Values in action

Template

Review the information provided in the Additional Resources section and make sure you read about each of the focus areas that demonstrate our values in action:

* Innovation
* Diversity & Inclusion
* Corporate Social Responsibility
* Artificial Intelligence
* Trustworthy Computing

Select two focus areas (out of the five) that you are most interested in. Find a story for each of the two focus areas that you found the most inspiring, thought-provoking or note-worthy. Write a short paragraph outlining how the story you read demonstrated the value in action and why it appealed to you. Provide a link to the story you chose.

Innovation

The link to the story is: A couple of years ago, Forbes magazine laid out [9 rules for successful business innovation](https://www.forbes.com/sites/gregsatell/2016/02/28/if-you-want-to-innovate-learn-these-9-rules/#57e39a995cff) and the first one says that innovation is not a single event but a process. One single discovery or invention is not going to be enough to call it innovation, it is vital to ask the right questions in order to achieve a solution that actively transforms an entire company or industry. That is why innovation challenges are so important.

As Wikipedia put it, an innovation challenge is a method or process of the industrial process, product or business development. It is a form of social engineering, which focuses on the creation and elaboration of the best and most sustainable ideas, coming from the best innovators. However, sometimes the best minds for certain projects do not necessarily work inside one’s company and, because of that, it is advisable to listen to external points of view.

Let’s take a look at these innovation business success stories from two well-known companies that used innovation challenges to come up with groundbreaking products that we still use today.

This is how the story demonstrated the value in action:

Diversity & Inclusion

The link to the story is:

This is how the story demonstrated the value in action:

Corporate Social Responsibility

The link to the story is:

This is how the story demonstrated the value in action:

Artificial Intelligence

The link to the story is:

This is how the story demonstrated the value in action:

Trustworthy Computing

The link to the story is: Qualitatively, things like Bill's memo, observing the vast majority of people in the company acting as if they believe this was an important thing, is a qualitative way of deciding if we made progress.  
In terms of the quantitative measurements, I think of them in two ways. There is, How do we keep score internally on whether or not we're really doing the right thing? What I said a year ago, and which we are working every month to do better, is to develop an internal measurement system where we're able to assess the progress that people have made, assess their level of understanding of the issues, provide training and then keep score of that as a way of creating management metrics that allow the management of the company to look in a holistic way at Microsoft and say, "Well, are all the groups getting it? Are they doing the right stuff?"  
The ultimate outcome of this is, when you look at the products, do they exhibit better characteristics? And there, the anecdotal evidence which we begin to measure in a quantitative sense is certainly starting to support the claim that we will make a big difference here. If you look at Visual Studio .Net, which was the first product group to span down development in order to look at these particular security issues, one thing that's clearly observable is [that] we delayed the shipment of the product from Thanksgiving [2001] until February [2002] specifically because we made decisions to make changes. That costs real money, affects real programs and real people.  
Right now, we're very pleased, because the number of security issues that have come up in that product since its release is de minimis

This is how the story demonstrated the value in action: