

# A Perspective on Creating Value for the Long-term

Former Facebook's Data Team manager and founder of Cloudera, Jeff Hammerbacher, observed several years ago "The best minds of my generation are thinking about how to make people click ads; that sucks."

An example of creating value? Perhaps. But not so much for the long term.

Looking back on four decades of working with value creation (innovating) efforts of corporations around the world gives me pause. Upon reflection we need more compelling answers to the questions of where to innovate and why, answers beyond the parochial interests of the innovating organization itself.

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The answers I can imagine for long term value reflect more purposeful innovations that reside in the making of meaning more than money, the pursuit of substantive more than superficial value, the quest to contribute more than simply be different, the fostering of righteous more than merely efficient outcomes, the creation of just more than merely commercial success, the stewardship of common more than simply shareholders' interests, and the kind of growth that is faithful more than acquisitive.

Creating value for the long-term (and common good) will invite us to reconsider our assumptions of value itself.

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*Read more from Ciocca Center funded report on*

*"A Jesuit Way of Innovating?"(2021)*



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