

# LEVEL++

This is a must-read book for Career Planning. I highly recommend it to the Students, Aspirants, Professionals to follow the success pointers.

– **Rajat Jain, Author and Author Coach**

I highly recommend it to anyone who is facing career dilemma. Be it a 10<sup>th</sup> grader or a college graduate or someone in a job.

– **Manav Gaur, Cofounder & CEO – Monocept Consulting**

In the current technology and business disruption state, global career landscape is changing at a fast pace. It's now essential to equip our students and parents with the right mindset and framework in career planning so that they can discover their unlimited potential, think and achieve big. There is a creed of success and genius that is little or not promoted in our society and education system. As a result, we are producing a more mediocre workforce and lesser strong professionals. Now it's time to turn the table by enabling this generation as achievers with an entrepreneurial mindset and make them expert professionals in their fields. This book not only unfolds genius science rituals but also captures practical steps and exercises so that readers can apply and realize extraordinary goals. This is really a genuine gift to children and family members.



**Maurya SN** is Author, Career Coach & Mentor, an alumnus of BITS-Pilani and IIM Bangalore. He has worked around 25 years across Government, PSU and giant Corporates. Currently he is also part of Professionals Development Foundation, Level ++ initiative and active crusader of Shram-Samman movement to spread awareness of Labor Regards in India, to make India an inclusive Developed Nation and Super Economy Power.



LEVEL++

MAURYA SN

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Career Planning  
& Success Mindset  
Blueprint

MAURYA SN

# LEVEL<sup>++</sup>

CAREER PLANNING &  
SUCCESS MINDSET BLUEPRINT

MAURYA SN



INDIA • SINGAPORE • MALAYSIA



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This Book is dedicated to my Parents who brought & nurtured me in this world. my eldest brother who inspired me to make a positive Impact to Society.

My wife & daughters (Prashansa & Prasiddhi)  
for taking care of me to keep going in the journey.

Last not but not the least, all my colleagues and college friends,  
who have taught life lessons in their way.

# Appreciations

- I highly recommend it to anyone who is facing career dilemma. Be it a 10th grader or a college graduate or someone in a job.

– *Manav Gaur, Cofounder & CEO - Monocept Consulting*

- A must-read for Career Planning, read this book and get the pointers for Success.

– *Rajesh Singh, Scientist ( DEAL-, DRDO )*

- This is a must-read book for Career Planning. I highly recommend it to the Students, Aspirants, Professionals to follow the success pointers.

– *Rajat Jain, Author and Author Coach*

- It is an excellent guide to career planning for both students as well as seasoned professionals facing a dilemma of what real success is and how to become successful. It covers the subject in breadth vis a vis in-depth.

– *Roopesh Singh, VP, Huawei Technologies*

- This book is an eye-opener, I wish I had it when I was starting my corporate journey -

*– Amar Sharma, IIT alumnae and CEO,  
WOIR Software*

- Fantastically concise and presented the realistic and practical aspects of life for the youths of modern era.

*– Dr. S. B. Singh, G B Pant Univ. of Agriculture &  
Technology, Pantnagar*

# Contents

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<i>Preface</i> .....	13
<i>Acknowledgements</i> .....	15
<b>1 Career Dilemma</b> .....	<b>17</b>
Hardship is Never a Roadblock .....	17
A Reference Point .....	17
Mindset Trap.....	18
Social Agenda.....	18
Quest for a Purpose.....	19
Change is Only Constant.....	19
Knowledge with Actions Has Superpower.....	21
<b>2 Education System Evolution</b> .....	<b>22</b>
Old is Gold.....	22
An Inflicted Gift .....	22
Necessity is Mother of Invention.....	23
Dawn of a New Era.....	23
Late than Never .....	24
Knowledge with Actions Has Superpower.....	25

<b>3</b>	<b>Intelligence that Matters</b> .....	<b>26</b>
	Are We Intelligent? .....	26
	Musical-Rhythmic Intelligence .....	27
	Visual-Spatial Intelligence.....	27
	Verbal-Linguistic Intelligence .....	28
	Logical-Mathematical Intelligence.....	28
	Bodily-Kinesthetic Intelligence.....	28
	Interpersonal Intelligence.....	28
	Naturalistic Intelligence .....	29
	Trending Qs .....	29
	Knowledge with Actions Has Superpower .....	31
<b>4</b>	<b>Career v/s Jobs</b> .....	<b>32</b>
	Choices Makes Our Destiny.....	32
	End of the Day .....	32
	Sky is the Limit Who Think So .....	33
	Right or Wrong is Just Perception.....	33
	You Are the Best Judge.....	34
	Knowledge with Actions Has Superpower .....	35
<b>5</b>	<b>Career Choices &amp; Decision Framework</b> .....	<b>36</b>
	Abundance Journey .....	36
	Legacy Mindset Trap .....	36
	Rat Race Catastrophe.....	37
	Innate Strength .....	38
	Personal Aspiration.....	39
	Prospects .....	41
	Knowledge with Actions Has Superpower .....	42
<b>6</b>	<b>Passion &amp; Profession</b> .....	<b>43</b>
	Genius Are Not Born .....	43
	Rising Above the Crowd.....	44
	Knowledge with Actions Has Superpower .....	46

<b>7</b>	<b>Mind, Body and Soul Play</b> .....	<b>47</b>
	Our Thoughts Matters .....	47
	Sailing Against Ocean Tide .....	48
	Body is Invaluable .....	51
	Mind is Gold Mine but it's a Monkey .....	51
	Our Soul is a Diamond Treasure .....	51
	Mindset Transformation .....	52
	Knowledge with Actions Has Superpower .....	54
<b>8</b>	<b>Money, Success and Happiness</b> .....	<b>55</b>
	Money follows Success .....	56
	Success and Happiness Go Hand in Hand.....	56
	Knowledge with Actions Has Superpower .....	57
<b>9</b>	<b>Beyond Competition</b> .....	<b>58</b>
	Competition is a Game .....	58
	Competition as Passion not a Poison .....	59
	Winning or Pretext Mindset.....	60
	Rising Above the Competition .....	60
	Create a new Game .....	61
	Knowledge with Actions Has Superpower .....	62
<b>10</b>	<b>Handling Failures</b> .....	<b>63</b>
	Challenges Create Robust Characters .....	64
	No Foolproof Success Formulae.....	64
	Failure is Success Delayed.....	65
	Climb Higher and Even a New Mountain .....	65
	Game is Never Over .....	66
	Knowledge with Actions Has Superpower .....	68

<b>11 Skills that Matters</b> .....	<b>69</b>
Knowledge and Skills.....	69
Creativity.....	71
Critical Thinking and Problem Solving.....	72
Leadership.....	75
Communication and Collaboration.....	76
Adaptability or Flexibility.....	78
Negotiation Skill.....	81
Emotional Intelligence & Persuasion.....	82
Time Management.....	84
Knowledge with Actions Has Superpower.....	88
<b>12 Entrepreneurship DNA</b> .....	<b>89</b>
Myth or Unique Journey.....	89
A Gateway to Big Dreams.....	90
Game Plan for Warriors.....	91
It's a Mind Set.....	93
Linear or Exponential.....	95
Being Ethical.....	96
Operating Framework.....	96
Knowledge with Actions Has Superpower.....	99
<b>13 Success Blueprint</b> .....	<b>100</b>
Success Blooms on Strong Foundation.....	101
Elevator or Staircase Way.....	102
Success Has a Price, Pay for it.....	104
Opportunity Never Knocks Again.....	105
Smart Decisions and Approach.....	106
Winners Mindset.....	107
Laser Focus.....	109
Desire and Incredible Energy.....	110
Company that Matters.....	111
Think and Achieve Big.....	113

My Goal, My Life .....	115
The First Step.....	117
Right Actions and Discipline .....	118
Measure to Improve .....	119
Adjust the Navigation .....	120
Knowledge with Actions Has Superpower .....	122
<b>14 CareerPlace Fast-forward.....</b>	<b>123</b>
Future is Faster than Our Imagination.....	123
Changes in Career Landscape .....	124
Exponential Technologies Changing the World.....	129
Trending Trends.....	136
Prospective Growth Sectors .....	140
Jobs Transformation .....	146
Looking Beyond the Line of Sight.....	149
7 Key Emerging Economies.....	153
Never Late to Catch a Right Train .....	162
Knowledge with Actions Has Superpower .....	164
The End is a New Beginning.....	165
<i>About the Author.....</i>	<i>167</i>



# Preface

Level<sup>++</sup> is not a symbol of any social status, it's about our mindset level. It's not a brand rather a movement to escape from mediocrity and embrace excellency in our professions & lives. If you are an action taker, you are not only owning this book, also I humbly invite you to be part of our community and this journey in shaping career and lives of our young generation.

After working around 25 years in diverse area like Academic, PSU, Government and Corporate world, I feel a sense of responsibility from my inner core to share my knowledge and experience, show a better picture, how to make Career choices, plan and achieve the same. Many a time, we perceive and expect something, but it turns out to be different one. "As grass looks greener from the other side".

This Book is not meant to offer any straightforward advice rather provide pointers and examples to think and be better aware before we make the crucial decision. It has been my sincere effort to share as many relevant examples, inspirational stories, quotes, pictures, highlights and recommended activities to provoke thoughts among students and parents. This book is not be read as story, rather studied and ideas to be swallowed, practiced in daily life until they transform your life to Level<sup>++</sup>. This is primarily not focused on data & facts, which are anyway taught in Schools and Colleges and widely available online. It's enriched

with thought provoking quotes, inspiring stories, examples and actions, so that we learn by doing, become thoughtful and be aware toward our Career goal.

With Love and Respect

– **Maurya SN**

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My sincere gratitude to World Economic Forum for serving as key resource & reference that helped to enrich this Book and share some Trends in Professions evolution and Transformation.

Sincere thanks to other resources serving as references like Gartner's Multiple Intelligence theory, Wikipedia, Dheya Success Tablets Book by Ramya Narasimhan, Robin Sharma Inspirational Books, Key inspirational People like Les Brown, Napoleon Hill, Peter Diamandis & Stephan Kotler who have enriched my knowledge by their Books, Blogs and online sources.

Special thanks to Vivek Mahto helping in design pictures and editing and thanks a to my young daughter Prasiddhi who has designed pictures passionately in no time.

Last but not least, my heartiest gratitude to Manav Gaur, Roopesh Singh, Rajesh Singh, Dr. S.B Singh, Amar Sharma, who have enriched this Books by their valuable inputs by valuable inputs.



# Career Dilemma

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# 1 CHAPTER

Thanks for choosing this Book as your Career planning guide. We start this book with a story of a village farmer Boy, who was born and brought up in late seventies in a small village of Raebareli district in Uttar Pradesh, well known for Gandhi family constituency for over 70 years. Even though a well-known place due to political reasons, but health & proper education systems are still privileged for a few well of families.

## **Hardship is Never a Roadblock**

The Boy, despite of challenges of having hard farming & household work during eighties, wanted to change in his fortune, since he was good at studies in his village & nearby area, so there were huge expectations bestowed on him by his family, relatives and society. During the period extracurricular activities were only countryside games and some village social events, so students were ranked and judged based on their academic performance only.

## **A Reference Point**

As he grew up as scholar, there were hardly any set examples for highly successful professionals seen as role model in his area, earlier many village boys tried their luck to get out of limits, but in vain. At that time Navodaya Vidyalaya and National Integrated scholarship was only platforms to unlock the opportunity of better education in the nearest

city and get a chance to compete with the rest of the elite population of India.

Despite a darkness around, the Boy could crack National Integrated scholarship scheme and got into a Lucknow city reputed college for 10+2 education and he did well. As per expectation set by family and social exposure, doctor was considered to be a great profession, so accordingly boy has tuned his goal and knowledge on his subjects, but in late 80s there was a trend started; many Engineering Students were cracking high esteemed IAS and getting into Civil Services, so family & social expectations were changed as well. Now the boy, who was getting ready for MBBS exams, was influenced to take up Maths subjects and gear up for Engineering college later aim for IAS.

### **Mindset Trap**

During 90s Engineering was considered promising & highly regarded Career, so boy got into one of Government Engineering college and completed his degree in Electronic and Communication discipline most sought after at that time. As usual he prepared and tried couple of time IES and IAS exams, but sooner due to financial impediments and also, a fear of overall failure and setting up a wrong precedence in entire family and society that nothing can be achieved even after good studies, he decided to secure a Job as Lecturer in Engineering college and was passionate and liked this Job very well.

### **Social Agenda**

Sooner family & society didn't recognize his profession well, as teaching wasn't very lucrative and well regarded during the 90s even later for many years as well. So he did secure an Engineer Job relevant to his profession in one of Government PSUs, again there was a little hope and recognition from family that now the boy is Engineer and rare in nearby society. But sooner they realized that it's not a good option as there is no public power and money-making opportunities, so the Boy

got influenced again and landed up in a core Government officer Job, which had high social recognition & power.

### **Quest for a Purpose**

The Boy spent a few years in Government Job and was satisfied with social acceptance, he spent around 6 years there but sooner when he looked around his peers, they were placed in highly paid MNCs and were roaming across World. International travel was a distance dream for a government officer around year 2000, so by looking at brighter picture on other side, the Boy was getting discontented from his present job, also over time there was a desire for some change in professional life. Now he has acquired some relevant qualification and certification and landed up finally in the Corporate World. This time he took his own call without advice from his family and their consent, as it was next to impossible to convince family to leave Government Job and opt for a private MNC Job. Since in rural areas, people have different and limited perception of Private companies & MNCs, for them Government Jobs were only regarded, recognized and great opportunity to earn big money even by corruption.

