

MBA + 10

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INSEAD
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A few words about me

IT studies: BSc and MSc in Informatics, University of Oslo

Academic research: PhD in Maths, Oxford University, Fellow Magdalen College

Teaching: Prof in Saudi Arabia, Advisor in China

Software Development: DEC SRC in Silicon Valley, Alta Vista

Business studies: MBA at INSEAD

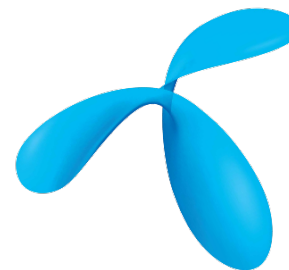
Management: Fast Search 6 Transfer, Microsoft

Business Development: Boards and investments GeoKnowledge, Camo, Sonitor

Board Work: Statkraft, Norsk Tipping, Aschehoug, small and large



Statkraft



telenor

ASCHEHOUG

kezzler

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Life happens



Some lessons learned

1. **INSEAD: organizational behavior**
2. **OXFORD: eccentrics and hard work**
3. **IFI: nerds and friends**
4. **SAUDI: adjusting expectations**
5. **FAST: being on a mission**
6. **MSFT: process and professionalism**
7. **BOARDS: people and complexity**

The Road To Success



what people think
it looks like



what it really
looks like

1) Sharpen your brand


“Think of yourself as a brand. You need to be remembered.

**What will they remember you for?
What defines you?”**

— Chris Arnold



2) Get out on the dance floor

A group of dancers in white dresses are performing in a large studio with large windows. The dancers are in various poses, with their long, flowing dresses creating a sense of movement and grace. The studio has a high ceiling and large windows that let in natural light, creating a bright and airy atmosphere. The dancers are positioned in a line, with some in the foreground and others in the background, all moving in a synchronized manner.

“Hide not your talents, they for use were made,
What's a sundial in the shade?”
— Benjamin Franklin

Think relevant PR

3) Be proud of the diversity you bring

**“Strength lies in differences,
not in similarities”**

— Stephen R. Covey



4) Find and respect your mentors



**“The mind is not a vessel to be filled,
but a fire to be kindled.”**

— Plutarch

5) TTT vs. career

“Don't worry about losing. If it is right, it happens - The main thing is not to hurry. Nothing good gets away.”

John Steinbeck



6) TTT vs. people

**It takes a long time to
grow an old friend.**

~John Leonard



7) Choose your company wisely

**Talent wins games,
but teamwork and
intelligence win
championships.
- *Michael Jordan***

“Don't
spend
time
beating
on a wall,
hoping to
transform
it into a
door.”
— Coco
Chanel

8) Be true to your passions



Do it with
passion or
not at all.

**LIFE ISN'T ABOUT
FINDING YOURSELF.
LIFE IS ABOUT
CREATING
YOURSELF.**

9) Make your company world-class



“It’s a very funny thing about life; if you refuse to accept anything but the best, you very often get it.” — W. Somerset Maugham

10) Be flexible

I may not have gone where I intended to go, but I think, I've ended up where I needed to be. – Douglas Adams



Top 10 Do-NOT's

1. Don't confuse the road with the goals
2. Don't wait for certainty and absence of risk
3. Don't hold your horses
4. Don't forget your mentors and partners
5. Don't blend in
6. Don't compromise
7. Don't lose your flexibility
8. Don't forget your driving forces
9. Don't forget your work-life balance
10. Don't forget to have fun

Practical advice



Head hunters

Networking

Individual meetings

Some advice to women

1. Think life phases – life is long, spend each phase wisely; stay true to your priorities
2. Choose your partner wisely – behind every successful woman...(this goes for bosses and companies too)
3. Control your control impulses, and accept help; time is limited, so both housework and extended family need to adjust to your work needs – it is OK; stop feeling constantly guilty about children, parents, in-laws... it really is OK
4. Build a strong network – it is both what you know and who you know; identify and listen to your mentors
5. Increase risk tolerance – avoid non-effective perfectionism; work hours are too short, so use the 20/80 principle
6. Create a real and unique position – combine deep skill with great commercial instincts
7. Do not aim to enter the boys club – never lose your female identity
8. Be a confident, straight speaker – build vision and inspiration – brand YOU
9. See and use to opportunities that come your way – perfect timing is a myth
10. Stay motivated, stay patient, stay hungry – enjoy the journey, and remember that goals can change

Learn the rules of the game,
play by the rules of the game,
until you are in a position to
change the rules of the game



Thank you!

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