



## Stanford eCorner

### Scaling Vision, Products, and Yourself

Sheryl Sandberg, *Facebook*

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Video URL: <http://ecorner.stanford.edu/videos/2236/Scaling-Vision-Products-and-Yourself>

What wisdom does Sheryl Sandberg, Facebook COO, pass to the next generation of entrepreneurs and business leaders? The importance of impact, and the necessity for that impact to be scalable. Plan for your operations to entice change with a decreasing marginal cost, and for new ventures to grow legs and utility beyond the one-to-one user experience. Company vision, products, and the individual all have their own metric of scale. In this clip, Sandberg introduces these ideas and their application.



#### Transcript

And so I thought about what I wanted to say. What would I pass on if you were trying to be an entrepreneur, if you're trying to be a leader? And I think if you're trying to be those things what you're really trying to do on a fundamental level is have impact. You're trying to have impact. You're trying to have the things you do, the things that you spend your time doing have impact, meaning change something around the world. And for me, I think the lesson is really simple and it's particularly important in the era in which we live and for me the industry in which I work: Which is that this is all about skill. It's all about skill. Having impact is all about how you do something that scales. And by scale, I mean things that can have broad impact, potentially things that have decreasing marginal costs. Things that can scale beyond the one-to-one interaction you have as a person. And so I'm going to talk to you today about scaling three things: About scaling a vision for a company, about scaling a product, and then about scaling yourself.

And some of these lessons apply to different people at different times, but I think these three things together are what enable people to be great entrepreneurs and great leaders.