

# Why the best ideas must win. Everyday.



## Successful ventures can't allow for less

Steve Jobs famously said “the best ideas have to win, otherwise good people don’t stay.” I’ve often thought of those words to be the “good people” within the organization. The high value and experienced employees, executives, leaders within the company that drive the vision, strategies and execution.

But it’s become clear to me that the *good people* are not only the ones that drive the business but they’re also the partners, connectors and customers that the business relies on to achieve milestones.

In the incredibly fast paced technology world where decision makers face more choices with what seems to be less time, landing on the highest quality ideas is the ultimate differentiator. It’s always been about the quality of the people and partners. High quality people are made up of high quality thoughts.

Steve Jobs knew all too well that the best ideas don’t always win. Internal politics, personalities and inexperience can push out great ideas. Sometimes just weak or not-very-good-ideas will conquer the day. Inevitably the business suffers. The blame spreads. The morale drops. And the top people must leave.

One must assume that if there isn’t a collective effort from the top to support the best ideas that the plan will weaken and ultimately fail, no matter the size of the business. The most innovative and well-executed ideas should succeed in all areas of product design, marketing, team-building, managing and in the marketplace.

This philosophy emphasizes the importance of meritocracy and a focus on excellence, as opposed to being bound by tradition, hierarchy or personal biases. The best ideas should win based on their quality, not because of who came up with them or any other arbitrary factor.

Our team at Amove approaches this with great care. It’s essential for us to remain transparent, constantly challenging ourselves if we’re going to innovate and deliver our collective highest value. We’re passionate about playing an active role in a world where the greatest ideas win as often as possible.

Patrick Kennedy | Co-Founder & CEO at Amove Technologies

## Amove Benefits

- Instant access any cloud or on-premise storage from your desktop
- Move large files or folders with ease and speed from anywhere
- Real time remote collaboration across all of your workflows
- Backup or sync between as many clouds or locations as needed
- Securely move petabytes between clouds with no object ever left behind. Optimize your cloud storage.
- Get started in minutes for free

