People ask me all the time, who is my role model? Who is the hero that I look up to? What entrepreneurs do I follow? Well, I don't actually follow a lot of other entrepreneurs, I have a handful of role models I look up to in the business world. And jack ma is definitely one of them. You see, I'm fortunate enough that I have the ability to read Chinese, all the books, every single book, written by jack ma, written about jack Ma, I have probably read them. Maybe because his background as a English teacher, he's always very compelling, persuasive and articulate a great public speaker, a visionary, me as a global educator, that teacher’s heart I could relate (那种为人师的感觉，我可以理解）today，we're going to talk about jack Maas rules of success.

Jack ma:

Remember my first

time in Time Magazine, they call me crazy jack. And I think Crazy is good. We are crazy, but we're not stupid. So many people I talked to at that time for Alipay. This is the stupidest idea you have ever gotten. And I say But I donot mind if it’s stupid or clever as long as people use it, now we have 800 million people using this Alipay.

Don:

Well, just like when I was younger, people think I'm crazy. And they think I am brash, and they think I live it out of the box. Well, when you're successful, then they call you eccentric, they call you Oh, you know, you were so innovative. Right? It's the difference between success and failure. When it's successful. Nobody cares. All the ideas they've been validated. So I totally agree with jack, I love what he said when he says, focus on the user, as long as you're focusing on the user, your customers, and they love it. That's all that matters. Sometimes all of your competitors, all the other nay sayers, they don't quite understand it, they don't see your vision.

Jack ma:

I think opportunity is everywhere. Honestly, when people think about internet is the future. 10 years ago, internet was so good. When nobody believed internet was so good. Now, internet is so tough, because all the smart people go to internet. So you should go to the off ground.

Don:

So I think when it comes to opportunities, I do believe in that,at a certain degree, I think we create our own opportunities, but also being good entrepreneur, or being a visionary.it’s being able to see the opportunities before anyone else. Just like my other videos, I talked about the blue ocean, how do you create that blue ocean opportunity, identify that and take advantage of that, before anyone else.

Jack ma:

This is one of the secret source of Alibaba is that we have 49 almost 47% of the employees in our company are woman. And if any country, any company, if you want make your company excellent. You should have hired more women.

Don:

All the business like bad business partnerships I've ever had in the past. They're all men, the ones that are very successful, they are woman partners. So and also I wouldn't be where I am today without my wife, Jenny. Absolutely. Our company organization, really, it's a woman that has all the major buying power. in terms of like husband and wife. If I want to buy a new house, guess what? I gotta (got to) talk to the wife. I am buying a new car, I got to talk to the wife, right? Even though you might think, oh, maybe the husband is bringing in the money? Well, guess what? It's the wife that makes good life decision in closing in sales, I teach all my students to sell to the wife. Their husband cannot move forward without the wife saying yes, sell to the wife, if the wife says yes, it’s a done deal.

Don:

I believe one thing., when you have a couple, two or $3 million dollars, that money you belong to you. We you have $20 million dollars, you have problems about the money depreciation, you buy this stock, or that stock. When you have more than $100 million d, $1 million d, that money does not belong to you. It’s the social responsibility. People trust you, ask you to manage the money better. So that was the thinking. And then we decided to say “we should make an economy, that is big enough, to keep with that economy. We can enable every young people's every small business, every woman,globally, they wannawant us global by global cell, global deliver global pay and global travel with the technology we are giving. we can create 100 million jobs for the world. Today we create 33 million jobs for China.

It’s very powerful. And I think in the beginning of my career at first why I started my own business is because I wanted to support my mom. Once I have enough income coming in then I'm able to support my mom, support my family my family's,support myself, then it's about kind of Living the lifestyle, I want that car ,I want that house, once you also accomplish them, then it goes into something bigger. now is about the company, about the teams, right? And then once you get bigger than that, then it's about now solving bigger, bigger problems. with me. That's why you study my work if you are my students, you will know that the way that I'm building my my organization. It is not just your dan lok organization, it's about just oftering product and service, really what I am doing with everything that I do, I'm building an ecosystem where you help not just yourself , but people around you, creating opportunities, creating a better lifestyle, creating more abundance for them. Because when you have the skill, as an entrepreneur, you actually have the skillset. Absolutely, this is something,probably the most important lesson I learned from jack Ma, it's think bigger and create an ecosystem. Apple is not a cell phone company, it builds an entire ecosystem that helps the the manufacturer to make money, it helps the vendor to make money , it helps the app developer to make money and it helps others to make money, right? That's an ecosystem,it is not just one thing. So that's profound.

