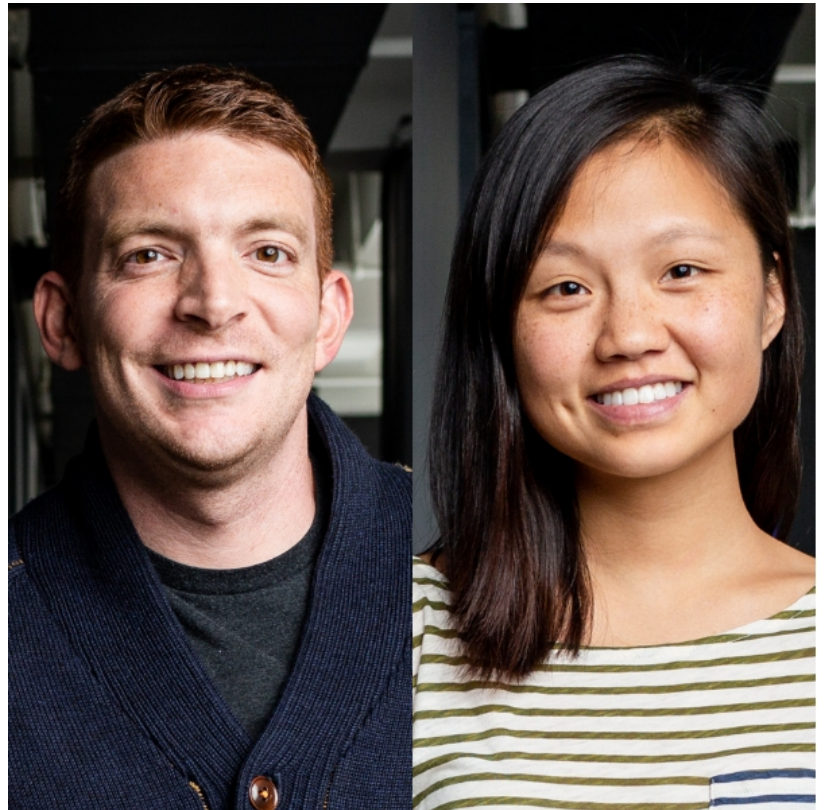


URL: <https://stvp.stanford.edu/clips/people-power>

Jenny Xia Spradling, co-founder and co-CEO of FreeWill, encourages entrepreneurs to leverage the potential of others by emphasizing kindness.



## Transcript

- It's all about the people.. 00:00:06,490 You know, your, your best moments in running a company are gonna be about the people.. Your worst moments are gonna be about, you know, conversations you have to have with people and be kind to the people around you.. It's a long marathon and be kind to yourself..