

# Launching Potentially Big Ideas

- The Idea
- Communications
- The Team
- Leveraging the Organization
- Development Approach
- Detractors and Ambushers
- Other Organizational Factors
- Guiding Principles

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always on  
everywhere  
natural  
intelligent  
easy  
trusted*

The Idea



# The Idea

- Getting an Idea
- Formulating the concept
- Find out who knows what
- Validation

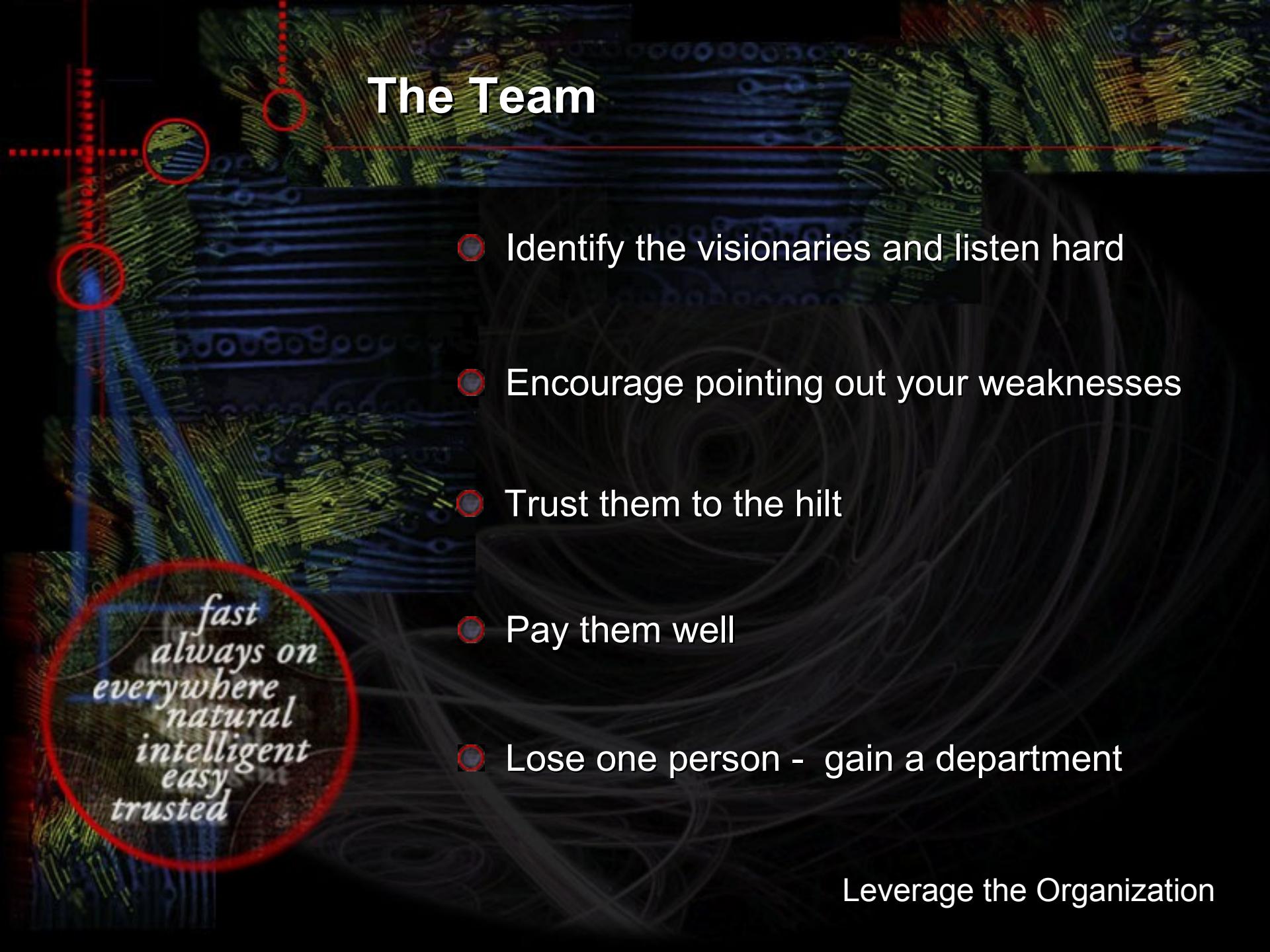
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# Communications

