



## Stanford eCorner

### Encouraging Creativity

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Video URL: <http://ecorner.stanford.edu/videos/1098/Encouraging-Creativity>

Google's main problem is separating the wheat from the chaff through the mounds of creativity they have on hand, says co-founder Larry Page. There are simply more ideas than time and resources allow them to accomplish.



#### Transcript

What is extraordinary to me about Google is not--that question sort of doesn't even make sense, because the problem at Google is there is too much creativity. All right? Because there's more ideas floating around the hallway than there is time and resources and so forth. So I do the problem in the company as sifting through the ideas and partly it's because we are able to hire people who have either been at Stanford or the other places who really are the world's leaders in these areas, and they're just itching to solve the problem. Part of my view of Larry and Sergey and their opportunity was that 15 or 20 years ago, the people who were doing what Larry and Sergey did were sitting at Stanford and their dataset was a thousand documents. So they couldn't do the kinds of algorithms and analysis and complicated computer science on them because we were all busy building operating systems. So what Google has done is it has created a platform for this next generation, one level higher of algorithmic thinkers, to solve problems: spelling, language detection, the kinds of things that we've talked about which are really extraordinary at Google. You said, too, that we keep a database where anyone can add an idea. And so there's a couple we get out of it every week and there's maybe several hundred in there at this point. And actually I have forced people to do a top hundred prioritizations which was, by the way, like pulling teeth. Yeah, it was very difficult.

It took three months to actually figure out what we were doing, and then after we announced it, people said, "Oh, that's not quite right. There's all this other stuff, too."