



## Stanford eCorner

### Building Your Business

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Video URL: <http://ecorner.stanford.edu/videos/1493/Building-Your-Business>

Keller-Bottom shares some of the lessons learned while Innovent was growing. She says it was very important to work with competitors as collaborators as well as lead a very passionate team effectively during the development of the business.



#### Transcript

And as we grow up we learn how to play with others. That's the most important lesson you learn, when you grow up is how to play with others. This may sound like something very small, but actually, as you begin to build your own businesses, what you're going to find is it's very rarely about the technology. It's very rarely about your marketing. What it's about is your ability to work with competitors as collaborators at one point. It's about your ability to take people that are diverse and align their interests and directions. And it's also about your ability to take a team that is very passionate and get them to change their point of view at varying times during your development of your business, the cycle of development of your business.