### **Change is Only Constant**

Now the Boy spent around 25 years in his Career and looking back at some good & bad decisions which have changed his life direction, even though during that period limited opportunities and avenue were available, the Boy (myself) feels that this is not right way of Career planning and decisions making, particularly in 21<sup>st</sup> century when Career landscape has expanded manifold. Even nowadays Career planning and decisions are victimized by 4Cs sins (**Conformity, Comparison, Competition and Confusion**) and still our Career decisions are largely influenced by family, peers & social expectations without proper research on trend, prospects, strength analysis & mapping by looking at broader picture.

Now Jobs and Career trend is changing faster due to technological disruptions and globalization of Economy, so Career need to be planned with proper critical thinking and individual strength, so that India can produce self-directed highly accomplished domain experts and leaders, rather low-cost labor by compulsion.



## **Knowledge with Actions Has Superpower**



### **Key Highlights**

- ❖ Career decisions should never be based on limited reference points (Friends, family and relatives).
- ❖ Choose a Career with proper research, your strength analysis and aligned to your Goal in life.
- ❖ Hardship and Challenges are temporary and should never be a showstopper to your Career Journey.
- ❖ All information is fine, but advice needs to be unbiased without any social and personal influences.



### **My Voice (Please write down key takeaways by Pencil)**

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### **Your Actions (knowledge without actions has no power and results)**

- ❖ Once a week early in the morning, think 30 minutes peacefully about life's purpose and Career Goal.
- ❖ Once in a month discuss with your Parents, how you want to contribute to this World for betterment.

# Education System Evolution

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## 2 CHAPTER

*“Focus should be on Skill-based Education: Give a man a fish and you feed him one day, teach him how to catch fishes and you feed him for a lifetime”*

– Unknown

### **Old is Gold**

Our education system has roots to the ancient ages where they followed the Gurukul system – a system where the students used to reside in their teacher’s house (Ashram) until the teacher felt that he has imparted all that he could. The subjects covered varied subjects from Sanskrit to Scriptures to Mathematics to Metaphysics and the knowledge attained was passed on to the future generations.

### **An Inflicted Gift**

Later, this system was changed during the British colonial era, when the British set up schools that followed a curriculum confined to few subjects such as Mathematics, Science etc., whereas the ancient system included more interaction with nature, the modern system was more classroom oriented only. The British education curriculum was more focused on producing educated industries labor and white color work force, so that those can be deployed in industries and public services. It was more over focused on what (facts), when(events) and how (steps

or process) topics and there was hardly any room for why (creativity & innovation) & thinking skills like problem solving.

## **Necessity is Mother of Invention**

After 2 centuries of East India Company and British rule, when India was liberated in 1947, there have been huge challenges to feed around 30 crores population and meet their basic needs (Food, Cloths, Housing & Health Hazards), then Indian Education evolved to have some focus on research on Agriculture, Medicines, Telecom etc. but still major education framework continued as legacy form British set up..

## **Dawn of a New Era**

Later after Indian Economy Reforms in 1991, India witnessed liberalization and globalization. And many Multinational Companies, R&D Organizations and Institutions were set up in India and there was an Information Technology boom post year 2000. These incremental developments transformed our economy from agriculture & industry based to Services Sectors driven (IT, Telecom, Banking, Financial, Retail etc.). Post year 2005, our education system was exposed to developed Nations. A lot of students were flying to US, UK, Australia, Canada and other developed nations for their higher studies, many private elite Colleges & Universities were set up in India as well.

This Indian Economy Transformation has changed our workforce demand based on skills & expertise rather on generalized degrees. Our Schools & Colleges have had a tough time to catch up this paradigm shift in the job market, they lagged with technological disruptions and globalization of Economy, this caused major gaps in the Education framework & workforce skills, expertise demand and there is a compelling requirement to overhaul completely. Hopefully, our latest Education Policy 2019, led by Dr. K Kasturi Ranjan will bridge the gaps and there will be a road map to keep pace with the same.

“Our Education Framework need to be changed completely”

– Dr. A.P.J Kalam

## **Late than Never**

Career Landscape is now changing rapidly, so just formal Degrees & Marks are losing significance in overall Success, since Knowledge and skills are democratized & demonetized and can be easily learnt and attained mastery, now even 10<sup>th</sup> pass Students are becoming a great Coder & Developers. Key soft skills (Creativity, Critical thinking, Collaboration, Communication, Problem Solving & Adaptability) are going to rule the World and will play a crucial role on overall achievement and Success in Careers. Good news is that many Schools and Intuitions are taking the right steps and starting to integrate developmental life skills in their Educational framework.

“Education is not Learning of facts; it’s rather training of Minds to think”

– Albert Einstein



## Knowledge with Actions Has Superpower



### Key Highlights

- ❖ Education has evolved from word the Educo, which means Inside out development.
- ❖ Knowledge is not Education until it's applied in life.
- ❖ Learning is a lifelong journey and it's much beyond the Schools, Colleges and books.
- ❖ Education needs to be focused on your life's purpose, goal and not just obtaining degrees and marks.



### My Voice (Please write down key takeaways by Pencil)

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### Your Actions (knowledge without actions has no power)

- ❖ Think about differences in information, Knowledge and Education.
- ❖ Think about whether online Classes are as effective as interactive live Classes.
- ❖ List down five changes occurred in the Education System in the last 10 years.
- ❖ Discuss with your parents, how your Education is going to help in building your Career.

# Intelligence that Matters

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## 3 CHAPTER

“Everybody is a genius. But if you judge fish by its ability to climb a tree, it will spend its whole life believing that it’s stupid”

– Albert Einstein

### Are We Intelligent?

How do we consider that a Student or Person is intelligent? Normally, we measure it by their marks and performance in studies or sometimes logical and mathematical abilities. But that’s a very limited yardstick that we apply in our life. Have we ever thought about it? Why do some Actor, Singer, Sportsman or Professional outshine and achieve excellence?, while majority of them remain a mediocre or normal performer. It’s just a combination of intelligence that plays key roles here.

For example Amitabh Bacchan, Sachin Tendulkar, Ratan Tata (Tata Group Chairman), Ajim Premji (Wipro Founder) Sundar Pichhai (Google CEO) and Satya Nadella Microsoft CEO), and many more, have achieved Success height because of combination of required intelligence they possess and their persistence to achieve clear & focused Goals, while others may be lacking required combination of intelligence in their area.

As per Howard Gardner's Multiple Intelligence theory, a person learns and performs their activities based on these Intelligence, he proposed this model in his book *Frames of Mind* in year 1983. *The Theory of Multiple Intelligences*.

1. Musical-Rhythmic,
2. Visual-Spatial,
3. Verbal-linguistic,
4. Logical-Mathematical,
5. Bodily-Kinesthetic,
6. Interpersonal,
7. Intrapersonal,

Let us have a look, how these intellects play a role and map with relevant Professions:

## **1. Musical-Rhythmic Intelligence**

This deals with sensitivity to Sounds, Rhythms, Tones, and Music. People with a high musical intelligence have a good sensitivity to sounds. Relevant Professions are Musicians, Composers, Producers, Singers, DJs, Sound artists, Acoustic Engineers, Voice Trainers, Environment & Noise advisors.

## **2. Visual-Spatial Intelligence**

This deals with visualization of images, pictorial imagination & perception of space etc.

Relevant professions are Architects, Photographers, Artist, Designers & Cartoonist, Town planners, Beauty Consultant.

### **3. Verbal-Linguistic Intelligence**

A person having this intelligence can play with words, sentences & languages very well, they can write speak, interpret & explain ideas in excellent ways. Professionals mapped to this are Writers, Translators, Lawyers, Journalist, Speakers, Trainers, Poet, Copy writers, Editors, Public Relations Officers Radio Jockeys, TV anchors, Commentators, News Readers.

### **4. Logical-Mathematical Intelligence**

This relates with logical thinking, mathematical calculations & representation, scientific reasoning, analyzing problems and detecting patterns, cause and effect analysis. They can perform well as Scientists, Engineers Data & Statistical Analysts, Computer Programmers, Accountants, Bankers, Financial Analysts, Stock & Insurance Brokers, Business Analysts, Estimators & Evaluators.

### **5. Bodily-Kinesthetic Intelligence**

This Intelligence relates to Body movement and control of an independent, physical flexibility & balancing, eye and body coordination. A person possessing this intelligence can outshine as Actors, Dancers, Performing Artists, Osteopath, Physiotherapists, Sportsman, Athletics, Physical Trainers, Soldiers, Crafters, Acupuncturists.

### **6. Interpersonal Intelligence**

This relates to perception of people feeling, thinking, behavior and understanding people relationships.

Great professions aligned to this could be Leaders, Politicians, HR professionals, Counselors, Trainers, Teachers, Coach & Mentors, Career Advisors, Doctors, Psychologist, Healers, Mediator & Arbitrators, Sales Leaders, Advertisers, Creative Marketers.

Intrapersonal Intelligence: Person with this intelligence have great self-awareness, self-reflection & discovery, personal cognizance. This intelligence spreads across in Professionals. Spiritual Leaders, Saints have mastery of this intelligence.

## **7. Naturalistic Intelligence**

Not part of Gardner's Intelligence theory, but later Naturalistic Intelligence was coined around 1995. Individuals who can recognize flora and fauna, make distinctions in the natural World and use this ability like hunting, farming and biological sciences. This area has to do with nurturing and relating information to one's natural surroundings. Natural forms such as animal and plant species rocks and mountain types.

We possess a set of intelligence, not just one type or level of intelligence. In many cases, these intelligences are gifted from birth, thereafter, get influenced by Environment, Family and Society. As per Gardner's, a person can be strong in 3 types of intelligence.

## **Trending Qs**

These Buzzwords (IQ, EQ and SQ) are not new and used frequently in our Academics and Corporate world. Recently, there have been various tests launched predominantly in the Logical-Mathematical area to measure a person's intelligence level and termed as IQ (Intelligence quotient). In 21<sup>st</sup> century when collaboration and communication have become integral part of organization, new terms like EO (Emotional quotient), a measure of person's empathy and understanding of others, now social connection is also key factor for person's influence and identity, so SQ (Social Quotient) is buzzing around as well, it's measure of how person can influence masses via Social Platforms.

For an extra-ordinary & successful Career, it's important that we recognize these intelligence (strength areas) in us and plan our Career accordingly. Of course overall Success level may depend on your Goals, Choices, key Decisions & persistence level throughout Career span.



## Knowledge with Actions Has Superpower



### Key Highlights

- ❖ Knowledge, Marks and Degrees may not always be measures of intelligence.
- ❖ We need a combination of intelligences to be effective in various job roles.
- ❖ Career Goals and aspirations should be aligned to intelligence in you to achieve exceptional success.
- ❖ IQ, EQ and SQ are key factors in overall Career growth.



### My Voice (Please write down key takeaways by Pencil)

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### Your Actions (knowledge without actions has no power)

- ❖ Identify one or many Intelligence within you.
- ❖ Identify Roles and types of work aligned to your Intelligence.
- ❖ Discuss and Identify types of Intelligence possessed by your two best friends.
- ❖ At least discuss with your Parents or 2 best friends, why Career Goal should be matching with individual Intelligence.

# Career v/s Jobs

## 4 CHAPTER

“Choose a job you love, and you will never have to work a day in your life.”

– Confucius

Career and Jobs are frequently used words in our life on a daily basis, but did we ever ponder on it? There is a significant difference in these words. Let us take a deep look through this story of how they stand in our life.

### **Choices Makes Our Destiny**

There were 2 brothers Raman & Shyam both in the medical profession. Dr. Raman after completing his Medical degrees wanted a settled, secured and peaceful life and got placed in a Government factory hospital as a General Physician.

He used to attend hospital from 09:00 am to 6:00 pm and enjoyed his routine life with family & friends, but sooner he was losing interest in this mundane daily life & office politics etc. but had to continue the profession for the sake of financial needs and other family commitments.

### **End of the Day**

After he completed 60 years of his service, he retired from hospital with full appreciation and recognition in the farewell ceremony. Now

he has a lot of free time with family and friends, but this was a big challenge for him, as he was still mentally and physically fit, but he was constrained within the four walls of his house. Since all his children were married and settled at various places, he was spending a peaceful time with his wife. But the big challenge was that he had no purpose in life, because his job was over and all family commitments were completed as well, so he had ended up in boredom life and sooner he caught up diseases and died at the age of 68.

### **Sky is the Limit Who Think So**

On other hand, Dr. Shyam was excited with this Medical Profession and wanted to achieve something big, initially few years he practiced in a renowned Hospital, but sooner he realized it's very limited life for him and not aligned to his dreams and ambitions, so he quit the hospital Job and started practicing independently as General Physician.

After some time, he grew up financially and professionally and set up a Multi- Specialty Clinic in affiliation with other fellow Doctors. Sooner he started his own Hospital and established his reputation, like his brother Dr. Raman, he was catching up age and his children were married and settled, but he was living his aspiration and Goal on daily basis, innovating and expanding his Hospital and addressing challenges, even after age of 60 he was very energetic and continued his profession. Soon, at the age of 75, when he decided to hand-over management to his fellow Sr. doctor and just wanted to see things happening and growing, still he used to visit and see his hospital growing and living a purposeful life as patronage, until he died finally at the age of 90.

### **Right or Wrong is Just Perception**

When we think of the same profession with Dr. Raman & Shyam perspective, Dr. Raman just did his typical job dedicatedly, however Dr. Shyam pursued this Profession as Career and achieved much greater height and lived his life fully.

A Job is pursued with fixed money with incremental growth and it's time bound (normally 8 hrs. a day), age bound (will have to retire at age of 60 even if you are physically and mentally fit). It's mostly frictional as you are working for need and money, if you like or not, you have to do the job to meet your financial need and family commitments, jobs have conformity in built, means you have to follow set up rules, process and guidelines diligently, rarely there will be room to innovate something and tweak as you wish it should be for improvement. Finally, jobs create mostly Mediocrity rather Excellency, as Money is main driving factor to keep going ever.

