



Stanford eCorner

Companies Have Personalities

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Video URL: <http://ecorner.stanford.edu/videos/367/Companies-Have-Personalities>

Kaplan talks about companies having personalities that reflect the personalities of the founders. If you know Bill Gates, you know Microsoft, he says. Entrepreneurs should think about what personality they want the company to have and what personality they themselves have as the founder.



Transcript

This may surprise you, but companies have personalities. And those personalities reflect the personalities of their founders. This is a very peculiar thing, but it's absolutely true. If you know Bill Gates, you know Microsoft. It's like the same kind of outfit, the same kind of values and attitudes. If you know Oracle, you know Larry Ellison. Same kind of attitudes. If you know Amazon, you know Jeff Bezos. It reflects his personality. So the thing you have to be careful about is to think very hard of what you want to see when you look in that corporate mirror.

What personality do you want the company to have? And think about what personality do you yourself have that you will be proud to have reflected in your organization.