



## Stanford eCorner

### People and Culture of Zazzle

Jeff Beaver, *Zazzle*; Bobby Beaver, *Zazzle*

January 25, 2006

Video URL: <http://ecorner.stanford.edu/videos/1396/People-and-Culture-of-Zazzle>

Beaver believes nothing is more important for a company than the people that comprise it. This is why the Zazzle founders stress culture in their company. They constantly try to infuse values of innovation and empowerment amongst their people. Along with all this, the company also incorporates having fun to make sure their employees are enjoying the ride at Zazzle.



#### Transcript

People are more important than anything else and it's really true, Zazzle and I imagine any company for that matter is nothing more than the people that comprised it. And that's why we're so focused on things like culture. So focused on trying to propagate what the passion, the vision for the company is. I think if you, if you talk to and I imagine you'll hear from some very well-regarded venture capitalist, they would say the same in their successful companies. What's most important early on is to build a great team and to have confidence in that team because it all grows from that kind of core.