## **You Are the Best Judge**

Career is linked with personal aspiration, goals and success, there is unlimited potential for your growth and it's not time bound. Since you are passionate about it, you may work 16 hrs. a day to achieve success. Career is ageless, you have choice to pursue as long as you wish to continue and stay physically and mentally fit, there is much wider scope for creativity since you carry decision power to create and mold as per your desire and planning. A Career is driven by passion and ambition to grow financially and professionally, so has excellency built in it. There are many examples as well, who have transformed their job into Careers found a purpose and mean to pursue their entire life and achieve excellence, however for larger group it's just Job.

Few examples of people in Jobs are- employed Lawyers, CA, Doctors, Engineers, Business Managers and other supporting staff etc., however, Career examples are- Independent practicing Lawyers, Doctors, Engineers, Chartered Accountants, Freelancers, Actors, Sports, Dancers, Singers, Politicians and Entrepreneurs etc.,



# Career Choices & Decision Framework

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## 5 CHAPTER

“There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it.”

– Napoleon Hill

### **Abundance Journey**

Indian Economy has witnessed Industrial, Services based and Information Economy now. Way back in 80s, our Country economy was largely industrial and agricultural driven, people hardly had any choices other than getting into Jobs as an Industry worker or farming, thereafter, due to Liberalization and Globalization, our Economy picked up largely in the Services sector. Banking & Telecom was a big revolution followed by Retail, Insurance, Trade, Education, Information Technology, Healthcare and Real Estate, this has opened a wide window of opportunities and choices to our young generation.

### **Legacy Mindset Trap**

In the 21<sup>st</sup> century India has already witnessed the Information Technology boom, many IT enabled services, automation of offices, records and processes have made India an Information Economy, now people have multiple options available to choose their Career based on their interest, strength and other priorities. But still Career decisions

and choices are influenced largely by family members' biases, past experiences and social mindset, comparison and conformity. We just look around very limited reference points (people, area and domain which are prevalent) and try to replicate the same Success Model, this results in Frictional Employment, Mid-Career Crisis and Mediocracy. More than 80 % people in India are in frictional employment and they are pursuing it for the sake of financial needs, even if they like it or not. A frictional employment in the long run causes health issues, damages in family relationships and loss of self-esteem.

Our Family and Society still have biases towards few renowned & legacy professions like Doctors, Engineers, Government officials etc. due to social status, mindsets, value system, lucrative and financial security point of view. This has caused a major issue, as major Population are in the Rat Race towards limited opportunities without any fitment and prospects analysis and creates wider demand-supply gaps and imbalances.

### **Rat Race Catastrophe**

A very relevant example is after the year 2000, a lot of Engineering and Management Colleges were established in India and people pushed their Children to these Colleges following the manipulated trend without considering their strength and prospects that has produced many unemployable Engineers and Management workforce.

Now when the World is fully wired, information & trends are available on finger tips, opportunities are globalized and a lot of Career/Jobs avenues are transforming continuously, new areas/skills are coming up and many retiring and becoming extinct. It's time, we need to make very smart choices and informed decisions, so that we don't pursue jobs for financial & social needs in the long term, rather integrate with our Strength, Value and Passion. Jobs need to be transformed into

Career and we create a strong **Level<sup>++</sup> Professionals** and better happy & prosperous Population in India.

Career Planning and Development is a structured framework that requires careful research and commitment to achieve overall Success. There is already huge research in place globally to apply this in our life.

## **Innate Strength**

“Everybody is a genius. But if you judge fish by its ability to climb a tree, it will spend its whole life believing that it’s stupid”

– **Albert Einstein**

All of us are born with innate strengths and carry a personality, some traits and abilities to perform specific tasks and activities excellently, we derive pleasure and satisfaction to accomplish the same. Also once we do these activities repeatedly, we get energized and passionate about it, one can follow it in crazily and be obsessed with it. That’s something we need to discover within ourselves and nurture it right from childhood. It’s not difficult to identify it, when we follow our heart’s call and keep aside Mind’s constrained thinking, inhibitions and protective mind set. Many a time, it doesn’t fit into our value systems, social acceptance, but that’s something we need to propel against the wind and hone our strength and take it to big platform and make it grand success, that’s when family & social acceptance takes place as “People hardly appreciate great and unconventional Journey, rather they honor destination & achievements “.

“Good timber does not grow with ease; the stronger the wind, the stronger the trees.

– **J. Willard Marriott**

There are two types of people who will tell you that you cannot make a difference in this World: those who are afraid to try and those who are afraid you will succeed.”

– Ray Goforth

## **Personal Aspiration**

“The greatest danger for most of us is not that our aim is too high, and we miss it, but that our aim is too low, and we reach it.”

– Michaelangelo

Normally we aspire and dream with limited reference points, whatever is around us in Family, Society and Peers. Once we know our strength area, make a small start immediately but have a great destination in mind, work towards it steadily, because unless we aim big, our actions will be limited and constrained, hence, results will be limited as well.

Our aspiration should not be one-time like new year resolution, rather we should live it in daily life and then only it will transform our actions and march toward a great destination.

“You can’t just sit there and wait for people to give you that golden dream. You’ve got to get out there and make it happen for yourself.”

– Diana Ross

**Value Systems:**

“Your beliefs become your thoughts,  
Your thoughts become your words,  
Your words become your actions,  
Your actions become your habits,  
Your habits become your values,  
Your values become your destiny.”

– **By Mahatma Gandhi**

While planning a Career, it's always equally important to keep in mind our value systems that come from Family & Society. This is where normally friction occurs between generations, because we carry different value systems and our grandparents have different value systems. Parents may have different and yours may be different, because our way of life is evolving, transforming and influenced by Society and surroundings. For example, if you like food preparation and aspire to be a great Chef, but your family may not value this profession, because they might have limited reference points around them it does not mean they are right or wrong, it's just their perspective. Your Career decision should not be totally influenced and based on family value system, rather it should be aligned to your strength and aspiration. In case of frictional situations, it's our responsibility to show our family and relatives great reference points, like in case of Chef, take example of Sanjeev Kapoor, a great Chef who is renowned globally and a celebrity now, he has taken his profession to **Level<sup>++</sup>** and innovated many dishes continuously. Say Fashion designers, people normally think with limited reference points as Boutiques Centers around them, we need to show them great reference points as Manish Malhotra and Ritu Kumar, a National level designers and made their destiny and living unlimited life.

It is not what happens to you that determines how far you go in life; it is what you do with what happens to you.”

– Zig Ziglar

## **Prospects**

This is a major decision point and needs careful research and homework, because Career/Jobs are transforming continuously due to global Economy and Technological disruption. Let's go back 10 years before and think about how many Jobs/Career are either extinct or transformed and will continue. Normally while planning a Career, we consider current trends and make a quick decision, rather we should look beyond 15–20 year from now and assess their future prospects. For example, General Physician Doctors may not be very relevant in the next 10 years, because a lot of Artificial Intelligence and Analytics built in WATSON supercomputers can prescribe Medicines based on symptoms and should be as good as normal doctors advise. This is the key factor and game changer in decision making, if you can look at the current trend in Technology and Jobs revolution and look beyond 10–15 years and make a well thought choice, you may pursue a great Career in your entire life.

“It's the choices we make that define our success, choices that are well researched, informed and thought will lead to great destinations.”

– Maurya SN



## **Knowledge with Actions Has Superpower**



### **Key Highlights**

- ❖ Career options need not be limited to what is conventional and visible around us, rather explore what is new in the World.
- ❖ Get away from the Legacy mindset and think out of the box.
- ❖ Make sure you are not part of the Rat Race, think and do something differently, then you will be above the big crowd.
- ❖ Your Career choice and decision needs to be aligned to your innate strength, personal aspiration, Value and growth Prospects.



### **My Voice (Please write down key takeaways by Pencil)**

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### **Your Actions (knowledge without actions has no power)**

- ❖ Think and identify- what do you aspire to be in your life?
- ❖ Identify what's your innate strength area that you do well passionately and tirelessly. If have any doubts, find a Mentor to help you in self-discovery.
- ❖ What are prospects for your chosen field, if have any doubt, find a Mentor to help you in decision making.

# Passion & Profession

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Passion is energy, feel the power that comes from focusing on what excites you.”

– Oprah Winfrey

We have heard a lot about we should follow our passion, have you wondered reason behind it, there is established scientific reasoning behind it, as our brain comes as standard equipment from birth and gets programmed as we grow up, as part of journey, it develops liking towards some activities/area and disliking towards others. There are some activities that we are so obsessed of, sometimes we call them hobbies, we can keep on doing them tirelessly and we derive energy and pleasure out of it and feel happy as well, whereas other set of activities that we don't like, if try to do we feel tired and bored shortly and feel like give up, may be sometimes we keep on doing due to some pressing need or compulsion but always you feel like run away from it.

## **Genius Are Not Born**

If you want to achieve extraordinary success, it requires huge efforts and persistence, it's only possible if your efforts are aligned to your passion, else you will not persist for longer and give it up and there is no chance to go longer in your area. A famous Author Robin Sharm has mentioned in one of his books “Greatness Guide” “Genius are not born rather it's a combination of focus, daily improvement and time spent.”

I would like to add another dimension to it,

**Genius = Innate Strength + Focus + Daily Improvement + time spent**

Unless we play in our strength area, we can't go far and achieve greater height, of course focus is required in your selected area and we need to innovate/improve continually and finally nobody becomes Genius overnight, it takes significant time to raise the bar.

If you can't figure out your purpose, figure out your passion.  
For your passion will lead you right into your purpose.”

– Bishop T.D. Jakes

## **Rising Above the Crowd**

So in order to be successful, it's very important that our professions should be aligned to passion and not tempted with short term lucrative payouts, social recognition etc. because if we choose professions based on social biases, money and family & peer influences, it will become poison as you go along and we end up in frictional employment/activities and will impact your health, family and social life.

Not to mention that it's not very easy for all passions/hobbies to align with professions, in particular when we need financial support to survive in developing countries, in that situation it's not bad to take up Jobs in short term for money, but in parallel we should keep on working to build our mainstream passion area, like many Sports man, actors, artist took up short terms assignments/Jobs for their survival needs, but kept on pursuing their area and switched on when a right platform was available to bloom their passion.

Sometimes it's always good to earn from another profession but invest in your long term passion area and which you can pursue lifelong and take it to great heights.

Once your passion is aligned to your studies and a greater purpose, you are a Level<sup>++</sup> Student and the outcome has to be a Level<sup>++</sup> Professionals.

You can do anything as long as you have the passion, the drive, the focus, and the support.”

– **Sabrina Bryan**

A great leader’s courage to fulfill his vision comes from passion, not position.”

– **John C. Maxwell**



## **Knowledge with Actions Has Superpower**



### **Key Highlights**

- ❖ It's only passion which creates excellency in the World, without that it will lead to Mediocrity.
- ❖ Genius is nothing but a fusion of Passion and Persistence.
- ❖ Professions without Passion become Poison and lead to mid-Career Crisis.
- ❖ If you start your Career soon with Financial compulsion, do align to your passion sooner.



### **My Voice (Please write down key takeaways by Pencil)**

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### **Your Actions (knowledge without actions has no power)**

- ❖ Find your key passion areas and pin down to one.
- ❖ Identify 3 Professions aligned to your passion and nail to one.
- ❖ Think if your School and College Education fits into your Passion.
- ❖ Plan to switch to your Passion related Professions if there is a need to start something out of quick financial need.

# Mind, Body and Soul Play

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# 7 CHAPTER

I think anything is possible if you have the mindset and the will and desire to do it and put the time in.

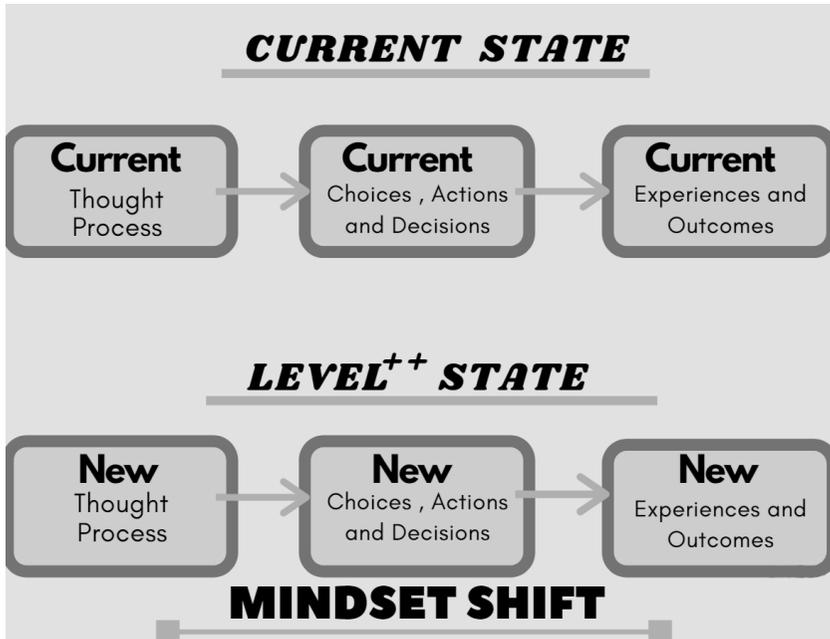
– Roger Clemens–Growth Mindset Quotes

Our mind plays a crucial role in our achievements & success, so let's understand basic theory how our mind works. We will not discuss here structure and biological function, as there is a lot of content available online and in textbooks.

Let us focus on the psychological point of view, which is the outcome of our brain. As we know our Brain controls all functions of our body, so our game is to control or mold our thought process, sometimes we call it mindset.

## **Our Thoughts Matters**

As we know our brain is made of nerve cells, called neurons and there are around 100 billion of Neurons in our brain, it consists of 75 % of water and resembling half boiled eggs. Normally we compare Brain with Computer, there are similarities, as each neuron is equal to around 60 MB RAM and capable of processing huge amounts of data and millions of functions per second. Since our thoughts are converted into neurons function, so the same kind of thoughts will create similar functions and we will have the same choices, actions & behaviors, experiences and similar results, typically as you are today.



