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“Nothing great in the world has ever been accomplished without passion” - Hebbel

If somebody asks me today which company in the world that I admire the most, I would say Google.

Like many others my generation, searching the Internet seems to take ages. Often, we either bump into a completely wrong results list or just make silly wrong typos. So fed up with how useless I was, I blamed everything on the machine and swore to myself that I would never ever search the Internet again. “Such a waste of time,” I complained to my old friends, who totally understood my point as they themselves didn’t ever bother to use the computers!

However, stubborn as I am, I began to secretly spy on my kids why they didn’t face the same difficulty as I did. In fact, they looked so comfortably, sitting in front of their computers ‘exploring’ the world. My eldest son, for example, can get the information he is looking for on the Internet literally in a heartbeat. One day, I couldn’t help ask which ‘search engine’ he used to get such a speedy result. And that’s when I first discovered Google. Now, whenever I have time, I will turn on my laptop and let Google take me anywhere I want. The web is so neat and user-friendly that I often get what I am looking for in a split second. As the web’s secret admirer, I did a small research on the Internet to find out more about Google itself. And it didn’t surprise me at all when I found an article talking about how this company treated its employees and how it ran the business to be one of the most successful companies in the world.

An article by Fortune Magazine quoted Sherly Sandberg, a vice president responsible for the company’s automated advertising system, as admitting that she had once committed an error that cost Google several million dollars. “Bad decision, moved too quickly, no controls in place, wasted some money,” was all she said about it -- and when she realized the magnitude of her mistake, she informed Larry Page, Google’s co-founder and unofficial thought leader. Page accepted her apology. But as she turned to leave, Page said something that surprised her. “I’m so glad you made this mistake,” he said. “Because I want to run a company where we are moving too quickly and doing too much, not being too cautious and doing too little. If we don’t have any of these mistakes, we’re just not taking enough risk.”

You know now why Google has become my most admired company, right?

If you may recall, I wrote in one of my first few articles that this kind of risk-taking culture which encourages people to make mistakes is exactly what I have been trying to cultivate in DTAC. We may not be able to compare with Google either by size or numbers, but at least it made me feel quite pleased to know that our culture is not so different.

My favorite Google’s work motto is ‘You can be serious without a suit’. The company is built around the idea that work should be challenging and the challenge should be fun. As they put it in their ‘Corporate Information’ page, meetings that would take hours elsewhere are frequently little more than a conversation in line for lunch and few walls separate those who write the code from those who write the checks.

I think all these great things have come from the passion that Google people have for their work and their company.

Available on-line at <http://www.changkhuai.com>, a Thai podcast channel

And I really hope to see DTAC as much a fun place to work with as Google – a company that is more than just a work space but rather a cool, happy place where people are so passionate about what they do. The company - where mistakes are rewarded and risk-taking merrily cherished - is what I dream for.

As Hebbel put it, “Nothing great in the world has ever been accomplished without passion”. I wish you a great day – full of passion and happiness. Enjoy your work and have fun!