

URL: <https://ecorner.stanford.edu/in-brief/ordinary-people-doing-extraordinary-things/>

With a clear vision and defined mission, ordinary people can accomplish extraordinary things, says Joe Tsai, co-founder and executive vice chairman of Alibaba Group. A clear mission allowed Alibaba's founding team to tap China's vast potential market, even though most of the founders weren't graduates of "elite" colleges.



Transcript

coming up with new ideas.. The potential size of the China market I think breeds this kind of entrepreneurialism because you can always, I think in business school you teach about looking at a business plan, the first question you ask is, how large is the market? So in China, every sector, every market is very, very, large so you can kind of dream.. Right? But the big difference between Alibaba and today's start-ups, especially the ones that you see in the bay area, is that Alibaba never started with the Yale, Harvard, Stanford, MIT graduates.. We didn't have the top college grads.. I would say we didn't have the elite, or elitism in our organization.. It was a group of very ordinary people that got together that pulled together a vision and also a very defined mission of what we wanted to accomplish.. So I think that was very important.. I think with a very clear mission, ordinary people can do extraordinary things...