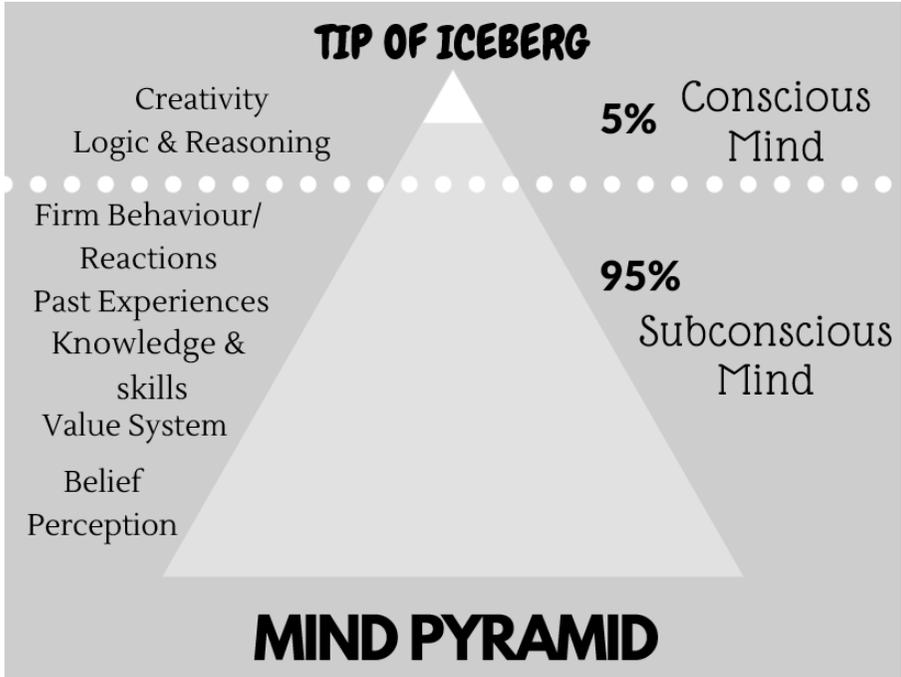
So if you want to become a great person and achieve something big, you need to change your thoughts and think out of the box and aligned to your Goal. New thought processes will create new choices, new actions & behaviors, new experience, & feelings and finally new results.

“Change your thoughts and you can change your World.”

– Norman Vincent Peale

## **Sailing Against Ocean Tide**

As per Dr Joe Dispenza in his Book Placebo, Thoughts are language of Brain and feelings are Language of Body, when Body and Mind work together, it's our state of being. Our mind consists of 2 parts, Conscious and Subconscious mind. Conscious mind is only 5% of total mind and made of Logic, Reasoning and Creativity, however subconscious mind which is major part consist of 95% legacy of obtained Skills, Habits, Emotional Reaction, preset behaviors, associated memories, routine thoughts and feeling, attitude, belief and perception.



So if we want to change our thought process, mindset & habits, then we need to work with conscious mind against subconscious mind and it's not so easy, since 5% conscious Mind will be working against 95% subconscious Mind.

Normally our mind is programmed to think in a negative and protective way, as it's related to our subconscious mind, it's something we need to use our conscious mind and force it to think in a positive way for positive outcomes.

“The positive thinker sees the invisible, feels the intangible, and achieves the impossible.”

– **Winston Churchill**

“Nurture your mind with great thoughts, for you will never go any higher than you think.”

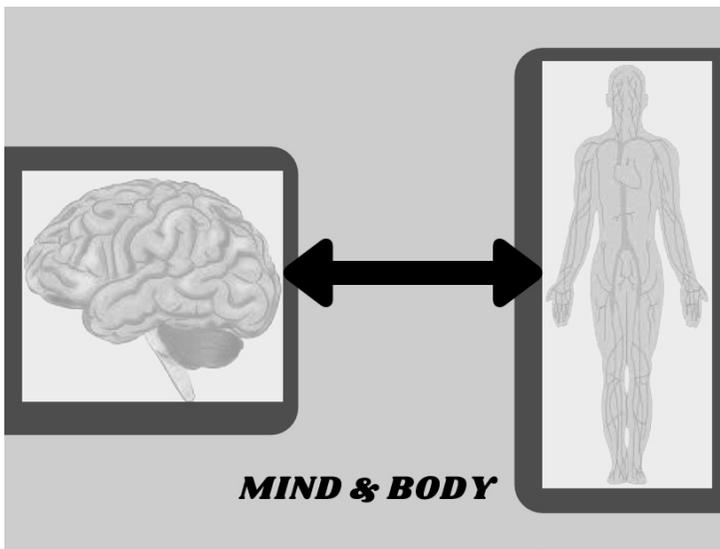
– **Benjamin Disraeli**

*The mind is its thoughts, the heart is its desires, and the soul is its experiences.*

*You are a product of your thoughts. Your thoughts are products of your desires. Your desires are products of your soul.*

– **Source: spiritualbizmagazine**

Body, Mind and Soul are closely interlinked together. Soul is a set of inner desires and experiences. As well said, a sound mind resides in a healthy body. We can keep our Soul contented and cheerful, if mind and body are well and in congruence. In order to achieve extraordinary things in life, we need to nurture them together. Like If you possess sound health, you will feel super energy and your mind blooms with enthusiasm, positive and inspiring thoughts, but if your Body is not taken care properly and it's consists of ailments and diseases, in the long term body will become your mind, your thoughts patterns will change, there will be feeling of hopelessness, depression and pessimism. Like we feed our body with healthy foods, we need to feed our mind with positive and inspiring thoughts, Soul with fulfillment of inner desires and experiences.



## **Body is Invaluable**

Nourish your Body with healthy and natural foods, essential nutrients and vitamins. Carry out enough physical activities, practice Yoga, running, brisk walk and play your favorite outdoor games. All our body parts are God gifted for once in lifetime, preserve it like precious jewels because once it's out of order, medically it can be treated but can't be replaced with similar strength & properties.

## **Mind is Gold Mine but it's a Monkey**

Our mind acts like a Monkey, very anxious, confused and full of bubbly thoughts. Normally we have more than 80,000 thoughts in a day and hardly 5% are relevant and useful, rest are fizzy and useless. Train and tame your Mind with inspiring and positive thoughts, try keeping it away from materialistic temptation, negative and discouraging thoughts. Mind is designed to think negatively, giving up and making many irrelevant assumptions. Apply all your energy to your conscious mind to mold it to think positively. Soon negative & hopeless thoughts come, just observe them and silently turn your mind away from it without any reaction. Meditation is a brilliant way to keep your mind calm, composed and control your unwanted thoughts, also it opens the door of introspection, creative and innovative ideas, so spare some time to meditate at least 30 minutes a day.

## **Our Soul is a Diamond Treasure**

Listen to your Soul and keep it energized and contented, like if you have a lot of studies even during exams and feel like playing piano, dancing, singing or playing outdoor games, go for it. Soon after completing these wishful activities, you will feel more creative, enthusiastic and willful to complete your studies faster and in an effective way, because your Soul's call is listened to and fulfilled.

Our energy is a combination of Body, Mind and Soul resonance. Normally we talk a lot about managing our time, rather we should manage our energy. Have you ever wondered, sometimes if you are feeling down, you feel not to study or do anything, still if you enforce yourself to carry on due to some pressing reasons or self-imposed, you will feel being slowed down and take longer to complete it. However if you are full of energy, your studies and other tasks speed up much faster. So we need to focus on keeping our energy up, you will be much in control of time.

## **Mindset Transformation**

You can't change something unless you are aware of current and next state

– Maurya SN

Mind is ocean of thoughts & energy and its utmost important to be aware of them and then make efforts to navigate to the next state. Self-awareness is key to design your Level<sup>++</sup> state (i.e. Creative state), like If you are full of anger, fear, confusion, anxiety and insecurity, then there is no way to think positive and do some creative stuff.

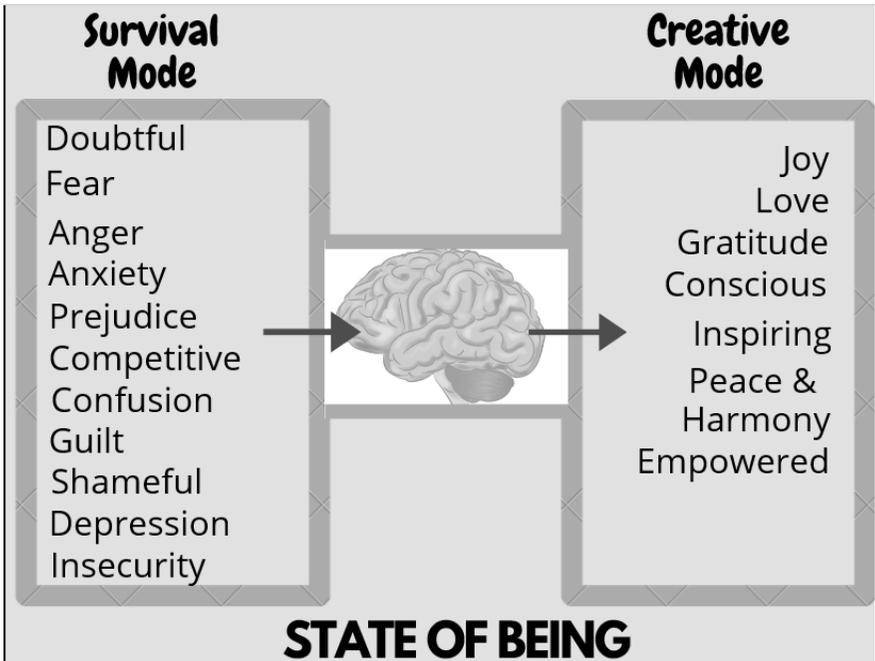
So we need to overcome our survival mode thoughts and transition towards Creative mode thoughts (Joy, Love, Gratitude, Inspiring, Peace and Harmony).

You may observe any super achievers, Great Leaders and famous personalities, mostly they play in the Creative zone. Sometimes during adversaries, due to internal or external forces even if you get into a survival zone temporarily, recognize this quickly and plan to come out of it, get into creative mode and that should be your permanent home. Contemplation, Intro-inspection and Meditation are brilliant tools to probe these states.

While planning a great Career, we need to plan and maintain a super Body, Mind and Soul, then you can rise above the competition and achieve full potential in your life.

*Expand your mind. Nurture your heart. Develop your body.  
Cultivate your soul.*

– MatshonaDhliwayo





## **Knowledge with Actions Has Superpower**



### **Key Highlights**

- ❖ Success is a result of 80% from mindset and 20% from Knowledge and Skills.
- ❖ Subconscious mind is still an untapped ocean of opportunities if it can be explored.
- ❖ Your daily thoughts make your life, so remain positive and creative.
- ❖ Mind is the greatest unexplored continent and we hardly use 10% of its potential.
- ❖ Extraordinary people remain mostly in the creative zone.



### **My Voice (Please write down key takeaways by Pencil)**

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### **Your Actions (knowledge without actions has no power)**

- ❖ Write 5 reasons why do we need Mind, Body and Soul full energy to achieve great Success?
- ❖ Think and identify when you had conflict between Soul & Mind, and you listened to the Mind and suppressed the Soul.
- ❖ Think and observe your thoughts, if they are useful and relevant.
- ❖ Research how our Subconscious mind rules our thoughts, behaviors and choices.

# Money, Success and Happiness

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## 8 CHAPTER

It's good to have money and the things that money can buy, but it's good too to check up occasionally and make sure that you haven't lost the things that money can't buy."

– **George Lorimer**

There is immense predicament when we think and define about Money, Success and Happiness, a lot of people believe that if you make a lot of Money, you are successful and lead a happy life, however there are contradictions, people are not feeling successful & happy, even if they have a lot of money, many rich people in the World are stressed due to various reasons, not able to balance their family, relationship, social and national responsibilities.

There are many examples of Rich Businessman and Celebrities who committed suicide even after making a lot of money and fame. So let's define these terms clearly and relate them appropriately.

"If we command our wealth, we shall be rich and free. If our wealth commands us, we are poor indeed."

– **Edmund Burke**

“It’s not how much money you make, but how much money you keep, how hard it works for you, and how many generations you keep it for.”

– Robert Kiyosaki

## **Money follows Success**

The Best definition of Success I could find is by Earl Nightingale (a renowned Author and Motivational speaker) as: “Success is progressive realization of a worthy idea” If you have predefined goals in life and continuously pursue your entire life, you are a successful person and if you are doing something you don’t like and appreciate, then you are a failure. Normally we think that if we earn a lot of money, we are successful, rather it’s the reverse, we can only earn significant money if we are successful. Let’s take examples of Sachin Tendulkar, Sharukh Khan, Ajim Premji, Ratan Tata and Amitabh Bachchan. These are rich celebrities & Business Tycoons, who became rich after they became successful and eminent in their field. So if we pursue Excellence & Success consistently then money will follow us without any efforts.

## **Success and Happiness Go Hand in Hand**

“Success is not the key to happiness; happiness is the key to Success” –  
**Albert Schweitzer**

There is no doubt that if you achieve your dream and become successful, you will be happy and satisfied, however happiness is a relative term and way of life and we can’t conclude that Success is the only way to happiness. However, if you are happy and pursue your Goal with a positive Mindset and super energy, Success will come at your door steps sooner or later.

Success doesn’t just find you. You have to go out and get it

– Success.com



# Beyond Competition

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## 9 CHAPTER

“You have competition every day because you set such high standards for yourself that you have to go out every day and live up to that”.

– Michael Jordan

People compete if there are limited resources and opportunities and more demands. Likewise we have a competition with our batchmates, peers, colleagues, as everyone aims to achieve the same Goal or Target. But the beautiful thing about competition is that we set new standards & benchmarks, climb new mountains, improve our knowledge and skills, invent, improve and innovate products and services, discover new ways of doing things and living. All developments in our human evolution journey happened due to competition and imposed necessities, just think about if there were no competitions, we would have been still living 1000 years ago probably in the Stone Age with limited resources.

