



Stanford eCorner

Dream Big Dreams

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Video URL: <http://ecorner.stanford.edu/videos/1227/Dream-Big-Dreams>

Verma knows how important it is to have that big dream, and emphasizes that one must hold on to that dream. But it's essential to break that dream up into attainable goals, he adds.



Transcript

You got to dream big dreams; otherwise, it's hard to wake up in the morning. But you also got to break them up into bite-sized pieces because if you just keep focusing on these big dreams, it's hard to get past the day-to-day problems. So, you got to find a way to chunk these dreams. I mean, I still have a dream of world domination. But I want to track everything that moves. I want everything to have a radio tag and it should have the little Savi label on it. And everything should go in and we should be able to gather all of this information. But we started off with one thing; go after the US Army. OK, then I want the Navy, the Marines, the Air Force. OK, I got the Military, now what? NATO.

Now what? Australia. Now what? Denmark, Israel, India, Singapore, et cetera. OK. That's a goal, tangible goal. Now what do we want to do? Homeland Security. How do we go after Homeland Security? We want to go after every port that matters. OK, we got that one. Now what? We want to go after railcars. How do we do that? Each of these things kind of builds up towards a bigger vision. But don't get caught up.

I mean, just a visionary is a jackass because all he does is sit there and dream big dreams. You got to break it down into something that's executable, that your team can rally around. And you've got to take advantage of breaking it up into these smaller chunks so you have successes. Otherwise, it's very hard to wake up in the morning and keep thinking about, "Oh, I'm pushing this boulder right up a hill." You got to break it down into little wedges. So, each time you get past a certain milestone, you make a big deal out of it because, again, you're trying to build something that lasts. And stuff that lasts is built on shared successes. And if you have a series of shared successes that kind of build on each other, it becomes almost something that people strive to get to the next milestone.