

SYMPHONICAL

UPLOAD YOUR ACTIVITIES – DOWNLOAD YOUR RHYTHM



# Solve frustrations as a lifestyle!

A personal story on what it takes to succeed starting your own business.  
In Norway and other countries

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April 27, 2009  
Stanford School of Engineering

# Overview

- About Norway
- About me
- About my lessons
  - Feedback Research
  - Conformat
  - ACTonFACT
  - Symphonical
- Summary of lessons learned



# Norway = 0.968 $\approx$ 1

- Life Expectancy Index =  $\frac{LE - 25}{85 - 25}$
- Education Index =  $\frac{2}{3} \times ALI + \frac{1}{3} \times GEI$ 
  - Adult Literacy Index (ALI) =  $\frac{ALR - 0}{100 - 0}$
  - Gross Enrollment Index (GEI) =  $\frac{GER - 0}{100 - 0}$
- GDP Index =  $\frac{\log(GDP_{pc}) - \log(100)}{\log(40000) - \log(100)}$
- *Total* Human dev. index(HDI) = 0.968

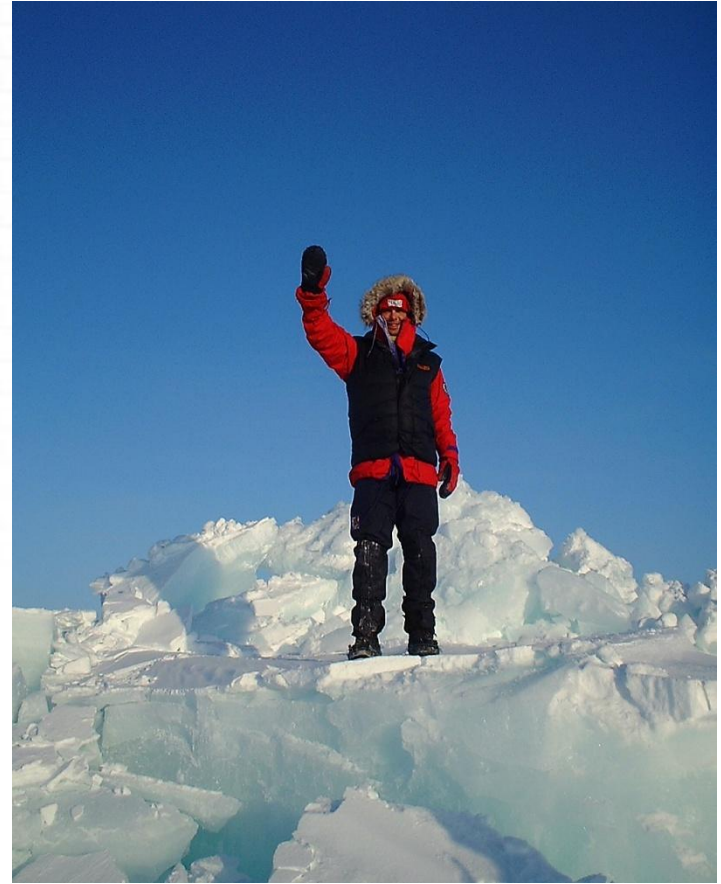


# I'm a father and a singer..





# ....a mountaineer and a skier..



# ..but here are my business lessons

Companies I founded with lessons attached

