

## GOOGLE'S PHILOSOPHY

*"Never settle for the best."*



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## COMMUNITY



The Values:

- Bold Ambition
- Collaboration
- Responsibility
- Learning

The Rules of Engagement:

- Respect
- Trust
- Influence
- See the whole
- Question everything
- Be data-driven

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## THE BOTTOM LINE

Innovation leaders see their role not as the visionary...

...but as the creator of a context in which others are **willing** and **able** to innovate.

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## INNOVATION LEADER



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## WILLING

Build a community with  
shared purpose,  
values, and rules of  
engagement.



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## YOUNG SPARKS

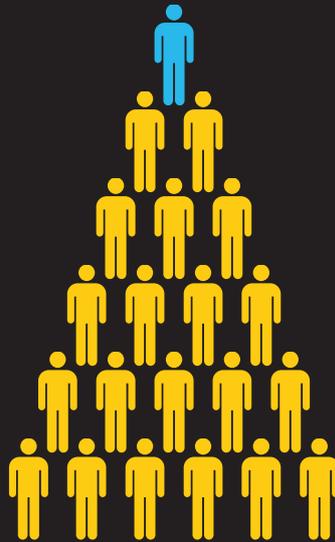


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# INNOVATION LEADER



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## THE AMBITION

- Value creator
- Game changer

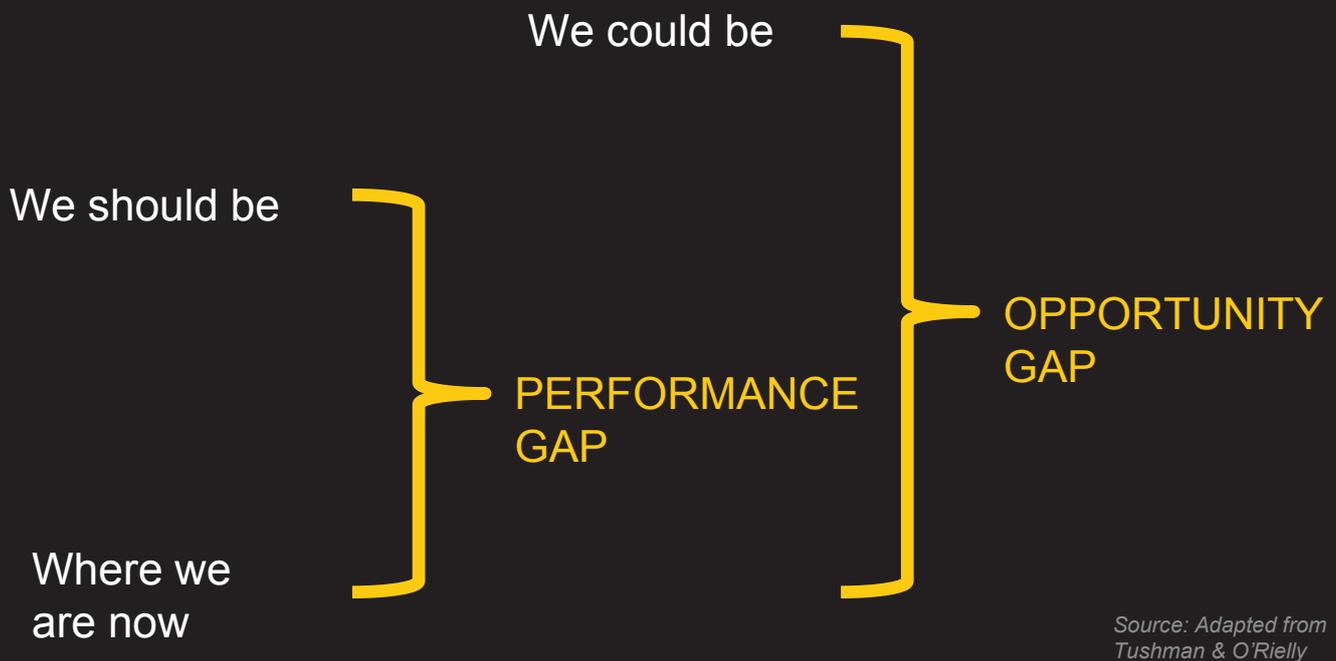
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## IDEAPRENEUR: ANUPAM ANAND



Anupam's ideas have been well-received by the customer and are expected to generate a comprehensive business impact of \$15 million for the customer in FY13. Moreover, the Universal Installer fetched the customer 758 million unique clicks from across the globe in just one year.

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## "EMPLOYEES FIRST" FINANCIAL IMPACT



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