- Develop a simple theme
- Tell the story outside in
- Tell the story to everyone everywhere
- Build a team of evangelists
- Be lead evangelist - don't protect content

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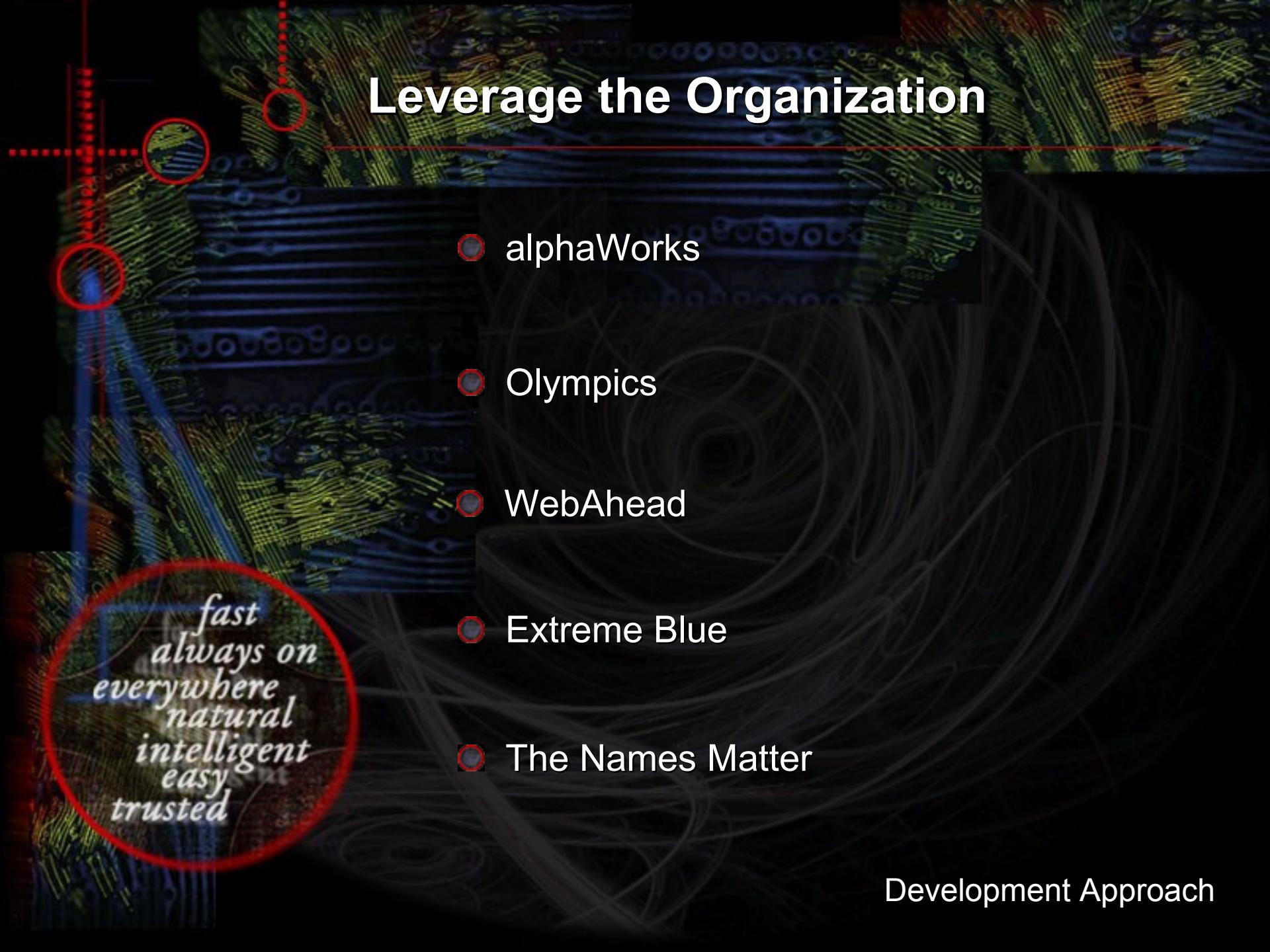
# The Team

- Identify the visionaries and listen hard
- Encourage pointing out your weaknesses
- Trust them to the hilt
- Pay them well
- Lose one person - gain a department