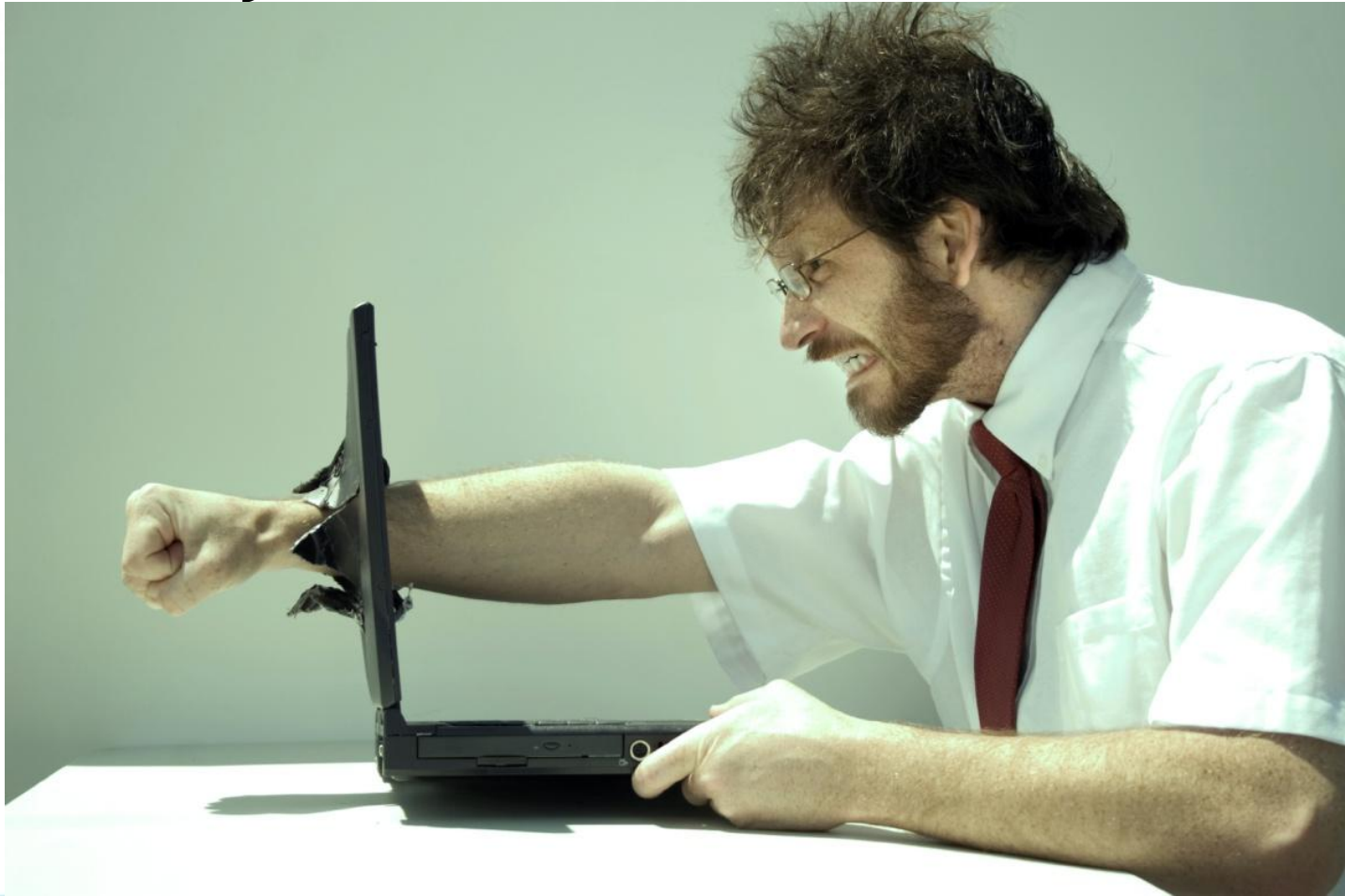
- Feedback Research (3rd biggest survey firm in Norway)
- Conformat (global leader in online interviewing software)
- ACTonFACT ("from dead facts to vital action")
- Symphonical (global orchestration infrastructure software)

Other companies where I am involved today

- SurvAid (Everything for the professional researcher)
- Open Advertising Exchange (competing with Google – on advertising brokering)
- Attentio (competing with Google search)
- Norwegian Market Research Society



# Frustrations - a key driver for innovation



# Without this combination - you are toast!



From the book "From good to great" by Jim Collins

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# Money is nothing and everything - its like oxygen.

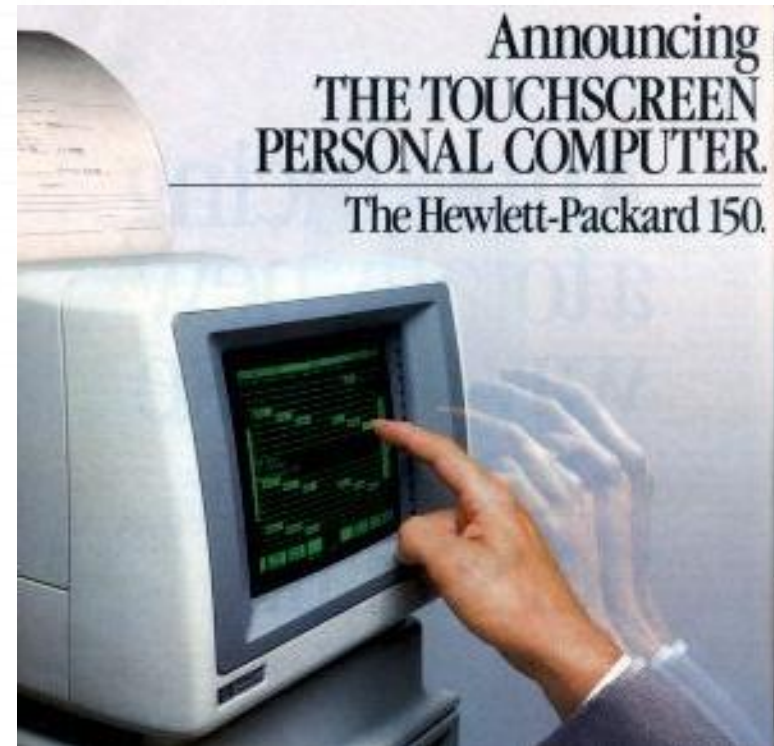
- Necessary for surviving
- A yardstick – not a goal
- Money alone should never be the end goal
- Don't optimize short term



