



# Stanford eCorner

## Follow Your Passion

David Kelley, *IDEO*

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Video URL: <http://ecorner.stanford.edu/videos/680/Follow-Your-Passion>

Kelley describes three important steps in starting a company: 1) Follow your passion 2) Hire great people 3) Focus on process. His passion is design, but there must be a balance between passion and business issues. People often worry too much about the financial side of the company and fail on the emotional side of the company, he says.



### Transcript

So what I decided today was that I would talk about is the three points really; following your passion, hiring great people, and focusing on process. I just came up with those kind of off the top of my head but those were the things that I thought were important, especially in starting companies. So let's start with following your passion. As I said, my passion is design but it kind of doesn't matter what your passion is. I think if I would have really been into fishing, I'd probably own a bait shop right now or have a little boat to take people out and teach them how to fly fish. But my passion is design. But I've learned over the years in talking to people about it that you really have to have this balance between your passion and the business issues involved in your company. I think people fail on the side of worrying about the kind of financial part of the company and fail on the side of the kind of emotional part of the company, the part that makes people want to be there all the time and that feeling. So for me, if I had the bait shop, I think I'd be just as happy if I was doing what I really loved to do. So I guess my main point here is really about I think you should follow what you really love then you're isolated, you're exempt from worrying about anything, about kind of job performance and all those things because you're doing what you love.