



## Stanford eCorner

### Emotion Over Everything

Susan Koger, *ModCloth*

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Video URL: <http://ecorner.stanford.edu/videos/3551/Emotion-Over-Everything>

"In the same way emotion connects customers to a brand, it connects a team to the work," says Susan Koger, co-founder and chief creative officer of ModCloth, explaining that belief in a company's mission matters internally and externally. For a business to endure, its customers and employees must both feel good about it, Koger says.



#### Transcript

The emotional core of what you do like, the purpose of what you do as an entrepreneur is really important and that's really what endures. I think, part of this is it's not just external, it's not just that the emotional core of what you do connects your customers to you, but it's internal as well like your purpose is what connects your team to the work, it's what make you know, employees like an actual team, an actual company and it's what makes everyone move in the same direction. And I think that you know, ModCloth like our purpose is really to find on understanding our audience like we know that if you ask women the study showed that 96% of women say that what, they say that they agree with the statement that what you wear affects how you feel, right? And that's more than dresses like it's more than just a transaction and like being able to connect to that I think has been like externally and internally has been one of the most valuable things that we have done as a company. So understanding, so it's important to understand your audience, and I feel like there are like when I've talked to other entrepreneurs about this, you know, I hear like what if I am in a B2B business, I am not dealing with an audience like yours that has this sort of, you know, emotional need for product but it's not just about, like I said, it's not just about external, it's about internal as well, right? And I think like we think about companies that really endure and that people love and people love working at, it's having a purpose, that's more than just like we're going to grow quickly and we're going to make money like, you need to think about and I have not come across a business yet, that doesn't have some sort of emotional core that doesn't make people's lives better in some way that doesn't serve some purpose even if you are B2B, like, you're helping those other employees. The other employees of those other businesses, be more efficient, to be better at their jobs like, there is an emotional core there and I think that getting to it is really important.