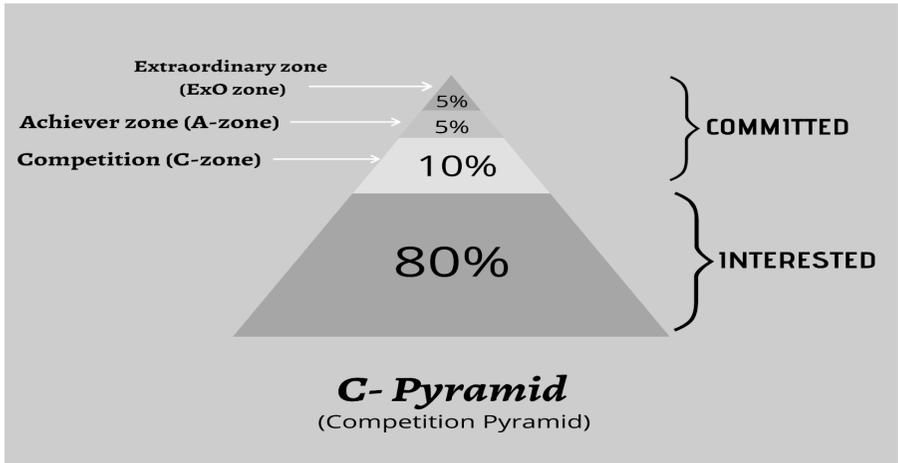
### **Competition is a Game**

*“Competition makes you better even if competitor wins”*

– Carlos Slim Helu

Normally we see big numbers in competition game and get discouraged, but that's not true picture, completion happens within a limited set of participants. In overall numbers, 80% are just interested in game,

out of remaining 20 %, 10 % makes some sincere efforts to remain in competition, remaining 10 % play with unstoppable energy, persistent efforts and Level<sup>++</sup> mindset and they are winners.



Sometimes it's unfair games, as mostly it's a measure of your the day performance. Due to some reasons, your Body, Mind and Soul may be out of sync to deliver best results of your potential, like you may be sick or feeling low due to some events in your Family or Society.

So overall competition is always good when we look at it from the right perspective, it poses you a challenge to perform better and push your comfort zone envelope. Sometimes we lose the game, it does not mean that you have lost rather it's challenges to reinvent yourself and draw a longer line in terms of accuracy, quality, quantity or standard. There is always an opportunity to take yourself to Level<sup>++</sup>.

## Competition as Passion not a Poison

Whenever we find someone performing better in any field like producing better songs, dances, movies, scoring more marks, setting new standards in games & sports, achieving their dream Career or Jobs, let us appreciate and learn from them and plan to achieve even better. Sometimes Student, Professionals or Family members develop jealousy

and even hostility in course of competition, that's when it becomes a poison and it will not only spoil relationships but also form a wrong mindset and may result in further failures.

We have precedence of healthy competition, it's nothing but learning from the winner and planning not only to win next time but also setting a higher standard. That's how an Individual, Family, Society and overall Nation march towards advancement journey.

## **Winning or Pretext Mindset**

*I've missed more than 9000 shots in my Career. I've lost almost 300 games.*

– Michael Jordan.

In the race of Competition many win the game and reach their destination faster and some lag behind as well. Those who achieved their dream target, they played in right mindset with full energy and most importantly there is enormous persistent efforts and sweat went behind the scene, on their way there were many roadblocks, failures and hopelessness, but they have crossed these tough tides with their courage and a winning mindset.

In many cases those who couldn't win the competition game, rather than learning from it, find excuses for not being able to hit the same, sometimes, these excuses turn into blame game to Systems, Organization and Environment and finally give up, lose the game and surrender against their Pretext Mindset.

## **Rising Above the Competition**

Winning isn't everything, it's the only thing – Vince Lombardi  
Competition is against set benchmark, if you want to rise above it, prepare yourself for Level<sup>++</sup>, study the rules and your potential areas, create a Level<sup>++</sup> mindset and march towards a novel journey. Playing

beyond competition requires an innovative mindset, different approach and supreme energy to achieve it. All sports players who set a new record, have Level++ mindset, noble method and overpowering energy, that's how they rise above the competition

## **Create a new Game**

If you think it's not your cup of tea, there is always prospects to create something new and play with your own rules, think and do something out of the box and frame your own rules. We always have potential to create something and give it to the World. Jac Ma (founder of Alibaba.com) failed in primary school twice, rejected in University entrance exam five times, rejected in Harvard University, when KFC opened up in China, out of twenty-four applicants twenty-three got the job, but he didn't. He tried the China Police force; out of five applicants he was the only one who got rejected. So clearly, he wasn't made for this general competition. In 1995 when he visited the US and found that the internet was missing in China and started a new company at the age of 31 and now one of the largest E- Commerce Company in China. He is now officially the richest man in China with an estimated net worth of \$25 Billion. It's just one example, there are numerous examples across the World, who were not made for the competition and created new rules and their empire.

“If you want to rise above the competition, just create new rules”

– Maurya SN



# Handling Failures

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# 10

CHAPTER

“Failure should be our teacher, not our undertaker. Failure is delay, not defeat. It is a temporary detour, not a dead end. Failure is something we can avoid only by saying nothing, doing nothing, and being nothing.”

– Denis Waitley

In the game of Competition, sometimes we are unable to climb the mountain and put a flag on top of it, however It's a temporary setback to introspect, learn and make a new strategy to give a next shot. Failure word itself is worrisome and nobody wants to fail in their journey, however we may lag behind in some parameters or due to exterior forces and unable to achieve the Goal. Success or Failure are never permanent rather it's part of the journey towards your Goal. As our Ex. President Dr.A. P. J Abdul Kalam rightly said Fail means “first attempt in learning”

Success is not final; failure is not fatal: it is the courage to continue that counts.”

– Winston Churchill

## Challenges Create Robust Characters

*Everyone faces challenges in life. It's a matter of how you learn to overcome them and use them to your advantage."*

– Celestine Chua

Problems or Challenges are part of life, but successful people overcome and solve these rather surrender to them. Look at any extra-ordinary and famous personalities, they all have passed through adversaries in their life and come out of it stronger. For example J. K Rowling, a famous Author of Harry Potter, was in a miserable situation, divorced and had a tough time, but she challenged the Challenge with her niche "Story Telling" and created all together a new character "The Harry Potter".

Bill Gates, world's Richest man's first company Traf-O-Data failed totally and even he tried to sell it off, but he moved on and created an epic "the Microsoft Company". There are thousands of such examples who have overcome their setbacks and created a history.

## No Foolproof Success Formulae

There is nothing called perfect or foolproof approach for Success, like if you step out for Sports or Game, there are always risk of injuries, stumbling, falling and not able to make the best, but it doesn't mean discontinue the game. Likewise, all Career journeys have ups and down and sometimes even have consistent downturns. It's our call to learn from these setbacks, refine ourselves and start it again with fresh approach and energy. A great inventor Thomas Alva Edison didn't give up even after his 10000 experiments didn't work, finally achieved great inventions.

"I have not failed. I've just found 10,000 ways that won't work."

– Thomas A. Edison

## Failure is Success Delayed

Winners are not afraid of losing. But losers are. Failure is part of the process of success. People who avoid failure also avoid success.”

– Robert T. Kiyosaki

As mentioned above by Robert T. Kiyosaki, failure is part of process of Success and we can't avoid it, if we don't get something today, it will come tomorrow. It's similar to a Journey, sometimes we reach destination on time and sometimes get delayed due to various reasons. It's how we keep ourselves motivated and engaged during it, even if we lose patience or hope, Flight or Train will reach destination on its time, so enjoy the journey and keep learning. I heard an incident; a Ropeway was stuck on the way due to mechanical issue and as usual many people got panic & cried, but one gentleman kept quiet and was busy on sight views and watching how people are coming up for help. After some time, crews came and fixed the issue and Ropeway came back to destination, almost all people were sweating, and one man asked this cool man, “how did you manage to keep so courageous”, his simple reply was, “it's the same journey for all of us, it's up to us how do we experience it”. Finally, everyone reached and came down safely, it was just journey delayed.

## Climb Higher and Even a New Mountain

“Failure is simply the opportunity to begin again, this time more intelligently.”

– Henry Ford

“When I was young, I observed that nine out of ten things I did were **failures**. So I did ten times more work.”

– George Bernard Shaw

When we miss a target, it's an opportunity to get back and achieve higher and better or if you think it's not right track, you may change it and aim to climb a new mountain. Even Basketball Legend Michael Jordan wasn't a natural talent. In fact, in his earlier years, basketball coaches had trouble looking past the fact that Jordan didn't reach the minimum height. It was years of effort, practice, and failure that made the star that we know today. Apple founder Steve Jobs was fired from his own company he started, still his passion of work exceeded disappointment of failures, finally his next ventures NeXT and PIXAR had eventually got him to Apple CEO, so multiple times these famous characters came out stronger in their journey and charted a new path, when current one was blocked.

## **Game is Never Over**

“Our greatest glory is not in never **failing**, but in rising every time we **fail**.”

– Confucius

It's well said that we don't fail until we accept and surrender to it. We can always make a new road if the existing one is blocked or choked for some reasons. Abraham Lincoln, the 16<sup>th</sup> President of America is a very relevant example, failing in business in 1831, suffering a nervous breakdown in 1836, defeated in his run for president in 1856, only way he came out of these tough times because he didn't accept that game is over, rather he started a new game. Famous Author and Coach, Les Brown and his twin brother were the adopted sons of Mamie Brown, he was hyperactive and Jabber, he was kept in a special disabled school. He wanted to become a Radio Jockey and even became a daydreamer living a life of Radio Jockey, he approached Radio station for this job without any background and experience, but was turned down outrightly, he continued following up and even voluntarily worked there as Car cleaner, Office support boy without any pay, but he still continued visiting Radio station for years while keeping his practice in

background, finally the day had come, one of DEEJAY couldn't make it to Radio Station and he was hungry to fill the gap, in desperation his Station Master allowed him to take over the show and the rest is history, he is one of greatest Radio Jockey, Public Speaker and active in Politics and Television Industry.



# Skills that Matters

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# 11

CHAPTER

## Knowledge and Skills

“If Knowledge is tree’s height, then skills are its roots, it’s height and strength always depends on its roots”

– Maurya SN

Knowledge is related to domain, area and subjects and can be acquired with formal academic studies and independent sources. Skills are related to our Mind, Body and Soul and can be only acquired by recognizing and exhibiting in day to day life. Knowledge can be attained with short cuts and crash courses, but Skills have no shortcuts can be only developed by practicing in daily life. Like, for example- If you want to become a Social Media marketing expert, there are numerous courses available and can be learned within a week or month, just need some money and effort. However if you have stage fear and lag in public speaking, it takes years to practice and develop, until you pass-through various developmental phases as a novice, then experienced and expert, it takes much longer until it gets rooted in our subconscious mind. I was very shy and introvert right from my childhood but had a hunger to overcome the same and able to speak and address the crowd, it took many years to overcome and master this skill, it was a tough journey with humiliation, half fulfilled and then comfortable. So it’s really

important to start working and develop these soft skills right from your childhood, so that soon you get into Profession, you are absolutely ready to win the World.

### **Soft Skills Play**

*People who wish to go into the future should have two skills to succeed – the ability to deal with people and the ability to sell.”*

**– Shiv Khera, author**

If Hard skills are like Musician’s music knowledge, then soft skills are their crazy Soul and Energy, there wouldn’t be ultimate music without it. Soft Skills plays an integral part in one’s Success journey, as we move forward in our personal and professional journey, it’s people we deal with around us and majority of problems are created by humans that knowledge can’t solve it, it’s the Soft Skills that can turn the table around and resolve the issues, conflicts to win the game. Knowledge may be an entry point in your Professions, but Skills are required to survive and grow there significantly. I have come across many highly knowledgeable, domain expert individuals hired by Corporates, PSUs and Gov. Organizations, but they were struggling to survive and grow just because lacking in Soft Skills front, even in few extreme cases, they have to pay the price in terms of their health and life.

Though Soft Skills have been known for ages with conventional names, over the period these are tagged, defined and valued. In the present scenario, they are recognized significantly in our personal and professional life.

Let us have a look at the Keys Soft Skills that are going to rule the World in professional games.

## **Creativity**

“Logic will get you from A to B. Imagination will take you everywhere”

– **Albert Einstein**

This World is made by creators and innovators, rest copycats are just maintaining it. Creative skill enable us to Imagine beyond boundaries and bring to reality, Creative people think and act differently than masses in general. All our inventions, discoveries, new Products & Services are blessed by creative people and this a breed of people do not care about making mistakes, take risks and learn from all failures and finally come up much stronger beyond the imagination of common people. In the journey, off-course they are rewarded by Fame, Money and more importantly, they gift their creation to the entire World to lead a better life. Let us think of the 18<sup>th</sup> & 19<sup>th</sup> centuries when we had limited knowledge of Medicines. Vaccines and access to treatment, mortality rate across the Word was very high in particular caused by deadly diseases like Malaria, Influenza, Chicken pox and Tuberculosis. Now these can be very well prevented by available Vaccines and treated with 100% Success rates. Likewise these creators and inventors have solved many hardships of humankind and made our life much predictable and comfortable.

Before the Wright brothers invented Airplane in 1903, it used to take months to reach other countries and parts of World via Ships. The Journey used to be very risky, dangerous and full of hardships, now one can travel to other Countries or Continents within a few hrs./day and that too comfortably sitting in Air-condition and with the luxury of food and drinks.

