

The get affected by  
others' opinions.  
considering



**ASSIGN  
BUSTER**

The thought that hiring better people than you might make you look inferior, must be eliminated as Steve always looked for people who were a step ahead of him. Surprisingly, Steve considered death as a life changing agent.

According to him, remembrance of death and putting yourself in a position where you believe it is your last day could make all the external expectations like pride, embarrassment and fear fall away in the face of death. He stated in his most influential speech that one must not let the thought of what people think about him trap him.

He suggested the graduating students to not let the voice of others' opinions drown out the own inner voice. People even today look up to him. Jack Ma, executive chairman of Alibaba, is another inspiring personality. Jack Ma was born to parents who were into the profession of storytelling. From a very young age he was eager to learn English which persuaded him to talk to foreigners and gain small but valuable language lessons that helped him in his way towards communicating with the people in the US. Jack Ma faced a lot of failures in his life, he failed his primary school examination twice, middle school exams thrice, and college entrance exams twice. He even applied and wrote to Harvard University ten times about being admitted -and got rejected each time. He got rejected for a job at KFC and dozens of others.

Met failure in his initial two ventures. It affected him a lot but surprising as it seems, NONE of the failures stopped him from being who he is today. Just like Steve Jobs, he did not let himself get affected by others' opinions.

Considering his physical appearance he was not seen to meet the standard set by the Chinese people. He was short heighted, skinny and did not have

excellent speaking skills. People told him that his ideas, like AliPay, were stupid.

People tested his patience and burnt his photos outside his office, yet this did not weaken his will to move ahead. Jack Ma's trips as translator to the US made him realize how China was lagging behind the race. This happened when he first used the Computer to access the internet but could not find information about China. Having no engineering background he was captivated by the Internet. He came back to Hangzhou with only \$1 in his pocket. He had no proper education, no strong financial background but still with the height of determination and will to change the face of China, he brought Ali Baba into existence by the help of friends and former students. China, where people had no access to modern commerce, now had Ali baba. Having 40% of the population of China registered he urged to get more.

Before the advent of Ali baba, China had no clue of what was coming next. They followed the traditional ways of buying and selling that is face to face. There was no concept of credit cards and package delivery.

Jack Ma gained the trust of people by guaranteeing the transactions and creating his own payment system. That is where the success rolled in. he became a hero to millions of Chinese. There was a time when Jack Ma was not making enough profit, \$1 in 2002 to be exact, but he did not stop and now his profits are counted to be in billions. Another spectacular contribution Jack did was that he provided people with jobs. He believed to change the world, invest in youth and invested in the empowerment of future generations.

Giving small businesses loans have not only helped the society flourish but also have created goodwill. He hires a lot of women as he speaks that women think about others more than themselves. He plays safe and smart. He does not involve with the government and likes to be independent. This, he believes, helps maintain healthy relationship with the government.

Jack Ma strives to build communication with his customers and employees. Taking care of them would ultimately result in the well-off of stakeholders. He has created an environment in the organization where he seeks to eliminate the idea of superiority. Interesting is the fact that employees at Alibaba are required to keep nicknames for themselves to maintain a friendly working office. The corporate culture has a sense of family unit. Jack Ma's idea of mass wedding and giving out interest free loans to employees, portrays Ma as an affectionate leader.

Jack Ma is not only considered to be a successful business tycoon but also is adored and treated as a celebrity. He is immensely loved by his employees and their families. A very down to earth human being who knows how to enjoy around his employees and does not even feel shame in performing before them. In his own words, "if you don't give up, you still gave a chance. Giving up is the greatest failure". For him being persistent and considering failures as lessons and opportunities is how you propel yourselves ahead.