



Stanford eCorner

Excellence Over Perfection

Federica Marchionni, *Lands' End*

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Video URL: <http://ecorner.stanford.edu/videos/4043/Excellence-Over-Perfection>

Federica Marchionni, CEO of Lands' End, explains how a leader who demands perfection only creates a culture of fear within a company. However, embracing a spirit of experimentation empowers employees to take chances and to learn how to respond quickly to failure in the pursuit of excellence.



Transcript

- There are leaders that choose perfection as their, umm... setting the bar for the organisation. And when you do that what you can risk to create is a culture of fears. The fears to fail. While what I actually like more is the possibility to fear, and the experimentation. So while you can experiment, you can of course, you have to be able to accept failure. The most important thing is how fast you can react and how quickly you can fix something to make sure that then everything goes well. But of course nobody wants to fail, we don't conceive things in that way. What we want to do is to raise the bar and making sure that we do everything possible to get, to strive for perfection, but to reach excellence. Excellence is good enough.