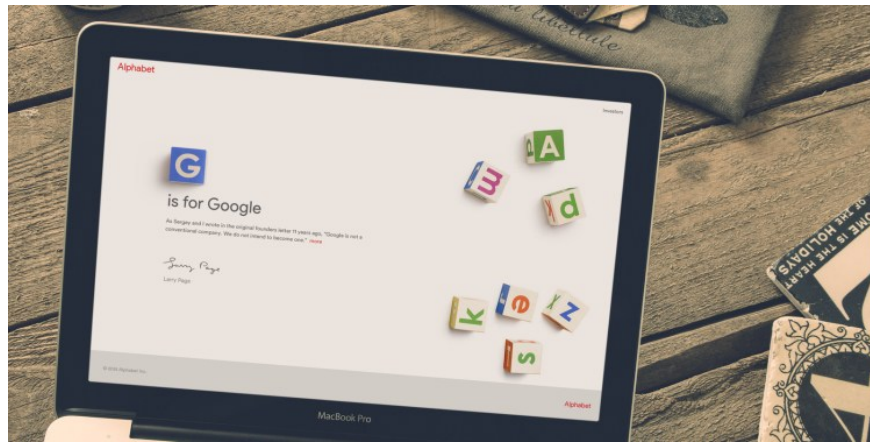


Larry Page, Sergey Brin and 3 principles of true entrepreneurs

Willing to entrust the right to run the company to others to pursue new projects that bring greater benefits to the community is one of the unwritten principles of two Google co-founders.

In August 2015, Google made the technology community stunned by the announcement of the birth of the parent company Alphabet and a process of reshaping the whole enterprise with a breakthrough. A month later, the "giant searcher" continued to surprise with a more rounded new logo with a modern trend of design. While it is not easy to predict how these changes will impact Google's future - one of the world's most innovative companies, most of the tech community is very supportive of the steps. that.

The strangest thing in the decision to restructure is that two co-founders **Larry Page** and **Sergey Brin** have ceded their position as Google CEO to Sundar Pichai - the director of Android, Google Chrome and playing a key role in most products. Google products and services currently. However, no matter what, behind this story is still left for us - those who have been nurturing the dream of starting a business with 3 very big lessons about running a business in the long term.



The difference between entrepreneur and business owner

Business owners often put their efforts into keeping their company on the market and profitable. In contrast, true **entrepreneurs** focus on creating some of the biggest impacts on society by turning "unusual" ideas into "normal" products that serve everyone. . Small business owners are often afraid of risks while big-vision entrepreneurs are ready to cope with all the waves as long as they see their goals achievable.

Larry Page and Sergey Brin are the people who possess that true entrepreneurial spirit.

3 principles of "perfect couple" Larry Page and Sergey Brin

1. Hire better people

Sundar Pichai is considered the core "factor" that determines Google's future after Alphabet becomes a parent company that holds the entire "giant" activity. In recent years, Sundar has won more and more important responsibilities in controlling Google's "core" products such as **Android, Chrome, Google Drive, Gmail, Google Maps** and being the CEO. two co-founders. In fact, Google employees think that putting Sundar as CEO is a wise decision because this guy has a lot of talent in running the "giant" day-to-day business. Search.



Obviously, Larry Page no longer focuses his attention on digital advertising business by exploiting the power of information as before. Instead, he wanted to immerse himself in areas he considered important in improving the lives of many people around the world.

Google's core businesses require a person to be fully committed to running them. For this issue, this is not the first time that Google founders have given CEO positions to another person. In the past, CEO Eric Schmidt used to contribute to building the foundation for the success of this "giant". Larry Page and Sergey Brin are inventors, creators and multi-talented entrepreneurs, but they are not always the most valuable "candidates" for the executive position of the entire business.

So what does this work of two Google founders say that current companies need to pay attention to? Exactly in the process of recruiting talent, **startups should look for candidates who can do better than what they themselves have done.**

A CTO (chief technology officer) should recruit a design-minded person in the technology field to be able to design, develop and manage products better than me. A CMO (marketing director) should hire a growth hacker (who is tasked with promoting smart product consumption, including attracting new users, taking care of existing users and making them feel sticking to the product) proficient in information technology, can plan and implement a perfect marketing strategy. A CSO (strategic director) should be a "guru" on sales that can boost sales dramatically and in many different ways that ordinary employees don't think about.

The time has come for entrepreneurs to look for a better CEO to run their business.

2. Assign the management of the company to the executives

The principle of recruiting talents capable of supporting the heads of complex management jobs has been described by **Napoleon Hill** when establishing Mastermind Group. By doing so, the leaders of a company need not be good in every field. However, they need to be smart in entrusting work to the most suitable subordinates.



Running a business means spending a lot of time managing people and cash flow instead of directly participating in every stage of that business. Through finding trustworthy and talented people, you will be able to put your energy into allocating resources and placing talents in the right place to create maximum value for your business.

With the establishment of the parent company Alphabet and the appointment of Sundar Pichai as Google's CEO, Larry Page has found a way to withdraw from the executive position of the "giant" daily business to focus more on new projects. The important thing here is time to make decisions. *First of all*, Sundar Pichai must ensure credibility and recognition for its employees. *Second*, CFO Ruth Porat has to cut costs to increase Google's stability and financial strength. In the end it was to provide compelling arguments to reassure shareholders about the future profitability of Google when moving to new businesses with high risk of failure, including shooting missiles on the Moon. Obviously, the "transfer of power" is essential for Larry Page and Sergey Brin to focus on many other important things.

Sundar, Ruth, along with other executives, helped make the Google founders' dream of Alphabet mother company a reality because they built a promising and solid foundation for Google in the future without two former CEOs to intervene directly. At the same time, Larry's belief in these people and the company's consensus also made this vision possible.

From the reality at Google, the time that employers want to withdraw from the company to cede CEO positions for new talents can be based on:

1. The founder needs to seek and facilitate potential candidates to accumulate necessary skills over a long enough period of time.
2. The founder believes in the new CEO in running a successful business, ready to entrust responsibility without requiring much support from his side (minimizing support).

3. Shareholders believe that the new CEOs will run business with sustainable profits.

3. Maintain entrepreneurial spirit immediately after success



Often, the founders will be very happy to build a billion-dollar company and are willing to take their time off to give up executive positions to new talents. However, Larry Page and Sergey Brin are different. They "don't fall asleep in victory" but leave their current success to seek personal dreams and pursue the goal of creating greater benefits for society.

As mentioned above, an entrepreneur is not simply a "emergent" person once and then, maintains the business role of that company for a lifetime who is willing to risk and continue to work. on new challenges. They are constantly innovating, exploring new and exciting areas. They do not need to establish a lot of companies. In contrast, ideas can be tested in the lab - developing or relying on venture capital funds.

Self-driving cars, bringing the Internet to people around the globe by airplanes or unmanned aircraft (Drone), these ideas are thought to be impossible and unbelievable. However, until it really started, there seemed to be no "no" at all. The strong motivation for entrepreneurs not to give up on innovation, creativity has provided us with the most wonderful opportunities and utilities that have in fact proven clear.

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