



Stanford eCorner

Focusing On Culture

Kim Popovits, *Genomic Health*

February 08, 2006

Video URL: <http://ecorner.stanford.edu/videos/1405/Focusing-On-Culture>

Popovits talks about the importance of nurturing the culture at an organization. The people and the culture of Genomic Health form the core of the company. It is necessary to stop and celebrate the small and the big successes, she says, and to enjoy what you are doing to keep your company motivated and driven.



Transcript

So I said I'd start with people and I'd end with people. The other thing that I would never underestimate and I think over the years, some people would say well, these are software things in management and companies but I believe it's the core of why we can do the work that we do. We have an incredibly motivated and driven team and I would say Genomic Health is really like a family. Most of the employees that we have, myself included, came to the company driven by family members, our own personal experience is with cancer, so it's just a wonderful feeling to be able to do what we do. We spent a lot of time making sure we focus on our culture at Genomic Health. It's an easy thing to overlook because you get busy and you're operating with limited resources and everybody has too much on their plate but if you don't take time to stop and celebrate the small successes and the big ones and you don't take time to remember why we're all there, just enjoying what we're doing and focus on the patients, I think you really miss an opportunity to really maximize the talent that you have. There are times we have to stop ourselves and say wait a minute, when was the last time we celebrated something? It's just a really, really fun place to work with just an absolutely incredible group of people, so I'll stop there.