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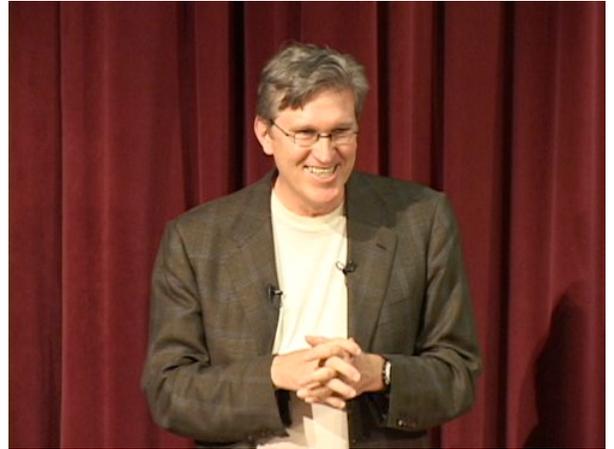
The Value of Broad-Based Leadership and Experience.

Jeff Raikes, *Microsoft*

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Video URL: <http://ecorner.stanford.edu/videos/917/The-Value-of-Broad-Based-Leadership-and-Experience->

Broad-based leadership is important to the success of a venture, says Raikes. Though everyone cannot have every skill, it is important to bring together a leadership team that has both a broad and deep set of experiences. Still, people should be hired more because they are passionate about what they do and willing to work hard, rather than their experiences.



Transcript

I hope to create Microsoft consultant. I've got the chance to work with how we get our product support. They're solution provider program when we reach out to lots of third-party companies who would put in place computer solutions. I had the opportunity to help develop the licensing programs. Why am I mentioning the importance of that? Because one of the key things that I learned and one of the things I suggest to you is that a way to help ensure the success of your venture, your business, is to ensure broad-based leadership, people who have been involved in a number of different dimensions. It's not to say that everybody that you have has done every element of the business, but it's the underscore and the importance in forming your business plan or thinking through your business opportunity to bring together a leadership team that has both a broad and deep set of experiences. And if there's anything I can tell you about the people you want to hire, it's that you want to get equal your passion or about what they're doing and are willing to get dirt underneath their fingernails. You don't want to hire people who have gotten through all those different disciplines but they did it because they were punching a ticket, because they felt like that was what's going to help them to get to be a GM or a VP. You want people who basically in every different role that they have done yet. And so one of the things that I really benefited from is that I've worked for years in product development and marketing and then I've worked for years in sales marketing support.

And so if you think about those seven businesses, I have a certain advantage. My advantage is I've had the opportunity to work on the product side and the sales and marketing side. Now, not everybody on your team will have done that but you want to make sure that you bring a team together that has had those right experiences. So that principle what I call, the importance of broad deep leadership and the value of experience, I think that's a very important one to consider as you're trying to build a venture.