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Leverage the Organization



# Leverage the Organization

- alphaWorks
- Olympics
- WebAhead
- Extreme Blue
- The Names Matter

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Development Approach

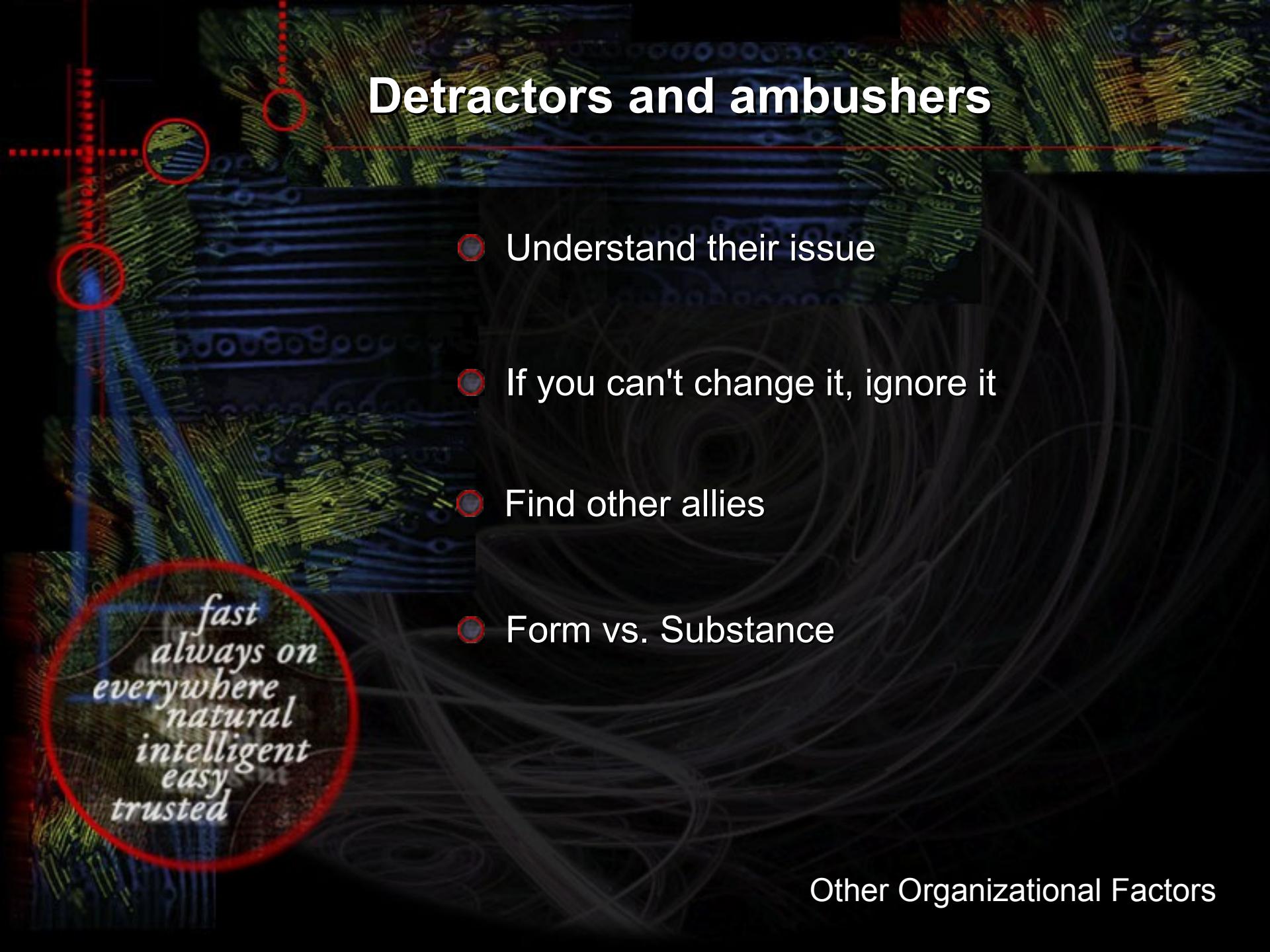
# Development Approach

- Small teams - maximum freedom of action
- Fail and fail often
- Avoid one-size-fits-all
- Make easy things easy
- Think Integration



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Detractors and ambushers



# Detractors and ambushers

- Understand their issue
- If you can't change it, ignore it
- Find other allies
- Form vs. Substance

