



Stanford eCorner

Understanding Motivations

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February 25, 2015

Video URL: <http://ecorner.stanford.edu/videos/3481/Understanding-Motivations>

ZenPayroll's Joshua Reeves explains how essential shared values and entrepreneurial experiences among his co-founders were for his current startup. "We were solving a problem by creating a business. We were not interested in creating a business to go solve a problem," Reeves says.



Transcript

What brought us together again is not some mapping of strategic skill sets or some spreadsheet optimized on complementary value add. It was values. To me all of us had prior startups. We were all at a very similar stage in life of wanting to go solve a problem that we could imagine spending the rest of our life working on. And that was what glued us together. It wasn't again some logical mapping of skill; it was frankly the three of us connecting around kind of what we cared about in life and what we believed in. And so, that's one advice I have for folks that are interested in starting companies, when you're starting especially with who you choose to partner with and found a company with, what matters way, way more than skill or expertise is understanding that persons motivations, understanding what they stand for and making sure that's aligned with your motivations. Otherwise it's going to be hard to go build that business together for the long-term. And I think the way I would summarize that is, again there is many ways to build a company. We were solving a problem by creating a business.

We were not interested in creating a business to go solve a problem. And it's again a very different mindset to kind of be focused on the problem as your starting point versus all the logistics of building a company.