



Intreprenuers **Risk-taking in large corporations**

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Success Factors

Always keep an eye on the future (trends, technology developments etc)

Identify gaps in the future needs of clients

Articulate how your idea can fit into “solving” the gap

“Sell” your idea (test out the idea with others)

Find an investor/sponsor

Deliver

*****Know how you are going to make money*****

If you are the idea person, surround yourself with financial experts and operational experts

If you are the “execution” person, surround yourself with visionaries and market analyzers

Challenges/Issues

Overcoming the myth that innovation happens only in small, nimble companies

You have to be a risk taker; must be confident in yourself and believe in your gut it is the right thing to do (but don't ignore market signs...)

The safety net is different in small vs large companies (sometimes) but the truth is, it all depends on your reputation

**Do we have the right safety nets for women leaders? (\$\$\$ and network)
in IBM EBOs (Emerging Business Organizations), about 30% of the leaders have been women**

Social entrepreneurs – is this an avenue in for women?

It is hard work—whether large or small company---understand the demands on your time

Critical Skills

Vision (what is unique?)

Marketing (sell the idea)

Communication (clearly stating the value to peers, sponsors, funders, etc)

Finances (create a business plan; know how you will make money)

Execution (ability to deliver)

Sales (closing the deal)

Persistance (don't give up!)

Passion (if you don't believe it in why should others?)