



Stanford eCorner

Execute With a Vengeance

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Video URL: <http://ecorner.stanford.edu/videos/325/Execute-With-a-Vengeance>

Reedy talks about the importance of rapid execution with integrity and confidence: executing with a vengeance. Another important principle, she says, is to keep the community front and center in the decision making. The founder understood the power of the community and till this day the community is at the center of everything that eBay does, she adds.



Transcript

The third one and I want to stress this is rapid execution with integrity and confidence. When I was at the analysts' meeting today, Meg was up talking and one of the things that she talked about a fair amount was that she was attributing a large part of our success to the fact that we execute with a vengeance, and those were her words. A lot every single day we talk about how execution is key to that. The next one is keep the community front and center in decision-making. Our founder was really the person who brought this to the forefront and that was Pierre. There were other auction sites back when he was trying to start eBay and the reason why eBay was such a success was really he understood the power of the community. To this day, they are in everything we do.