### **Wider outreach and Approach**

Creativity is not only limited to Science and Technology, it can be applied in all areas like Solving Social issues, Corporate problems,

Public life, Governance, Education and even in our day to day life and emerge as Level<sup>++</sup> Citizens. This Skill can be practiced and developed at any stage of life with the right mind-set & environment, but it's much easier & faster to seed and grow from childhood, when there are no barriers in imagination, thinking without inhibitions and the World is unconstrained to them like freed birds. So It's always advised to start working on this skill from today, as it takes many years to get wired into our brain and become a highly creative person. There are a few ways we can develop creativity in our day-to- day life.

- Collaborative or group learning.
- Promote your curiosity that will stimulate creativity.
- Keep doing something that you love the most.
- Find some time to think, it's good sometimes to do nothing.
- Take a private walk whenever you feel.

This skill has been at the hot seat for decades and will be a driver in your personal and professional growth over the coming decades & centuries as well.

## **Critical Thinking and Problem Solving**

*“We cannot solve our problems with the same level of thinking that created them”*

– Albert Einstein

All of us face problems in our life, but successful people know how to solve them effectively, that's why they are at the realm. This skill is again at a very hot seat in our personal and professional life and defines our destiny.

If we are able to define the problem and find a way to solve it, then nobody can stop you from achieving your Goal.

Normally, when we face any problem, we don't go into the root cause and just see the tip of the iceberg, not the entire iceberg or complete picture, that's where we miss and are unable to solve it.

In order to solve the complex problems, we need critical thinking, i.e. 360-degree analysis, collect facts & data and then form an opinion and arrive at a solution. This is just to avoid our emotional biases that influence our thinking and decision, it's really tough but once we follow this approach, we solve the root cause and problem rather than hit symptoms.

For example, if one of your best friends is unhappy and behaving rudely, rather simply reciprocate the same and spoil the friendship forever, there are few structured ways we can take to understand and solve it.

- Define the Problem:

Is your friend's behavior really rude or casual or are you taking it in the wrong way.

- Critical thinking:

Isolate yourself from the place, think & analyze (what could be reasons your friend is behaving rude suddenly, is he upset or something wrong in his personal life? collect some data & observations, is he really behaving rudely only with you or all around him etc. )

- Options:

What could be an option? Should I give him some time then it may settle, should I talk to him and find the reason, maybe I could have hurt him unknowingly. Work on best option (find suitable option, may be meet him separately and have a private talk)

## **Stones or Gems**

Most importantly every problem has hidden opportunity to tap and use it in your favor, it's just we need our keen mind to search and nail it down, it's up to us how we face, overcome and emerge stronger or surrender and sulk into it. I remember just before Indian Parliament election scheduled in May 2019 month Terrorist have attacked Security forces Van on 14 February 2019 by suicide bomb and killed 40+ CRPF personals. All Indian citizens were emotionally charged and demanding retaliation with Pakistan and Terrorist groups. The ruling party had only two choices, overlook this Issue or accept this as challenges and do something that can turn the table, any failure to manage this issue could have huge impact on their chances of winning the Election, they took it as challenge, designed a meticulous strategy with Defense forces and overnight destroyed those Terrorist camps in POK (Pakistan Occupied Kashmir) by Surgical strike at Balakot on 26<sup>th</sup> Feb 2019 and destroying all Terrorist camps and killing them in large numbers. In result the ruling party had landslide victory and defense forces were appreciated across the Nation.

Also I remember one of my relative's story, who lost his Job around 2001 when Daewoo India had shut down their Plant at Greater Noida, thousands of employees lost their livelihood and were out for Job hunt. He took this as a challenge and decided to climb a new Mountain, he opted out to learn new skill and left India to study abroad at the age of 30, when he had a family to support as well, but because of his unstoppable energy, determination and sacrifices, not only he made his life better but also, he managed to settle his family.

Problems may be small or big, personal or professional, if we have determination to overcome and dig our opportunity, one can remerge out much stronger than ever. So we need to look at the problems as Gems of new opportunities rather as Stones.

When a problem arises, become the captain of the problem and defeat it!

– Dr. A P J Kalam

Problem solving and Critical thinking skills can't be learned and mastered overnight, it take years & decades to hone and master it by practicing regularly in our personal, professional and social life. This skill is in high demand across the Corporates, Government and as Business owners and going to remain at hot seat for decades and centuries.

## **Leadership**

If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

– John Quincy Adams

Leadership is about getting the best out of people and achieving great results. Leadership is widely used now across all Professions and this is a key skill to learn and master to succeed in any mass movement, big missions and Goals. Though this term is widely used from the last few decades and was existing and practiced by Ram in Ramayana, Arjuna & Yudhishtira in Mahabharata Epics, they were role models for the larger public. They used to walk the talk and meet their commitments, no matter even if it was too painful, like living in Jungles and in hardship.

Leadership is all about how we influence people around us by our words and actions, so that people not only appreciate you, they follow you and look at you as their role Model. Now all our Professions are interdependent and not in silos, so we need to interact and influence people by our super credibility, so they can trust your words and get their best performance, as mostly any big tasks, project success, target can be achieved by teamwork rather than individual performance.

## **A Pursuit of Greatness**

*“Leaders don’t do different things ; they do things differently”*

**– Siva Khera**

In a wider sense Leadership is not only dealing with people, it’s a way of thinking and approaching your task, how do we strategize and accomplish Job, solve problems, take a stand in tough situations, be determined during tough times. So it’s a way of pursuing our dream and journey to Success.

Leadership is again a long journey and can’t be learned and have mastery overnight, it takes years and decades to develop with our incremental practice in our daily life. It’s good to look for a mentor who can guide you to help you and make this journey faster & meaningful.

## **Communication and Collaboration**

*“Talent wins games, but teamwork and intelligence win championships.”*

**– Michael Jordan**

In the Global Economy, Communication and Collaboration are inevitable pills for Success and Growth. It matters more whom you know, rather than what you know. No matter what we do in our life, we are interdependent on other people’s contribution, so it’s our effective communication and collaboration with people around us matter a lot to get best results from them, if your message has clarity and purpose, people will be inspired to get on their job and do their best, on other hand if it’s full of anxiety and aggression, it will derail them, even if they perform in pressure & fear, we would not get the best outcomes to their full potential.

*Cooperation is powerful than Competition:*

Our lives and Professions are interdependent and not in silos. We don't know everything, so it's key to reach the right people timely and collaborate with them to achieve our Goals. All of us have heard the story of the Rabbit and Tortoise race and obviously, the Tortoise won the race. Story doesn't end there, Rabbit realized his mistake taking the Tortoise granted and asked him to have a race again, this time Rabbit was active and consistent in the Journey and won the race. Now Tortoise realized there is no way to defeat the Rabbit, so he thought and proposed a new race with longer distance having a river on their way. This time Rabbit ran fast again and reached at the bank of the river swiftly, but he stuck there thinking what to do to cross this river, after some time Tortoise reached at the river bank and continued his journey in water usually without even a second thought and won the race again.

Soon, both became friends and decided to have a race again but in collaboration, this time Rabbit agreed to carry the Tortoise on his back during Land journey and Tortoise to carry Rabbit during the Water journey, both of them won the race and reached their destination. So finally, moral of story is **“None of us is as strong as All of us”**

Communication and Collaboration is the mother of all Soft Skills, since we learn more in groups rather than individually. This skill can be developed in group plays rather in standalone mode, so whatever you aim for, form a team with similar Goal, Mind-Set and Energy and nurture your relationship with this Community, contribute your best part and you will realize not only you win the game, but entire team will achieve their Goal sooner or later. More importantly, you will nourish and develop Soft Skills that will be along your entire life, as Success is not a final destination, rather a journey. We achieve one milestone, celebrate and buckle up for next and in long run it becomes DNA of life, that's the reason successful people have numerous crowns on their heads.

This skill, again, can be learnt and developed over time by exhibiting it in daily routine until it becomes habit and a way of life. However, a few activities and techniques can help you to learn it effectively and faster.

Play and participate in your favorite Sport/Games.

Participate in Stage Shows, Performances, Debates, Acts, Drama etc.

Social activities like campaigning for a good cause.

Plan and do some group activity, Camping and Excursions etc.

Group Studies & discussion.

Group tasks.

This is again a hot cake and must have skill across personal and professional Journey and will be guiding factor in your achievements, so sooner we adapt, develop and make it an integral part of our life, the better we can reap results out of it.

## **Adaptability or Flexibility**

Someone rightly said, “Embrace the change before it erases you”

Change is the only constant in the World, it's our choice to be like the Water and keep changing our path while flowing sideways or be Stones and get stumbled and deteriorated overtime, whether we observe or not but everything is changing around us regularly, Environment, Weather, Technology, Economy, Education, Society, Culture, Friends & Family, your Body and everything around us, so we need to embrace these changes and search for new opportunities and way of life, rather sit and get bog down with these changes. We need to take a lesson from Water, it takes the shape of a vessel, where it's poured and whereas hard materials are broken to fit into the containers.

Normally, change is not always pleasant, as it brings a lot of challenges and sometime hardships and throwing us out of comfort zone, it's time

we need to contemplate and look at brighter side and opportunities created by the change in a latent way, sooner you embrace the change with positive mindset, the better you can craft a new comfort zone and play around it.

### **Potato, Eggs and Coffee Beans**

There is story about a little daughter who was sad, approached her father and complained to him that her life is becoming miserable day by day. Father curiously asked what happened to her sweetheart, she started explaining that her life is full of problems, she solves one and another pops up the next day and she is upset nowadays.

Father quietly listened and asked her to bring Eggs, Potato and Coffee Beans. He put three bowls full of water on the Gas Burner and asked her to place Eggs in one bowl, Potato in another and Coffee Beans in the last bowl. After twenty minutes when the water boiled, father asked her, “Baby, what are these now?” Daughter surprisingly replied, “Eggs, Potato and Coffee Beans” then the father asked, “but haven’t these changed now”. “how?”asked the daughter. Father said, “take the Potato, Eggs out and feel it,” She replied “Potato became much softer, Eggs which were fragile before, after peeling off, it’s hard and solid now. and what about Coffee Beans? asked the daughter. Father poured Coffee in a cup and asked her to taste, and said, “doesn’t it taste superb? All of these three things underwent the same temperature of boiling water, but became different. Likewise adversity and Problems are part of life, it’s our responses and choices that matters whether we become boiled Potato Solid Eggs or tasty Coffee.” Daughter smiled, got the message and thanked her father.

Changes affect all of us, but our responses and choices differ, that’s how our adaptability and flexibility mater to respond and play with changing situations. Even we feel uncomfortable when we move to other Cities or Places, but we have choice- to adjust and respond our own ways,

we can enjoy new place, environment, friends & surrounding or get stressed lingering around our previous place and belongings.

As we move along in life, things will keep on changing at its own pace and mostly beyond our control, like changes in Education structure, Schools, Colleges, Competition, Organizations & their culture, Bosses, Financial condition, Family and Friends. It's our call to demonstrate flexibility and adapt to changed state.

### **Adversity or Opportunity**

As a result of changes around, there are new opportunities created, but we need open mind and keen eyes to observe them, identify and ride on it. Post year 2000 there was a huge wave of automation across the World People were worried about many Job losses. It had affected who were stuck to older way of working like typing, paper/file transfer, but also opened new windows of opportunities like Computer Operators, those who learnt and updated their IT skills, not only survived but grew towards high end Jobs. Automation had created many Programmers, Computer Hardware related well paid Engineering, R&D and Maintenance Job globally and young generation who could adapt and learned this change have made their great Career. With Telecom boom around year 2002–05, now everyone is carrying Mobiles with Local, STD and ISD facility activated, in result many ISD Booths were closing down due to sharp decline in demand, contemporarily Internet access demand was increasing, so those who could observe this opportunity, they switched to Internet Cafe, Office typing and Printing center and grew their Business.

The change has been taking place since centuries in human Journey and hence Adaptability or Flexibility skill was also recognized in various ways, but now in 21<sup>th</sup> century, we are living completely in dynamic, connected and globalized World. Businesses and Technologies are disrupting and changing our lives continually and sometimes, drastically, the way we live, work and do the Business. So this Skill is really at prime

place for employment, Business and Social Development, faster we can adapt and manage these changes we, can manage our life in better way.

*We can develop this skill by practicing some techniques:*

- Do small changes in our daily routine, explore something new.
- Seek out new ideas and experiences.
- Travel and meet new people.
- Learn new trends and Technologies.
- Think before you act on adverse changes.
- Avoid resist to change, as nothing is permanent in this World.
- Embrace changes with a positive Mindset.
- Look for opportunities as part of changes.

## **Negotiation Skill**

Negotiation skills help us at all stages during childhood, as a Student, Professional, Businessman and even in our daily social life. Normally, people misconceive negotiation as bargaining to get the best price during sale and purchase, but it's not the case. Negotiation has much greater sense to achieve an agreement between two persons or parties by understanding interests and expectations of each other and coming to a consensus, where nobody wins or loses, it's just mutual settlement on any topic.

Negotiation happens silently right from childhood between Child and Parents, Children get tempted to Toys and other gifts, parent can't afford to fulfill all demand and ask for options, then there is agreement, and both are happy. This key skill need to be honed right from childhood and developed over the time, so that we are able to resolve all conflicts with interest and expectations of others as Students, Professionals and

Citizens. If we do due diligence and have healthy negotiation rather imposition, a long-lasting relation can be built and nurtured.

Few key techniques to practice for developing Negotiation Skill in our daily life:

- Understand other people's interests and expectations.
- Have clarity on your interests & expectations.
- Find out options overlapping both interests and alternatives.
- List the interests that can be exchanged or compromised.
- Have open and friendly objective discussions.
- Ensure there is an agreement, not imposition from either side.
- Ensure there is Win-Win energy at the end..

