**Assignment details**

**Topic of paper:** Your analysis and conclusions from watching a YouTube interview where Microsoft CEO Satya Nadella discusses making the company more collaborative and its purchase of LinkedIn. He speaks with David Rubenstein for "The David Rubenstein Show: Peer-to-Peer Conversations."

**Link:** [**https://www.youtube.com/watch?v=nsODQzeX4t0**](https://www.youtube.com/watch?v=nsODQzeX4t0)

**Length:** 2,000 words +/- 5%

* Abstract
* Introduction
* Research
* Examples & Analysis
* Conclusion

**Approach:** As you watch the video interview, and afterward, think about all the things we have learned about Change Management in this class. Where do you see them in the context of what the CEO is saying? Feel free to respectfully agree/disagree with what is being said about the Microsoft workplace (but support your position with facts!)

**Personal insights / critical thinking: This is a big deal.** I must see your thinking, your critical thought about why/why not actions occur. I want to see how you "connect the dots" meaning how you see the interrelationships between events and actions. I want to know how you apply what you are learning to understand the past, present, and the future.

**Super writing.** Yes of course, great grammar and spelling. But more. **Don't simply write words telling me about something, Show me!** By that I mean your words must "paint a picture in my mind." Something that evokes emotion, is simple to understand, and leaves a personal impression.