



## Stanford eCorner

### Doing the Best Work of Your Career

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May 23, 2012

Video URL: <http://ecorner.stanford.edu/videos/2982/Doing-the-Best-Work-of-Your-Career>

"Apple is a culture of work; it's not a culture of play," says Inside Apple author Adam Lashinsky. In response to a question comparing the cultures of Apple and Google, Lashinsky agrees the two are diametrically opposed, and that Apple sees little value in trying to "entertain its employees." While Apple is a demanding environment, says Lashinsky, many employees love the experience as they are given the opportunity to do the best work of their careers.



#### Transcript

So the two observations, one is that, Google and Apple are diametrically opposed culture, absolutely true. And do I think that Apple would have been even more successful had it been a more employee-friendly company? I am not, I don't have the imagination or the creativity to imagine a way that Apple could have been a more successful company so far. But I don't want to brush off your question, could Apple be more successful if it were nicer, essentially, to its employees? I don't think so. I think that, first of all I don't think that Google has proven yet that being so kind to its employees has led it to any great success. I don't think Google's success is directly attributable to its many wonderful perks. I don't think there's a correlation in other words, is what I am saying. Apple is a culture of work; it's not a culture of play. Now I am paraphrasing, but Apple doesn't believe that it's necessary to entertain their employees the way so many companies in the world do. They believe that it's important to give their employees the opportunity to do the best work of their careers. Now I know that sounds corny, but that's the way you hear Apple people talking about their experiences, it's difficult, it's stressful.

I am not always - I don't always get a pat on the back, I am not necessarily celebrated for my successes, but boy, I am doing better work than I have done anywhere else and I feel privileged for the opportunity. That's Apple's way, I have written a lot about this and I have talked a lot about it. I try to present it in as non-judgmental a way as possible. I am not saying that every company can do this. And furthermore, I have discussed this with executives in industries that have had their ups and downs, and they have said to me, when you go into your down period, you better be good - you better have been good to your employees or they're going to leave. Apple has been on a 15 year run of success, so we don't know what it will be like for their employees, if and when, I assume when they have some misses and they do go into a downturn.