

URL: <https://ecorner.stanford.edu/clips/mission-resilience/>

What has kept thredUP co-founder and CEO James Reinhart motivated during the 12 years he's been scaling the company? The best tool to keep founders engaged, he finds, is a powerful mission. If you truly believe you're making the world a better place, it's much easier to meet challenges and persevere.



## Transcript

- I think if you're working on a business 00:00:06,280 that has a mission and a vision and you think is making the world a better place, it's a lot easier to stick with it when it's hard.. And when I talked to entrepreneurs over the years who were doing things that could be fine businesses but they're things that aren't necessarily making the world a better place.. You know, I always remind them, I'm like, "Hey, it's gonna get really hard at some point.. "Do you want to look back and be like, "man, I spent five years building a Facebook game?" When that was the thing, right? And so, I always tell people like, "Look, it does take 10 plus years." And I was lucky enough, back to education, the school that I worked at, Pacific Collegiate School, one of the big donors to that school was Reed Hastings, CEO of Netflix.. And through the early years, Reed and I became friends and I remember talking to Reed one day and I said to him, something that seared into my brain, I was like, "Hey, Reed." This was like 2013 or 14, I was like, "What do you think about this Redbox company?" You know, the Redbox, like kiosks.. I was like, "It seems like they've come out of nowhere." Dollar DVD is like, this is when Netflix was really a DVD company.. He's like "James, that company has been at it "for over a decade, right? "That's the Coinstar guys.. "These guys have been working super hard "for more than a decade.. "It's like this stuff takes a long time." And, for whatever reason, that like really stuck with me that like this stuff takes a long time.. And so, I always like have Reed in the background when I'm like, as long as I'm working on something I care about..

He's been at Netflix since '97, so, 25 years, right? Of passion and purpose.. And I think, I think that's a good way to think about the world...