

# How Microsoft Became Innovative Again

[Link](#)

## Sintesis

Microsoft CEO Satya Nadella told reportees that artificial intelligence was creating a “new day in search.” by integrating Open AI’s ChatGPT technology to Bing in order to generate information directly for users, instead of only links. And with this, it’s directly challenging Google.

## Microsoft’s Existential Moment

It’s due to a change in its culture. This reorientation was accompanied by a strategic shift. Instead of protecting its assets, in a defensive posture, Microsoft went on offense, ceding big investments in existing tech and looking to jump into emerging opportunities.

## Adopting a Startup Mindset

- Obsession with customers. Change their metrics from sales to what customers use.
- Freed up its engineering talent.
- Sponsored what is called the world’s largest private hackathon.

## Committing to the Change

Nadella has started the change with:

- Freed up the Nokia engineers.
- Bought LinkedIn
- Bought GitHub
- Bought Activision Blizzard

## Game On

On the other hand, as microsoft goes to offensive play, Google is playing deffense. Even thought google could still prevail over time, it has real competition now, and will need a cultural change similar to Microsoft's.

## **Comentarios**

This article let me know the change that microsoft is really taking, and I'm impressed about it.

Also, the advice or lesson about not playing defense or taking things for granted seems like an interesting point to think of. Whether you're a big tech or another kind of company, this is must-know article for all those who want to keey growing and innovating.