## **Emotional Intelligence & Persuasion**

*“When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion”.*

**– Dale Carnegie**

Only humans have Mind and Emotional Intelligence (EI), else Animals have everything. Humans without Emotional Intelligence are like lanterns without fuel, until we fill & ignite, there is no light. Emotional Intelligence (EI) is heart to heart conversation between us without mind or logic. It's a measure of a person's empathy and understanding of others. We apply our connections, commonalities in communication and persuade others on a common Goal or understanding. This is an ultimate tool to solve human issues, when facts and logic fails and there are no clear answers to many questions. We can observe this at a very basic level, in which two siblings fight together, come to their Mother to settle the issue and punish defaulters. Sometimes it's really not evident who is on the wrong side to be punished, mother uses her EI to calm

both of them without punishing anyone. This is now a sought-after skill for many Organizations to solve a lot of People related conflicts, manage their expectations and mobilize them for greater Goals.

Before we can learn and master this skill, we need to acknowledge that all of us are born and brought up in different environments, culture and geography and we had different good or bad experiences across our lives, so our thoughts and perceptions may differ as well. Even we act or react to the same topic differently. We need to account diversities in mind then apply EI and Persuasion Techniques based on situation.

Sometimes there is potential conflict with our good friends, batch mates, colleagues, it does not mean they are good or bad, rather it's their point of view on the topic, understand them, their points and apply EI to settle it. In these situations we need to understand their point of view rather Judge them, honor their points rather than letting them feel neglected and down. Though having diverse people in your team or game creates more complexities and more conflicts, for greater results coexistence is the only way to build a strong force and win challenges.

When we are able to persuade people, we have their head, hand & heart (3H) together and it helps to create a positive and resonating environment.

We need to consider some techniques to practice and develop this Skill.

- Listen and empathize more rather than push your point of view.
- Have a common interest and cause in mind.
- Relate and understand emotions and their origins.
- Having long term connection and trust help to apply EI more effectively.
- Involve the right people if you are strangers.

## **Time Management**

*It's not enough to be busy, so are the ants. The question is, what are we busy about?"*

– **By Henry David Thoreau**

Time is precious, use it wisely. It's the greatest resource gifted to the humankind, if we learn how to use it. It's a valuable but limited commodity in our life. Regretting on wasted time is more time wasted. Like this, there are so many things being quoted by visionaries and wise persons. Let us unfold and understand this logically. Time is free of cost and gifted in same quantity to all us, 24hrs in day, 7 days a week and 365 days in a year, but why do some of us achieve a lot and at the same time others lag and are left behind.

You have some College friends & Batches mates, they play, participate in all activities & have fun and still are good at studies and score good marks. It's nothing but Time Management. I would not like to confuse you but it's wrong word, we can't manage or control the time, rather we can only set priorities and manage our Mind, Body and Soul energy to accomplish maximum in the same duration.

### ***Time Wasted or Invested***

*The key is in not spending time, but in investing it."*

– **Stephen R. Covey**

There is story about Carpenter working for a king, he was employed for long period and did a lot of wooden and interior work for the King. He wanted to retire from his work and pass his time peacefully. King ordered him to do a last home project for him and then he can retire. Carpenter accepted and started the work in a very beautiful place, but now he was losing interest in quality of work and somehow completed the work without proper planning and creativity. Finally King invited him for his farewell and handed over a key saying, "There is gift for

you, since last 40 years you have been decorating houses for our Staff, Ministers and Royal family members, now this last Project is your gift 'your own house'." Carpenter was very happy but also full of regret and guilt, he could have done this last Project with full energy and interest, he could have built the best house to enjoy life long.

Similarly if we do something without any interest or belief, it's purely a time waste and if you do something with full of heart and energy, you will feel satisfied and results will also be awesome. Many times we do something to delude others, but in fact we are deluding ourselves in the long run.

You need to identify activities adding value in terms of your Goal or indirectly helping your Mind, Body & Soul. These are not time-wasting activities at all. Like if you want to become an athlete and practicing even during the exam times, it is not a time waste, because it's aligned to your Goal. If you feel like watching a movie that is nice, then go ahead and watch it, because you are nurturing your Mind & Soul. If you feel talking to parents and spending time with them, travel to your favorite places. It's an investment not a time waste.

However, if you watch TV and Movies that you don't like and just carrying on along with your friends, it's considered a waste of time, so something not aligned to your Goal and not appealing to your Mind, Body and Soul are time wasters, it's your call to waste or invest your time.

### ***Manage Time or Priorities:***

We have a lot of things to do in our limited time, but people say manage your time, as I mentioned we can't manage or control the time, it passes by its own speed, we need to manage our priorities which are value added, really urgent & important v/s trivial and less urgent.

There is a story about a classroom demonstration by a Professor, The Professor took a Jar and filled it with big stones and asked Students, Is the

Jar full? Students replied as yes, it's full. Thereafter he put some more pebbles and after shaking the Jar nicely, asked the Students again, Is the Jar full now?, Students astonished and replied yes, it's completely full and there is no more space now. But to surprise he poured some Sand into it until the top and asked the question again and got the replied as yes, but Students were now more curious what's happening.

Professor after long silence spoke, what if we put the sand first, Pebbles and then big Stones, was it possible for the Jar to accommodate everything. Students said, No. That's the point, we need to priorities in our life Big Stones are your Goal, Health, Friends and Family related activities and we need to place them in our life first. These are related to life success, if you fill your life with less important things first like Pebbles Sand (non productive activities) then there will not be any space left for big Stones in your life and you will be depressed and unfulfilled.

All of us have 24 hrs. in a day, we need to identify activities and prioritize them as necessary, important and trivial activities and accordingly attend and complete them.

### ***Manage your Energy not Time:***

Since time is limited, so people tend to accomplish so many things in parallel and tag this nicely as multitasking and being more productive, but the reverse is true. You can't be productive if you are doing many things at a time, you can't enjoy anyone and produce great results, because you're not focused, your Mind, Body and Soul energy is scattered like rays and has no heat. Whereas if you attend one activity or participate one event at time, you will have laser focused concentration and you may finish much faster and with exceptional quality and great satisfaction.

It's very common to observe people watching TV, having Dinner and even checking WhatsApp messages as well, neither they are enjoying food, TV and justify messages, as they are not focused on anyone. Many

Students also listen to Music, Gossip with Friends and studying at the same time, complete none on time, this is not a faster and productive way either. We can very well finish our studies, then talk to Friends and listen to Music, believe me you will enjoy all these and more important you can finish much faster and save your time.

Our Body, Mind and Soul energy plays a key role in productivity and time saving. You may very well witness when you are upset or have body pain or not feeling happy, you take much time to understand and finish your chapter and sometimes if you are low on energy, then unable to understand at all. It's because of energy have affected your speed or productivity, so best way to manage your Mind, Body and Soul and keep them healthy and contented, time will be always in surplus for everything in life.

### ***Time is free, but carry a price***

*As I mentioned in the beginning, Time is equally awarded free gift and has no cost, but it carry different value and price from person to person. It's people who can add value to their time base on their expertise and skills. Doctor charges Rs.500 for 10 minutes consultation, Lawyer charges Lacs of rupees for their few weeks court case preparation and trials, famous speakers charge huge amount (thousands and lakhs) for a few hrs. Workshop. Actors and Sports Celebrities charge in crores for TV ads and Brand endorsement. On the other side, large population is earning hardly 1000 per day and even available full day for time pass or Gossips. So it's people who add value in their life with persistent efforts and can tag any price to their time.*

*Overall, it's key life Skill and carry great value in all Professions and your life, but it's crucial when you are an expert, possess unique skills or Public brand, your time is highly contended between professional and personal life and imbalance affects both sides.*



# Entrepreneurship DNA

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# 12

CHAPTER

*The entrepreneur is essentially a visualizer and actualizer. He can visualize something, and when he visualizes it and sees exactly how to make it happen.”*

– Robert L. Schwartz

## **Myth or Unique Journey**

The World is built and developed by Entrepreneurs through their winning mind-set and following less travelled paths, however, there are few myths and buzz around this word like startups, exponential entrepreneurs etc. Let us take a look how it makes sense. There are typical definitions that you may find in dictionaries and online platforms about this, however the best definition I could find is “Entrepreneurs is someone who create something from nothing“, so myth that Entrepreneurs need huge money to set up and create something, is not exactly correct. Steve Jobs has started his journey from a garage and gradually moved ahead. So that money, An entrepreneurship journey requires burning desire, passion, courage and risk managing abilities more than money.

### **A Risky Journey and only few Success:**

This is not 100% correct, of course there are risks associated if we do something new, think differently and create new products and services, but true entrepreneurs have a mindset to estimate and manage the risks.

Entrepreneurs fail because they start their journey without proper homework, wrong Products and Services or in pursuit of short cut big Money, wrong expectations, intentions and even without proper entrepreneurial mind-set (Passion, Persistence, Risk Management abilities, Courageous and Never give up attitude). So before getting into this journey, first thing we need to ask yourself, do we have right entrepreneurship mindset and enough courage to take bold steps and manage the risks.

### **Entrepreneurs are their own bosses and have absolute freedom:**

I have come across many examples when people quit their Jobs and started business with intentions that after their Business is set up, they are free, are their own Boss and life will be easy, nobody is going to question them and they will have absolute freedom, this is again a myth. As in any Business, Customers are the real Boss, even if you are a very successful Businessman, you are accountable for the Customers, Stakeholders, Staff and many more people. You have better freedom to choose and decide, but still you have responsibility to make sure that business grows, able to manage all expenses and profitable in the long run. During initial phase, you may have even tougher and more grinding time to break all barriers and establish into the Market. Interestingly there are no last mile, it's part of journey and It's your skills to be part of it and enjoy or quit.

### **A Gateway to Big Dreams**

*“If you don't have big dreams and Goals, you'll end up working for someone that does.”*

– Unknown

Entrepreneurship is journey of passion, desire and dream, if you have a big dream to impact people's life of your country or this planet and even your life and people around you, it's the right pursuit. You may choose the area of your passion & strength to make it a vehicle to create

a value in the Society and your life. Undoubtedly, it's a gateway to big dreams, but dreams are just the first step, unless we chase this dream with ambition & powerful actions, this journey will be unfulfilled and without any value. Successful Entrepreneurs are big dreamers, who can match with reality. Mark Zuckerberg Facebook founder and CEO has created dream of networking site first, rolled out from College campus and then across the World. As entrepreneurs we have a choice to play around our strength area, define our boundary and can create rules aligned to our vision and dream.

## **Game Plan for Warriors**

*“A ship in the harbor is safe, but that is not what ships are built for.”*

– John A. Shedd:

As quoted above, running a Business is like sailing a Ship full of adversaries and challenges, the Ship Captain has to plan for storms, shark and pirates attacks, icebergs and many more dangers on the way. In the same way, business owners have to deal with something called VUCA (Vulnerability, Uncertainty, Confusion and Ambiguity), since businesses are vulnerable to Technological, Social and Political disruptions, Uncertainty in terms of demand and supply, trends, confusion & ambiguity caused by too many players and other external forces.

The Successful entrepreneurs sense these factors and plan ahead, mitigate these by diversify and other contingencies, basically it's game plan like chess, sometimes one need to be as firm as Alexander the Great, who used to burn all Bridges his army was crossing over, so that there is only one path ahead (do or die) and there is no looking back in the journey. If you know the game, plan ahead and take calculated risks and It may turn out to be adventures. it's game plan for warriors, risk takers and action takers who can overcome all roadblocks and thrive with a growth mindset.

## **A World of Value Creators:**

It's rightly quoted by word's one of the richest man and Business Tycoon as:

*“Someone is sitting in the shade today because someone planted a tree a long time ago.”*

**– By Warren Buffett**

This World's products and services are created by less than four percent of population, rest are either consumers or caretakers. Entrepreneurs have created this value with their dream, unstoppable desire, sweat and hardship, In this process they added value to many other lives as well. Let's go back 30–40 years ago when there were no Telephones, Mobile and Internet. People have to write letters and send these via Post and it used to take weeks and months to reach their family members, now people can do live Video calling and have real conversation with voice and body languages as if they are not far away at all. People used to flip many pages, spend hrs. to get some Medical remedies and important information, they used to go to banks and spend half day to get the Money from the Banks, now it's in our control and just click away to receive and transfer the Money.

These revolutionary Entrepreneurs and Businessmen have created huge value in our lives, people normally debate that entrepreneurship journey is to become rich and make a lot of money, but money is just yardstick to measure the value, there is no use of money if they are no value creators. To prove this point, let's say, 100 year ago, Kings had unlimited money and prosperity, but there was no luxury of Mobile and Internet at the time, their gold mines were not able to buy this value of comfort (Internet and Mobile), it's because there was no value creator or value was not created at that time.

Not only the Entrepreneurs and Businessman are value creator, but also even at ground level small Shopkeepers, Grocery Shops, Hairdresser,

Salons, Plumber, Carpenter, Electrician, Door delivery boys, Restaurants all of these are value creators and add value in our life. Let us take a very simple example, assume you are on a trip and have Rs.1000 in your wallet and are hungry, desperately need something to eat but there are no shops in around 10 KMs, what is the value of Money at that place? Isn't it- a big zero because money can't help to get food and water there. Thereafter, you have decided to travel 10 KMs ahead near market and find something to eat, you find there are a lot stuff available, Coconut water, Burger, Chips, Biscuits, Bakery, food etc., even Rs.100 has high value to satisfy your need, because there are value creators/ these shops.

Like the God has created the World and we worship and have full regards, similarly entrepreneurship journey is not less than divine, as they create huge value in our life, Society, Country and in the World, but unfortunately people don't realize it and take it for granted. It's Entrepreneur's good intentions and noble cause that keep them going and as part of their journey, they realize new possibilities, opportunities and wealth in the World.

### **It's a Mind Set**

“The only way to get to where you want to go is to ruthlessly evaluate your where you are now. The key here is that your biggest obstacle in life is always yourself—not external factors.”

