

URL: <https://stvp.stanford.edu/clips/importance-of-people-skills>

Ben Horowitz, co-founder and general partner at the venture capital firm Andreessen Horowitz, discusses what people skills are needed to run a company, such as understanding other people's perspectives and motivations. He stresses the importance of entrepreneurs learning those skills early in order to achieve their business goals.



Transcript

So in the world of entrepreneurship, the big skills are kind of programming skills and people skills like those are the big two.. And I think people skills tend to be highly underestimated in terms of just ability to run a company and so forth.. And what I mean by people skills is the ability to understand other people's motivation and other people's motivations who you are talking to and then who you are also not talking to and how they are going to think about something and where they are coming from and relate to that in a way that gets you to the right conclusion about how you build an organization or build a company or make a deal or any of these kinds of things is incredibly valuable that's what I would say most of the kind of good entrepreneurs end up lacking more than the technical skills that we see now like being like a boss level engineer like that's extremely valuable I'm not discounting that but that's really the other big, big skill that you can learn in school..