



## Stanford eCorner

### Does Your Company Matter?

David Neeleman, *JetBlue*

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Video URL: <http://ecorner.stanford.edu/videos/303/Does-Your-Company-Matter>

Some said to me recently, If your business were to disappear today, would anyone miss it? Would your customers miss it? Your employees?... The most rewarding part of my job is when people--employees and customers--come up to me and thank me for starting JetBlue. If your company matters to others, you will be fulfilled.304,David Neeleman"



#### Transcript

Someone said this not too long ago to me and it kind of resonated. He had a business and he went to go to a university and spent \$10,000 to learn what he could do better in his business. He said what am I going to get for my \$10,000? He said well, let me ask you a question about your business. If it were to disappear today, would anyone miss it and would the people who work for you miss it? I thought a lot about that and I thought that's something to really strive for. I believe that at this point in time in our history if JetBlue were to disappear tomorrow that our customers would really miss us and I think our crew members would be devastated for not having worked for JetBlue. The most rewarding part of my job is not about money obviously; I have plenty of that. But when people come up to me and say thank you so much for starting this company because my life is completely different after I got my job at JetBlue, I love coming to work for the first time in my life. That means more to me than all the money that I'll ever make. This job matters to them. The fact our customers, it matters that they can now fly on JetBlue that there are people whose job matters that are being nice to them.

We have a positive cycle that's going. It couldn't from my perspective be any better this time. I'm absolutely fixated and obsessed with making sure that we continue to do the right things, to make sure that we can continue to prosper in a very difficult industry and a very difficult time. So that's the rule and we're going to keep trying to do it. For those of you that have flown us, I hope you've noticed that. Think about that and think about do you matter. Are you making a difference and hopefully, as you make your career choices and decide what you do that you'll do something that really matters because that's the most important part because you'll be so much more fulfilled, and all of us want fulfillment in our lives. Thank you very much for having me.