URL: https://stvp.stanford.edu/blog/videos/building-a-company-culture

Pioneering a company is more than just building products. It's also about establishing a company culture, says NVIDIA Co-founder and CEO Jensen Huang. How do you organize hierarchies and structures? There's lots of trial and error, but it's also an organic process. Huang asks students of entrepreneurship to realize that skills, intellect, and training all matter for successful evolution – but they're not enough. Builders need passion and purpose above all.

Transcript

When a company gets larger you guys are going to learn that as the founder or as the CEO you have to learn new things.. And many of the new things that you'll learn has to do with building products at first and I've just talked to you about building products.. Soon you'll be talking about and learning about building companies.. And building companies means things that are soft and hard to explain like building a company with a culture.. What does that mean? How does the culture of one company different from the culture of another company? And why is it that this particular culture is better for your and not for another? So the culture of the company is important to find out, to put your arms around and to create and develop.. How do you organize? We were just talking earlier with one of the guys, are you functionally organized, are you organize the business units? How do you deal with multiple products and multiple geographies and multiple customers? So that's the company building process.. It's mechanical, it's interesting, lots of trial and error.. It's organic, people matter, personalities matter, and if you guys are interested in talking about that, I'm happy to talk about that as well.. And then I would say probably the most important thing above that is to realize that when you're building a company and building a product, skill matters, intellect matters, training matters, but it's not enough.. The part of it that is important to realize about building companies is that it's a challenging and painful and often times extraordinarily scary thing to do..

And so unless you have passion, unless you really love the process of building the company and what you're trying to do, it's going to be incredibly challenging...