



Stanford eCorner

Strive for Clarity and Transparency

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Video URL: <http://ecorner.stanford.edu/videos/4081/Strive-for-Clarity-and-Transparency>

Derek Belch, co-founder and CEO of STRIVR Labs, explains how clear direction and communication counters human tendency toward hesitation and inertia. He also describes his openness with employees about all aspects of the business and how such transparency builds trust and a sense of belonging among those who work from a distance.



Transcript

- One of the things that's really interesting is this is a school, this is a culture of self starters, okay? But trust me when you're running an organization whether its 10 or 10,000 if you don't tell people what your expectations are and you don't keep people in the loop on what you want them to do they'll be sitting there doing this. Because a lot of times even if someone is really, really good really, really motivated, really, really smart, like they're still going to wonder what you're thinking. They're going to wonder what the vision is for what we're supposed to be doing day in and day out. So giving people direction, and clearly communicating often goes a long way. One thing that I've done that I feel has been very effective, because I get an e-mail from five people every time I do it, is once every six weeks, I try to write a state of Striver e-mail to the group and it's way longer than people want to read, I usually do it on a plane flight, takes me two hours. I don't have much else to do when I'm on the plane in that situation, but I literally go through everything. Football sales, baseball sales, college football sales ya know interactives, raising money status, HR, operations, I just write paragraphs for each thing to keep everybody in the loop. And most of the time I get an e-mail back right away from someone that's up at 11:30 at night and they say, thanks for sending that I really appreciate that you're so honest and transparent with what's going on 'cause I live in Virginia and I don't get to see you guys everyday, this really makes me feel like I'm in the loop. So giving people direction, keeping people informed really, really goes a long way.