Jack ma:

That is the innovation of the colleague,s of the people. So I'm not knowing the technology. We hire the best technician. We do not know the finance, we hire the best, we respect,we work, and that really make business grow.

Don:

business is not a sport that you play on your own. Because it doesn't matter how good you are, how talented you are. As a leader, it is not about you doing all the work, it's about you having a vision, having knowing exactly figure out what are the most important critical drivers within a business. And then you find the team that can execute that vision, execute your vision and turn that into reality.

Jack ma:

My belief always is small is beautiful. If nobody help the small guys. We can use internet to help the smal guys. Our philosophy is always this.” If you can help others successful, then you'll be successful.”

myself I've made continue to make most of my money, serving small business, individuals, the people , my students, small percentage come from big companies but a majority of my wealth, comes from working with small business.

Jack ma:

We would love to have great students from Tel aVIV, FROM QINGHUA, OR hARVARD. But the most important is that you find the people is the fighting spirit, learning spirit. And this is what you hire people, not because you which school you’re from.

this I absolutely totally agree because within within my company we never hire based on resumes. we don't we don't look at the resumes. So we look at your attitudes, we look and see if the culture fit and what what talents you can bring to the table , or skills we could also develop, we can train, but attitude and culture that is number one, culture is the most important that doesn't matter if they are MBA or they have a degree, myself, I never went to university. So that has nothing to do with what what Jack was talking about your learning spirit, the fighting spirit, the hunger, anyone, any skill, if somebody wants it badly, they could develop. But I cannot teach them culture.

Jack ma:

And then year 2000 234 I spent a lot of time training our people, with the value, mission, and professionalism. And then we've got more managers, more leaders than most of the other startups. then we started to do better. It’s not about business model. Later, it's about create values for the others. And that that is very good advice for me.

technology might change, your product might change, your your service might change. But if you have the right people in place, the right culture, we can work together as a team, you can pivot ,you can innovate, you can adopt. So it's definitely it’s people driven, it's customer centered, when you are focusing on the customer, when you're focusing on people focusing on your team. That's what makes the company grow. And that's what makes the company stay, that's how you can sustain that growth.

Jack ma:

The future of e commerce is C to B, consumer to BUSINESS. The world is changing. It's not a b2b, it’s not a b to c , it’s not a c to c, it’s c2b, consume to business. because we have a large amount of consumers .the consumers can ask can say I want it tailor- made, I want large scale tailor-made. And this made the E-commerce in China fundamentally changed it.

I think this is the most important tip out of all All of them, where how you set the direction for your company. Meaning, what does that mean,it is not b2b ,it’s not or b2c , meaning that

consumers now they're more demanding than ever, that they want it the way that exactly they want it, they want to consume content, exactly how they want where they want, from whatever technology or computer that they want, you know, they choose to, to watch a show without interruption without ads, they want to do that, right? they want to watch it from their iPad, they (wanna)(want to) watch it on the iPhone or want to watch it from their TV, they want to be able to do that, it's up to them, they want to buy, and they want to consume on their own terms, meaning companies, organizations, we need to be able to fulfill their needs. If you are still going, that model of Oh, you know what this is what we have, this is this is what we created, and you should buy some . that model doesnot work. People wwant to buy on their own terms, and they want to spend money on their own terms. So as a company as your company organization, how do you do that? Even Coca Cola, you can see now one of the very successful campaign that they've done. they personalized the Coca Cola with people's name, you've seen that before, with their first name, why. that's, that's the now the the personalization. That's what's working even as big as broad as Coca Cola, you need to think about how the new custom tailor the needs of your customers. So there you go. Those are the rules of success from jack Ma. If you want to see more of these types of videos from me, Dan Locke, comment below. I'll see what other leaders while the entrepreneurs that I follow, just want to want to hear from their perspective and you also want to hear from my perspective.