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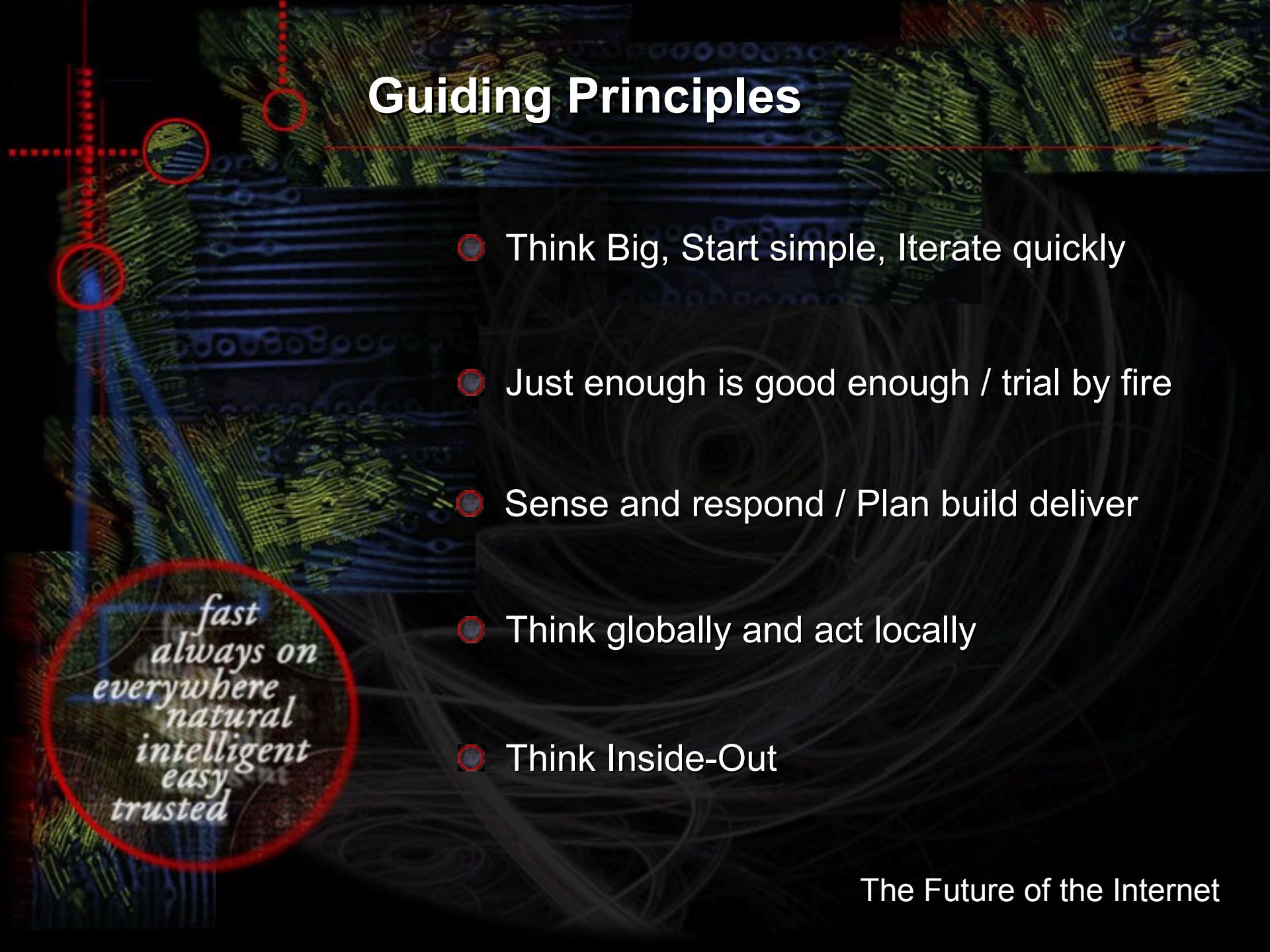
Other Organizational Factors

# Other Organizational Factors

- Air cover
- Taskmaster
- Luck

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Guiding Principles



# Guiding Principles

- Think Big, Start simple, Iterate quickly
- Just enough is good enough / trial by fire
- Sense and respond / Plan build deliver
- Think globally and act locally
- Think Inside-Out

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