

URL: <https://stvp.stanford.edu/clips/what-keeps-you-going>

Tristan Walker, founder and CEO of Walker and Company Brands, talks about how he sees opportunity in creating a company that customers can be proud of. He also discusses the importance of his marriage and remaining aware that he should be doing what he fundamentally feels he should be doing.



## Transcript

The first one was what keeps me going, right? And the second thing is like why do I want to build a company that lasts 100 years? To the latter, I think there is a wide open opportunity to build something incredibly audacious and ambitious, right.. If you think about at least the space that we've been in, there've been a bunch of companies that have catered to this demographic for a while, right, but what happens is, a lot of these folks kind of build up and then they sell out to larger companies, right? And then those large companies swallow them up, quality of products go down, right, management starts to go crappy, right, and then nobody really has any pride in those things, right? When I think about my entire life and I'd actually wonder the same for you guys, I've never had one product or company that I look to, that I was actually proud of, right? Like there're a lot of companies that had great products that I loved, right, but there is not company that I was proud to support, right, and I think the opportunity that we have and we're already proving some of that now, is that we can actually inspire a lot of pride not only in like the products that we make but the company, what we stand for and that sort of thing, right? And there is no reason why we can't build something with as great a legacy as a Johnson & Johnson or a Procter & Gamble.. I think the issue is that no one really has said out to be as audacious to drive that legacy, right? As far as what keeps me going, right, it's number one having a wife who is incredibly supportive and continues to support me and making sure that she is good, right? And as long as like that's figured out, everything else kind of works itself out for me.. And then number two, just making sure that I never lose sight of doing the thing that I fundamentally feel like I am the guy to do, I am authentic to, I am staying true to like who I am and not letting people kind of send me off base in that way because that's when I tend to falter a little bit...