# FEEDBACK

## Frustration: Lack of speed and efficiency

- Lessons learned:
  - Stay within the concept – but be creative
  - 100 or 0% support
  - Discipline is not tyranny
  - Make lists of NOT-to-do's
  - It may look boring on the outside
  - Competence and clear goals instead of bureaucracy



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- Frustration: Lack of integrated work process
- Lessons learned: PEOPLE
  - Employ the best, give them responsibility
  - Stand on each others shoulders, not feet
  - Variation is good
  - Share management information
  - One "bad apple" can ruin everything
    - Get "him" out – but be fair doing so.
    - Even if they are smart they MUST fit in



# ACT **on** FACT

- **FRUSTRATION:** Lack of follow up on research
- Lesson learned: How to improve poor decision making
  - Ask for and map them
  - Disguised opportunities
  - Take them seriously and they will thank you forever





# Symphonical

- Frustration: Lack of technology to support collaboration processes
- Lesson learned:

The magic in BHAG

- Big Hairy Audacious Goal
- Extremely powerful if within the concept!
- Must be wisely developed and not too cocky



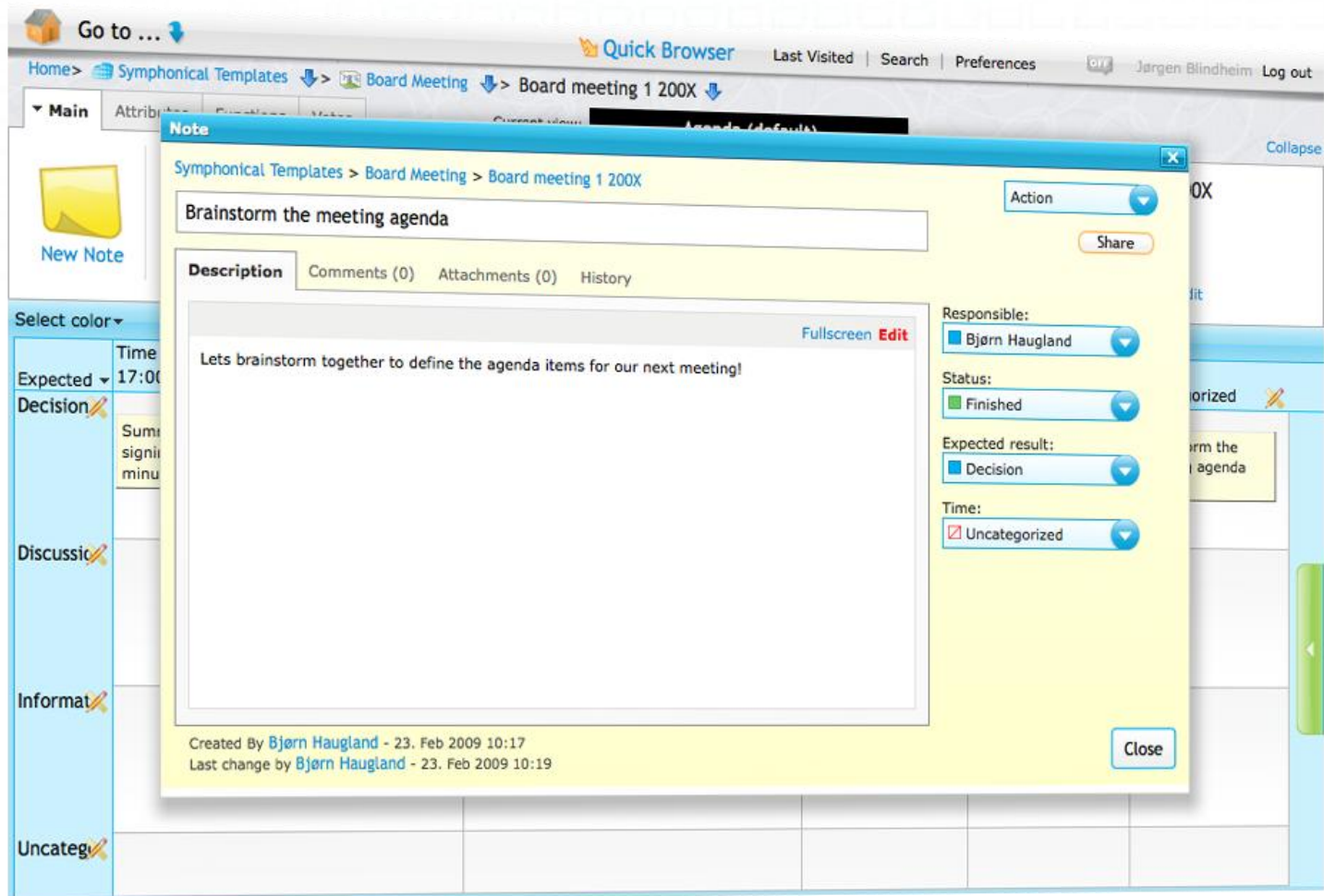
# Goal:

