URL: https://stvp.stanford.edu/clips/staying-innovative

Drawing from her tenure at Google and subsequent experience as a startup founder, Accompany CEO Amy Chang contrasts what a culture of innovation looks like at large and small companies. An innovative environment at enterprise scale is when anyone can share new ideas without experiencing resistance or bureaucracy, according to Chang. Startups, on the other hand, must be innovative or die.

Transcript

So at a large company, I feel like if in fact anyone at the company feels as if they have a good idea, somebody will listen and it can go somewhere without it being a a Sisyphean task, pushing a boulder up a hill.. That's when you know you have an innovative culture as a large company, because otherwise, it's very easy for people to feel like, I have an idea but I'm not gonna express it because it's not gonna go anywhere, nobody's gonna listen, it's gonna be such a pain in the ass for me to get anybody to do anything with it.. That is a non-innovative culture, and I think a lot of large companies struggle with that, right? Because there is resourcing, there is bureaucracy, there are layers and layers that can say no.. And there's very few people who can give a blanket yes and green light for a project, the larger the organization gets, and as a small company, you better innovate or you're gonna die.. I mean it's pretty binary.. Either you're innovating or you're just gonna run out of money and die.. So that one's pretty easy.. The large company one is the more complex one, I think...