



Stanford eCorner

Google Culture: Encouraging Innovation

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Video URL: <http://ecorner.stanford.edu/videos/1078/Google-Culture-Encouraging-Innovation>

Google tries to keep an entertaining and enriching corporate culture by taking company trips and implementing a dog-friendly policy. At the same time, the company tries to maintain an entrepreneurial culture by forming small teams that act like individual startups. The founders have discovered that the groups tend to become more traditional as they grow larger.



Transcript

Just showing you a couple of pictures of the company. This is Sergei. We find that we really have a fun culture. This is our lobby. We have the queries running in the lobby. We have live queries, sort to show you of what people are doing. We take the whole company on a ski trip to Tahoe every year. This is the company there. We won't show that one too long. We have this ski trip again; we have dog policy which we got from Netscape.

It is like a two-page document explaining what you can and can't do with your dog at work. We have a cafeteria, a chef from the Grateful Dead. Anyway, all sort of fun things. The engineers are excited about moving computers around; it's the Stanford band of course. Let me just quickly say a little bit; we've tried very hard at Google to maintain an entrepreneurial culture and the way we do this is by having some small teams work on things and I will give you some examples of these but this is the basic criteria we think you need for this which is a small team that's really excited about it and they sort of do everything like they would on a small startup. But some days things grow up and they're more corporate and as that happens, as our business get really big they do become more traditional. So this is an example of something we just released, this is the Google Catalogue Search. See we scanned a couple thousand catalogues in, actual paper copies of them and we indexed them. You could see this is a search for a shirt and actually highlights on the scanned documents where your search terms matches and it's a pretty innovative thing and a couple of people did this pretty quickly and if you have small teams you can get things like this to happen and without major amounts of investments, you get a lot of new things happen.