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The hardest and most crucial task of any CEO, observes Lever co-founder and CEO Sarah Nahm, is to be the storyteller of the business — both to customers and to employees. The key, she finds, is to have a message that's simple, and that motivates everyone on the team to run as fast as possible in the same direction.



Transcript

- There's kind of this idea about technology companies in particular that it's kind of all about these systems and structures, and these kind of sciency things.. But a lot of it is about people, I think in particular as a CEO you are the story teller of the business.. You're trying to tell the story of your company not just to your prospective customers, but to all the people inside the company.. You have to tell them what you're doing in a way that's simple enough that everybody can actually see themselves in it and can run as fast as possible in the same direction.. Simplicity is really a super power, it's one I'm still refining, it's one I'm still working on.. So I think the hardest part is being able to be a leader to larger and larger and larger sets of people who have greater and greater kind of diversity in what their jobs are, what they care about, or the tensions between them and to keep a company simple so that everybody can actually run in the same direction.. That's definitely the hardest part...