



Stanford eCorner

Founders Sharing Responsibility

Wences Casares, *Bling Nation & Lemon Bank*

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Video URL: <http://ecorner.stanford.edu/videos/2752/Founders-Sharing-Responsibility>

As co-founders, Wences Casares and Meyer Malka don't believe in dividing their roles. Even though each man has areas of strength, both want to communicate with a single, coherent and unified voice. In this clip, Casares and Malka explain why this policy also requires them to keep disagreements to themselves.



Transcript

So the question is how do we uhm, divide the roles between us and how, what's the decision making process? Yeah. We don't divide the roles. We, we always show one coherent, ah, owner. One coherent manager, one coherent founder, one coherent CEO. We, we will always try to be together, analyze and overcommunicate. So we will, if it's something that I hear from somebody talking to me about having unsure technology I typically would listen, will understand, we'll try to figure out an answer but I will most probably go back, talk to Wences define and come back. Even if we don't agree, it's the answer that I took at the time, and vice versa. And we will try to, but when you overcommunicate you fix that. If you sort of divide roles we're seeing that that's a formula for, for lots of problems. Unless you guys, I mean unless the partnership is well enough built that you exactly know your expertise and each one is comfortable executing on them.

We, we sense that we are not good enough for that so we need the two of us to do one good guy and we do it together. I think that partnerships work differently and we, we've seen examples of, of people who work very, very differently and it works very well for them. But for us as Micky says, we try to have the company interact with us as if it were one. And it's not that they have to come to me with marketing issues and they have to go to Micky for strategic issues or what, they can come with either. And we know which ones I'd rather check and which ones I can just go and that's why this sort of overcommunicating is so important. But that's just the recipe that works for us and I wouldn't say that it's the recipe that, there are as many us, as there are people.