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LEADERS &amp; SUCCESS

## Dare To Advance Beyond

By SONJA CARBERRY

Posted 01:36 PM ET

Vision plus tenacity. That's how futuristic ideas become reality. How firms drive ultramodern advances into the mainstream:

- **Aim higher.** Imagine living healthily past 100 years of age. That's the endgame that CEO Kevin Hrusovsky sees at **Caliper Life Sciences (CALP)**.

"We have this great purpose to revolutionize medicine and health care," he told IBD.

Caliper arms scientists with the advanced research tools they need to speed the discovery process.

Those tools are helping bring about vaccines for cancers and make genome mapping more affordable.

Hrusovsky keeps employees' eyes on distant goals as he makes motivational speeches.

"We try to get them fired up to be as they can possibly be," he said.

- **Try celluloid therapy.** Hrusovsky also lets star-studded flicks do the talking. He recently donned a horse jockey's costume and screened the movie "Secretariat" for his staff.

The message? Caliper, like the triple crown horse-racing champion, might be winning. But that's no time to slow down.

"When things are going great, that's when it's easy to become complacent," Hrusovsky said.

- **Push envelopes.** Caliper has entered an agreement to be bought by **PerkinElmer (PKI)** for \$600 million. It's another adrenaline moment for Hrusovsky: "This acquisition is going to grow jobs instead of eliminate jobs."

- **Solve universal problems.** Star Trek's Capt. Kirk communicated with aliens by using a microphone-shaped translator. In the real world, SpeechTrans CEO Yan Auerbach says his business partner, John Frei, wanted to help people communicate with locals abroad and created a terrestrial version of that space-age tool.

"We've accomplished the science fiction, and now it's science fact," said Auerbach.

SpeechTrans' mobile app offers two-way speech recognition and translation — letting Americans speak with Russians, for example, through their iPhones, androids and on Facebook chat.

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### Investing Tip

Distribution can clue you in to the broad market's topping action.



• **Face the giant.** SpeechTrans isn't alone. **Google (GOOG)** released its Google Translate for the iPhone earlier this year. It wasn't the death knell for SpeechTrans. "Ever since Google came to market, our sales have gone up," Auerbach said. "There will always be those people who are looking for more than what Google offers."

• **Set the pace.** "We're continuously evolving and continuously staying ahead of the competition in order to not get left behind," said Auerbach. "The dream is to allow anyone to communicate with anyone, across any device."

• **Lead 'em to water.** The cart was before the horse in 2004 for HireVue, an Internet-based video-interviewing platform for human resource professionals.

CEO Mark Newman often had to mail Webcams to clients who'd never used the tech tool.

"Now there's a much broader acceptance," he said. That turned into demand. Firms are increasingly tapping HireVue to add efficiency to the job-screening process. "Candidates can do the interview on their own time, and managers review it on their own time."

• **Try a different tack.** Newman received many rejections while pursuing venture capital for HireVue — until he recalled a mentor's advice: If you ask for money, you'll probably get advice. If you ask for advice, you'll probably walk out with money.

So Newman went back to an investor who'd turned him down.

"I walked out with a handshake and a letter of intent," Newman said.

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