better than it is to make it 10 percent better.

Moonshots live and thrive in a place where people think it’s audacious and crazy.

“If you aren’t doing some things that are crazy, then you are doing the wrong things.”
– Larry Page

Shoot for 10x teams to throw out the rulebook when needed.

You can’t keep building on the structures and tools that are part of the problem in the first place.

Make big thinking, a little bit of crazy thinking, a habit.

What makes moonshot thinking?

1. Start with a huge _____.
2. Come up with a _____ solution.
3. Look for _____ that this idea is not as outlandish as it seemed, to start evidence that it deserves a second look.

Then bring passion, perseverance, and creativity to it.

How can you get this going in your team?

- _____ matters.
- Gather _____ fast.
- Keep the _____ team in the know.
- Ask _____ questions.

Killer questions are open-ended (closed-ended questions only prompt a yes or no response) and often include phrases such as . . .

- Why?
- What else/how else?
- What would?

- _____ and _____ your “first followers.”

What are you thinking BIG?