

## **Planet of Talent Video Transcripts**

Guy 1: So you have an idea?

Guy 2: I have an idea

Guy 1: Where did the idea come from?

Guy 2: A dream. It came from a dream.

Guy 1: Not very tangible, is it?

Guy 2: Not yet.

Guy 1: But, it could be big. People will want it, need it, look for it, seek it out.

Guy 2: That's the idea.

Guy 1: But then reality sets in.

Guy 2: Reality?

Guy 1: Yeah, deployment, execution. You know, the heavy lifting.

Guy 2: I never thought of it like that

Guy 1: That's why most ideas – they never leave here.

Guy 2: Where are we, anyway?

Guy 1: This? This is the idea stage.

Guy 2: The idea stage?

Guy 1: It's still in here, in your head.

Guy 2: How do we get it out?

Guy 2: How do we get it out?

Guy 2: Hey! How do we get it out?!

Irving Wladawsky-Berger: The implication of a globally-integrated flat world for innovation is that you now need to pay attention to the world, in a way that you never did before.

Ginni Rometty: Globalization - It is absolutely inevitable. It is a tide you can swim into, and if you swim into it, there are great advantages for you to leverage.

George Bailey: Think about, how do I collaborate outside the four walls of my organization to create real value for the marketplace? And that's where you can create value for your shareholders as well.

Irving Wladawsky-Berger: They are enabling the ambitious and smart people anywhere in the world to innovate.

Guy 1: You need people

Guy 2: People?

Guy 1: Specialists, technicians, scientists.

Guy 2: Experts.

George Bailey: You have to make sure that the partner that you work with is somebody that you can trust, that is a cannibal for results and feels that they own the business problem as much as you do.

Jon Iwata: What I think real advantages us are the relationships we have with clients around the world. And what that gives us is a deep understanding of what is actually happening in the world today.

George Bailey: We're more than just about technology. We're about applying technology to the kinds of issues and problems that businesses face today.

Saul Berman: The people that can put those two pieces together – they're going to be the winners in the future.

Ginni Rometty: You are now operating in a model that is collaborative, it's open, its global and its networked.

Irving Wladawsky-Berger: It is easy to talk about change. It is very difficult to actually implement that change.

Jon Iwata: We like to deal with innovators. And we like to deal with clients who see themselves as progressive, modern, different.

Ginni Rometty: It's not what you make, but it's how you make it. And that's at the core of what it means to be a globally integrated enterprise.

Irving Wladawsky-Berger: What does it mean to be a globally integrated enterprise? It's not just to talk about your ideas.

Guy 1: This idea of yours is no piece of cake.

Guy: But it's a good idea, huh?

Guy 1: And now you need help.

Guy: That I do.

Irving Wladawsky-Berger: A real moment of truth is when your ideas are working in the marketplace. You've been able to take whatever inspired you and make it into a reality.