

## **Unit -2 : Satya Nadella's Email to His Employees on his First Day as CEO of Microsoft**

**Introduction:** Satya Narayana Nadella was born in 1967 in Hyderabad and was educated in the Hyderabad Public School. He pursued BE in electronic engineering from the Manipal Institute of Technology, Manipal. He then moved to the US to study MS (Computer Science) from the University of Wisconsin. His career took off when he became a member of the technology staff in Sun Microsystems and then got a job offer from Microsoft where he worked his way up the ranks and on 4 February 2014, he was appointed CEO of Microsoft.

**Nadella's Formative Influences:** After taking over as the new CEO, Nadella sent an email to the Microsoft employees. This email announces a new mission statement for the company to empower every person and every organization on the planet to achieve more. It also talks about the company's vision and the direction it envisages to move in. In the letter introducing himself to the employees, Nadella says that he is 46 and has been married for 22 years. His ideology and thoughts have been shaped by his family and his overall life experiences. His well wishers say that he can be defined by his curiosity and thirst for learning. He buys several books and joins several online courses to update himself. He fundamentally believes that if we are not learning new things, we stop doing great and useful things. Hence family, curiosity and hunger for knowledge all define Satya Nadella. In short, he is family man, who works hard like everyone and aims to be at the top.

**Microsoft – Best Company in the World:** Nadella believes Microsoft is a great place to work in because it believes in empowering its employees to innovate. Microsoft Corporation's primary competitors are Oracle, Google, Apple and Facebook. Employee retention has remained quite a challenge with increasing competition. In the letter he states that how clearly they could empower people to do magical things with their creations and ultimately make the world a better place. He knew that there was no better company to join if wanted to make a difference. This is the very same inspiration that continues to drive Nadella at Microsoft. This is now being seen as a plea from Nadella to the employees to continue on in Microsoft, for they would be rewarded in due course.

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**Future of Technology:** One of the first things that Nadella did after taking over as the CEO, was to request Bill Gates to continue with Microsoft. It has emerged that Bill Gates will work as Technology Adviser for the New CEO. Nadella forecast cloud computing, Machine learning, insights from big data and increasingly ubiquitous technology with connected devices as the future, and says that Microsoft will have to evolve to keep pace with these emerging technologies and trends. Microsoft's goal in its early years was to have a PC in every home and on every desk. This goal has largely been achieved in the developed world. Today, the world has more or less moved away from PCs and instead favors Mobile and Clouds-Computing devices. In a clear sign that Microsoft will be looking at strengthening its hold on the mobile device market, Nadella states that Microsoft has moved on from the early desktops to broader ranges.

**Motivating Microsoft Employees:** Nadella believes Microsoft is uniquely situated to achieve its goal of being a tech leader in the coming decades as well, because it can harness the power of Software as well as hardware, through its acquisition of Nokia. He believes that going forward, Microsoft must focus on innovation which empower people to do more and improve their lives. Nadella says that employees commonly underestimate their role in a company, and overestimate the role of others. He says that each employee must work towards innovating technology which will make people's lives better and easier, and this way, also find meaning and joy in their work.

**Nadella's Strategy for Microsoft:** Despite its long success, Microsoft over the years has seen a dip in its shares and that is what Nadella primarily wants to address when he says that Our industry does not respect tradition — it only respects innovation. This is a critical time for the industry and for Microsoft. In short, Nadella wants Microsoft to gear up for the increasing competition and prove itself as a strong rival like it was a decade back. This starts with clarity of purpose and sense of mission that lead to imagine the impossible and deliver it. Many companies to aspire to change the world but very few have all the elements required. He says that Microsoft has proven that it has all the three - talent, resources and perseverance are the foundation on which a company attains great heights, and concludes by saying Microsoft has all of this in plenty.

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