



Stanford eCorner

Magic in Simplicity

Polly Sumner, *salesforce.com*; Liz Tinkham, *Accenture*

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Video URL: <http://ecorner.stanford.edu/videos/2412/Magic-in-Simplicity>

"There's magic in simplicity," asserts Polly Sumner, chief adoption officer at salesforce.com. When you make things simple, she says people will use them. "Look at the iPhone," she says, pointing out the relationship between innovation and simplicity in the tech industry. Accenture's Liz Tinkham adds that this simplicity becomes even more important when writing a solid business proposal. The idea needs to be communicated concisely to have any success, she says.



Transcript