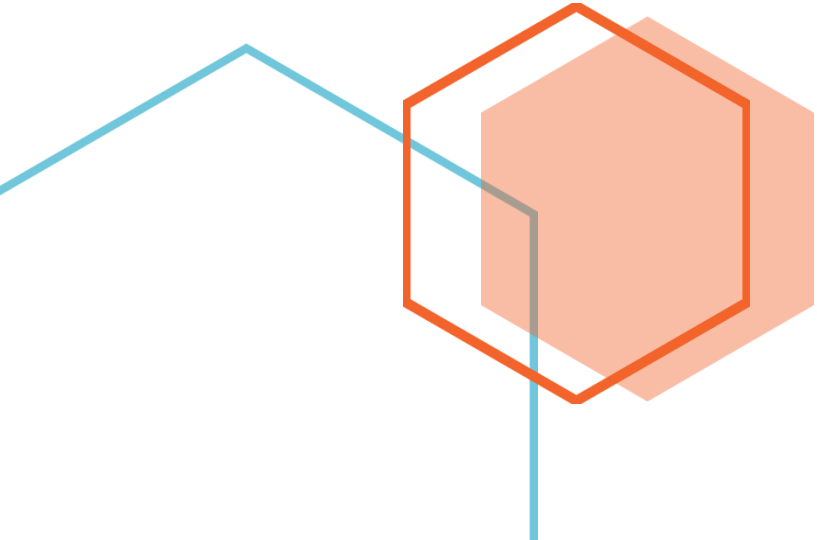# [Adam Pisoni]

[United States of America]

" Having confidence in a company's mission is critical for a founder—it's impossible to get through the trials and tribulations of a startup without it"

Person's background

Adam Pisoniis referred to by many people as a "tech entrepreneur". So, what do tech entrepreneurs do? They can be in charge of various activities but the thing that unites them is applying ideas using technology.That is definitely true for Adam Pisoni,who is most famous for co-founding the enterprise social network – Yammer.

Adam Pisoni was born in Long Island, New York. At the age of four, his family moved to Phoenix, Arizona. He doesn't hold an official diploma for education. He droppedout of highschoolin 11th gradeand enrolled in Scottsdale Community College, located on the Salt River Pima-Maricopa Indian Community in Scottsdale, a suburb/rural area of Phoenix, Arizona. During his first year at Scottsdale, he decided to start a business, so he quit Scottsdale College.

Mr. Pisonimoved to Los Angeles in 1995 to pursue his then-dream to run a web-design start-up. After going through many ups and downs, he managed to have his first big breakthrough with Yammer in 2008, but this was not achieved right away.

First steps in entrepreneurship and faced difficulties

Ever since college,Pisoniknew he wanted to have his own business. His first significant attempt to start his own business was at the age of 19 when he left college and moved to Los Angeles to launch a web-design start-up, Cnation. He invested a lot of efforts and countless hours of hard work as co-founder and Chief Technology Officer and the company managed to grow to 2 million dollars in sales with over 30 employees with clients including CBS Market Watch, BizRate.com, Fox Interactive, Nissan of Japan, and Honda. Cnation's work for Honda earned them the 1997 Clio award for interactive design. However, in the early 2000's the dotcom bubble burst led to the shutdown of the company.

It seemed that Pisoni did not have problems in setting up a new business, though he faced the same difficulties as everybody doing business - unpredictable external environment.

How and why the person has succeeded, lessons learnt

Before starting Cnation, Pisoni had tried a few short-lived ventures, including a real estate website. Then came Cnation and though being successful for a certain period of time, Cnation turned out to be a failed initiative for Pisoniand his team.

When it failed, he gave up entrepreneurship for a while and moved to Mammoth Lakes, a mountain town not far from Yosemite National Park, where he worked at a snowboard shop for three years.

In 2004, he returned into the tech world, becoming director of web engineering at Shopzilla, an e-commerce company. Three years later he joined Geni, a genealogy website founded by David Sacks, with whom he founded Yammer.

"Companies rarely fail because of the technology -- that, you can fix. They fail because they don't focus on all the other things that are so important, like who you hire and how well they can all work together."

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In an interview for CMSWire,Pisoni admits that the biggest lesson he learned at Yammer was realizing that in many organizations there is an unavoidable, natural tension between efficiency and predictability vs. responsiveness. He explains that "historically, organizations maintained a hierarchical organizational chart, engaged in long-term planning, and held narrowly-defined roles and specializations in order to drive efficiency, in a world that didn't change very much. However, with the increased speed of information sharing and an increased pace of change, this focus on efficiency is claiming a fatal price."

According to Pisoni, in the new reality what is needed is a new mind-set.It is believed that the success of Yammer is based on astrong viral business marketing campaign, offering a basic service for free and then convincing customers to pay for additional features.

Present situation and tips for success

The Last initiative of Pisoni is his new company, Abl, launched in 2015. It has 17 employees and has raised $12 million in venture-capital funding. The project is currently in a pilot phase of testing in a dozen schools its computer-based platform, which allows school-based personnel to input and shift the schedule quickly, highlighting conflicts and imbalances as they go.

Pisoniis also dealing with Responsive.org, a new movement co-founded by him and dedicated to helping companies become more agile, adaptive and empowering.

"Having confidence in a company's mission is critical for a founder—it's impossible to get through the trials and tribulations of a start-up without it"

Start with small changes to your company. "Leaders are all looking for one company to make a big shift, but people should be doing little changes. Experiment with your workspace, budgets, communications, review process, etc." - https://www.businessnewsdaily.com/6631-microsoft-panel-leadership-advice.html

When you start a new company, usually you are very passionate about an idea or a product. But the challenge for a start-up is just as much building the company as it is making the product.

The motto at Yammer is "it is not about building great products, it is about building the company that builds great products".

Conclusion

Adam Pisoni'ssuccess story proves that individuals can do whatever they wish to achieve, provided they persist through and plan for failures. He inspires business leaders, working people, students from all over the world highlighting his journey from relatively little to the fulfilment of his dreams of success.

Pisoniadmits that as he ran his various businessesthere was always the rational fear of failure, as well as the irrational fear of success. In his interviews he always stresses the importance of making smart business moves based on careful thought and hypothesis testing, rather than always using the "go get 'em" attitude, which is common to many entrepreneurs.

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