Ready for your close-up?
Tell us what you do - and why it matters

Smarter Planet has energized IBMers around the notion that through our collective efforts, we can help the world work better. The fact is: every day, here in Software Group, the work you do is making a difference – for our clients, our teammates and for IBM.

Now is the time to step back and ask yourself: what makes me an IBMer, what do I do and why does it matter? Think about the exciting, creative and meaningful things you do on behalf of clients, and IBM, every day. Then, tell your story to colleagues around the world in your own personal video or audio.

Express yourself
Tell us in your own words. Your submission can be funny, serious, dramatic, animated, musical - whatever creative and memorable approach works best. Here's the challenge: you must do it in two minutes or less. The best stories will be showcased on w3, in internal presentations and through other promotional platforms.

The goal is to introduce IBM Software Group employees to the extraordinary company they keep. It's time to shine the spotlight on the great work being done - and get to know each other better in the process.

Create your story
A video **(.wmv)** or audio (**mp3**) file will do. Keep it simple. Just answer the following questions in plain language. (Please limit jargon and acronyms.)

- **Who are you?** State your name and job title (within Software Group) at IBM.
- **What do you do at IBM?** Briefly again, and in plain language. For example, are you a marketing professional who helps small business clients fully understand the benefits of Lotus Software offerings for them?
- **Why does it matter?** Are you helping small businesses work smarter? Contributing to a smarter planet? Tell us a brief story about a cool project you're working on that made a difference. (An example could be how you helped one client save extra money that s/he used toward green office technology.)
- **Add an ending**: Restate your first and last name and add "I'm an IBMer." (Example: "I'm Jane Doe, and I'm an IBMer.")

Don't wait. Send all entries to Shara Sokol at shara@us.ibm.com.