URL: https://stvp.stanford.edu/blog/videos/the-power-of-corporate-culture

Corporate culture is the single most important thing for a CEO or entrepreneur to focus on in a company today. The culture at NVIDIA is about innovation and intellectual honesty, and the ability to be self-critical and recognize mistakes. Recognizing the power of this culture is very important for a leader.

Transcript

So, what I learn in the last 10 years is that your corporate culture which 10 years ago, when I first started the company, I couldn't describe to you, and yet today it is probably the single thing we can describe best.. Your corporate culture is probably the single most important thing as a CEO or as an entrepreneur you ought to invest your time in.. And that corporate culture is about innovation.. That corporate culture in our case is about intellectual honesty.. Intellectual honesty to us means that we have the ability to have self-critical, that we have the ability to recognize we have made mistakes, that we have the ability to recognize that in fact unless we do something, we're going to be at a competitive disadvantage.. So, that kind of intellectual honesty is really relevant I think in the building of companies today.. And recognizing that as a leader in this company, that your employees have the ability to take the criticism, that they have the confidence to know that they're not on top of the world and that they have constant threat, that attitude I think is pretty important...