To become the global infrastructure for helping people orchestrate processes

- You can't surf a process - but you can SYMPH IT!

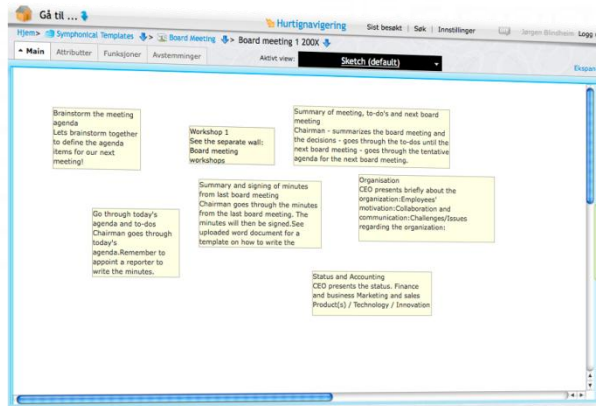


# "Sticky notes" on steroids!

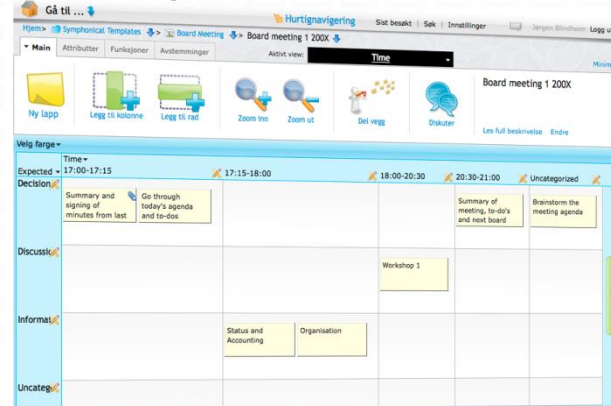


# Meeting process

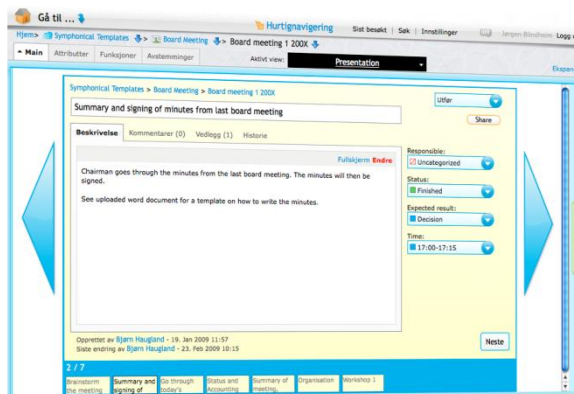
## 1. Brainstorm



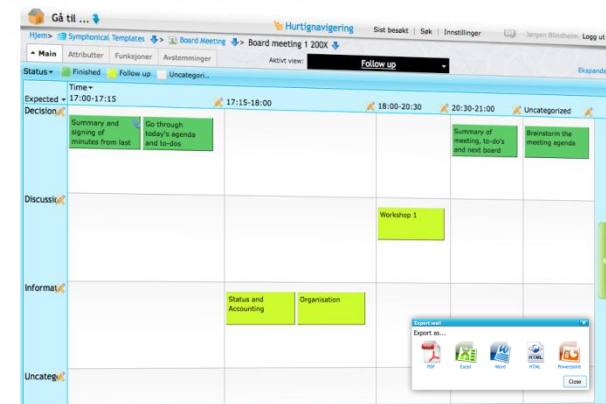
## 2. Prepare



## 3. Present



## 4. Follow up





### 3. Walls put into system = Process



# Summary: Lessons learned

- Frustration is a tool
- Hire people better than yourself
- It's a marathon – not a sprint.



# Thank you and good luck

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