– **Isaiah Hankel**

Being an entrepreneur means that you fully embrace ambiguity and are comfortable with being challenged regularly, especially when you have to sail against the tide and set a new trend. Choosing this Career path is completely rare because of fear of risk and failure. Let us look at how our mindset plays here, when you are an Employee, you are just partner of Success, however when you are an Entrepreneur you are owner of success, as an employee you have limited time and efforts to

contribute, whereas as Business owner, only limit is that show is on and running smoothly, as an Employee you think week or month ahead for planning, however Entrepreneurs need to envision and plan for a year and decades, Employee saves his earning for their Social security and other future needs, however Entrepreneurs invest today to create more wealth and freedom in their life tomorrow. Entrepreneurs think of creating Jobs and give opportunities to the people, employees mindset think of seeking a job and taking care of their family. Entrepreneurs are givers and creators and employees are consumers and takers. Last but not the least, as an employee we think around security and being risk averse, however enterprises think of Freedom rather than security and take risk to break the barrier and manage the risks smartly.

In some cases, if employees achieve great Success in their area, they become micro-entrepreneurs by creating indirect Jobs (like employing people to serve them like maid, Security Guards, Drivers, Gardeners, Home caretakers etc.). Many Budding entrepreneurs fail not because of their lack of knowledge or skills, rather they fall short of an entrepreneurial mind set, so it's very much crucial to embrace this mindset and develop entrepreneurial skills before taking leap bound steps and marching ahead.

### **Innovation, Risks and Challenges are Norms:**

*“Take risks in your life. If you succeed, you lead. If you fail, you guide”*

**– Swami Vivekananda.**

Innovation is an inevitable part of entrepreneurship, we need to innovate Products, Process, Services and Operating model to remain in the market, that's the key to success. Today's products and services may be off the self in a year or even go to the Museum after a decade, we don't see Camera Film Rolls and Fiat Padmini Cars in the markets anymore, technological disruptions and innovation have retired them long back, now world class digital enabled automatic Cars and Cameras

are being produced. So innovation is DNA of entrepreneurship in any area, domain that determines your market positioning as Leader or Followers, trend settlers and just riders.

Irony is that Innovation happens when you are able to take risks, think out of the box, hit some trials, embrace failures and learn to make it better further. Even sometime there is financial setbacks also, we are unable to gauge the trend and market demand, or another player has emerged a leader already in the innovation journey, but it doesn't mean that's the end, we can envision and plan a next wave of innovation, It's continuous journey of Business, either innovate consistently to remain in growth curve or fall to decline, there is no steady state in the entrepreneurship journey.

## **Linear or Exponential**

Entrepreneurship can be based on linear or exponential growth curve, it depends on technology area, Business ecosystem etc., many a time new Products, Services evolve in linear models and later follow exponential curves.

Facebook and WhatsApp had started in the year 2003 and 2014 and became billion-dollar Companies in a year time, similarity Flipkart was online Books selling portal and was on linear growth for long time and kicked-off exponential growth after 2012 after significant internet penetration across India and soon it's became a big E-commerce Company. Uber, Ola, Airbnb and OYO, these are exponential business due to their operating Model, because they are aggregators, capital ownership is shared among their partners.

Not all Business & Technologies are meant for exponential growth, it depend on market positioning and type, whether it's novel and have potential for global outreach. Like in case of manufacturing or supply chain, they are constrained to be linear unless there is huge capital investment and market demand. It's really crucial and tough call for

Entrepreneurs to follow incremental or exponential, a stable linear curve or unstable exponential curve. It's an Individual or Organization choice and risk managing abilities.

## **Being Ethical**

*It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.*

– Warren Buffet

As mentioned above by one of most successful Business tycoons. It matters a lot now a days, how do we carry out business rather how much we achieve, as Ethics are core value of Business and attached to Brand. For the long term sustainable growth, it's always imperative to follow Code of Conduct and local Government rules. businesses without core values and ethics are like Bridge standing on sand and can topple down any time. Many a time due to cut-throat competition and aggressive ambitions entrepreneurs get distracted from these values and fall in the trap of malpractices, sooner or later they crash overnight. Satyam is a classic example, a long-time reputed company got ruined overnight due to lack of ethics and their core value. There are many more case of Corporate and Small Business fraud got caught and they shattered overnight, all their hard work and achievement ended up null and void.

Like a Person, Business is also an identity, so for the short term gains it must never compromise its core value & Ethics.

## **Operating Framework**

*The journey of a thousand miles begins with one step.”*

– Lao Tzu

It's less important which path you take, as long as you're living your Dream & Success. Many people think that in order to be an Entrepreneur,

we need a lot of money, set up, people etc. It's was old paradigm and no longer hold true, now opportunities are so ubiquitous and accessible that a person can start this journey even as Child and Student. The Gig Economy is on the way and going to thrive the World in a big way. It's micro Entrepreneurship by Individual Experts playing in their field or Niches area, if you have some skills, there are abundance of opportunities as Freelancers with available Platforms like, Upwork, guru.com and many more.

Few decades ago earning money was difficult and even hard, nowadays Money is just idea and Skills, we can leverage it and nurture it, then the door of abundance is open. This is starting point to understand and kick start entrepreneurship, once you are all settled and understood this new World, then you can always develop yourself as Solopreneur in any field of your choices and start playing bigger games, thereafter, once have concrete Plan, Business Model and required seed Money, you may set up a formal Business at Small, Medium or large scale based on model and its scalability. India being a developing Nation, still there are huge opportunities to solve Social problems, change the way we live life, create and offer new Products & Services.

Think of any giant Corporates and Business, they had started small and grown linearly or exponentially over the period. So it's the matter of entrepreneurial mind set, a plan, big dream and unstoppable energy to pursue this journey. At the starting point, it need huge energy to break all the barriers, resistance from Systems, People and sometime from Family as well, but it's normal as Rackets, Missiles, Satellites and Launchers need huge fuel at the initial stage for take-off, thereafter once they overcome all gravitational forces and get established in the Space, just they fly in the Sky. In this initial stage we need to march forward as someone well quoted as "Don't expect anyone to understand your journey, especially if they've never walked your path."

**It's Journey not destination:**

Entrepreneurship is like a Ship journey, every day we have to gauge the speed, direction, avoid & overcome all possible tides and Icebergs, Every successful journey paves a way for better *roadmap*.

– Maurya SN

Entrepreneurship is an unique journey and never the same tomorrow, you may plan to achieve a milestone and get there, but sooner you have a new challenges and milestones to be achieved to remain in growth or survival path. Continuity is the only rule here, there is no option to remain still or get into laxity. Once you have started your Product or Services, acquired Customer base, got your Financial target, you see new players in the Market with better product and services posing threat to change your game, it's time to innovate and thrive with a new strategy.

Considering the above points, it's your call to ponder upon, discover and plan your journey carefully. It's enriched with big dreams, unlimited and abundant life, at same time full of challenges and adventures, but it's rightly said, if you do easy things your life will be hard, but if you choose and do tough things, life will be easy.



## **Knowledge with Actions Has Superpower**



### **Key Highlights**

- ❖ Entrepreneurship is a journey full of challenges, excitement and adventures.
- ❖ Entrepreneurship is mindset for winners, giving back and value creation in the World
- ❖ Entrepreneurship is a journey for unconstrained and unlimited life.
- ❖ Innovation, Risks and Success, failures are just of part this journey, not destination.



### **My Voice (Please write down key takeaways by Pencil)**

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### **Your Actions (knowledge without actions has no power)**

- ❖ Read an autobiography of any great entrepreneur and find key reasons behind their success or failures.
- ❖ If you want to be an Entrepreneur, start from today, even at smallest level, does not matter if you are Student, Child or Professionals, we learn by doing so much that no book teaches us. Create a Service or Product and offer within your circle with a price, even if you earn Rs100/-, it has 100 Crs learning.

# Success Blueprint

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# 13

CHAPTER

*Success is the progressive realization of a worthy Goal or ideal.*

*– By Earl Nightingale*

Are we successful? This is a big question we need to ask ourselves, what does Success mean to us? This is a complex topic and needs self-discovery to find an answer yourself. There have been diverse definitions of Success from the world's great philosophers and leaders, but very relevant and appealing I could find is by Earl Nightingale, a World-renowned Author and Leadership Coach, as per him if you are progressively working and realizing your Goal, then you are successful, if you are doing something else, then you are not. For an example, if you wanted to become a great musician in life, but you're pursuing a Sports Career, Doctor, Engineer or any other profession, then at the last you will not have a feeling for Success, since you are working something else for livelihood or survival may be due to pressing reason but you will never achieve satisfaction or happiness.

There is a myth that if you make huge money, then you are successful and happy person, however it's reverse, you can only earn big money if you are successful, it's rightly said, follow excellence and success, money will follow you in abundance, however if you follow just money, you find money is running far away and you can never be a rich person.

You may research on any example of Cinema celebrities, Sports persons, Corporate leaders, Experts in any profession, these people first achieve

excellence, Success & Fame, thereafter, become rich. There have been huge struggles and hardship to make a breakthrough in their Career, but they pursued their Goal persistently.

*Strive not to be a success, but rather to be of value.*

– Albert Einstein

## **Success Blooms on Strong Foundation**

Your Success height and endurance will depend on foundation of knowledge, discipline, mindset and persistent efforts. Many people still believe that people are genius from their birth, but that's a myth, everyone mind is genius from origin, it's the way it's used that determines whether it develops an Ordinary or Genius Mind. There are some key factors lacking in people in large and they keep on chasing toward immediate and short term results without putting intensive efforts and essential ingredients.

Genius is Science consists of these fours' factors:

**Genius** = Innate Strength + Focus + Daily Improvement + Time

*Innate Strength*, everybody is born with some strength (Intelligence as discussed in Chapter 3) and later on People find it as Passion, if we work within our strength, results will be phenomenal and excellent. Albert Einstein a synonym of genius was dismissed from his School, but he pursued his strength to become an eminent Scientist, as science was his strength.

*Focus*: This is again a key factor of success, until your energy is concentrated, there is no way to achieve something great and extraordinary, there is saying that a person chasing two rabbits catches neither.

*Daily Improvement*: Our incremental progress in a field needs to be consistent even in small quantity Like even if we demonstrate 1%

incremental daily progress, it's much greater than 100% progress in a day Since  $(1.01)^{365} = 37.78 \gg (1365 = 1)$

*Time* = It's again a key factor, nobody becomes an expert in a day, a month or in a year, it's continuous learning, practice and daily improvement over a longer period of time attaining expertise.

Likewise any big structure height will depend on its foundation strength, in same way Success height also depends on depth of Knowledge, super commitment, laser like focus towards Goal and tireless efforts over a longer period.

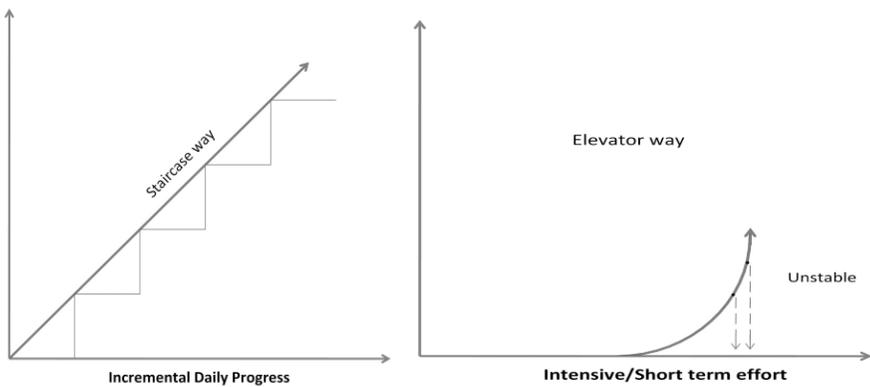
## **Elevator or Staircase Way**

You might have come across many ads campaign on crash courses, time bound results etc., but in reality something comes easily, goes easily, short term gain is just a mind elusion. So same holds true for Success well, if your milestones seems be a easy and in no time, that may not last longer and even may not carry value as such. Many students go to summer crash courses to crack the Competitions, but overall results are not even 5% and these five percent are those who already have a strong foundation, and they joined to refresh their memories and connect all missing elements, that's reason they get maximum value and make through the Competitions.

There is a story of group of four College Students, they didn't study throughout year and had a party before the Exam, they made plan to trick the Principal and approached on exam day dressed up in dirty cloths with all of mud and grease around body, and told Principal that last night they went out on Friends party and on the way their Car Tire got burst and they had to push the Car throughout the night and directly they are coming to the College. Thereafter Students requested to give them an chance for a retest after three days, Principal agreed and asked them to come after three days for

the exam. All four students reached the venue on the day and got a question paper with only two questions in it, first question was, what's your name, second questions was, which Tire got burst before three days, these Students answered second question different Tires, after the test these Students felt embarrassed and went to the Principal and apologized for this lie, and realized that there is no short cut for Success and they have to be sincere at studies

It's well proven that Success has no Elevators, only Stairs. You would need to make incremental progress on a daily basis, and with compounding effect it gets accumulated as a large value over the long period. Fundamentally staircase curve is much more Stable than Elevator curve, staircase curve is linear in nature, if by any reason you fall short and slip, still you land up on a step below and place to stand there, but Elevator is similar to exponential curve, an unstable and has no step below, so either you will keep on going up or you will fall back at zero level.



So for a big Goal in life, we need to plan and make progress steadily on daily incremental philosophy, Success will be at your doorstep sooner or later, which will be sustainable and long lasting.

## Success Has a Price, Pay for it

*“If you are willing to do only what’s easy, life will be hard. But if you are willing to do what’s hard, life will be easy.”*

– T. HarvEker

If Success is easy, then there wouldn't be any beggars around the World. It comes with extraordinary efforts, that's reason only few people succeed with a lot persistent efforts, focusing on his Goal, keeping away from day to day temptations, nonproductive activities and short-lived pleasures. There is huge sacrifices behind the scene of all successful persons in the World, these people pay the priced to achieve and live their dream In fact we shouldn't call it sacrifice, as giving up something in pursuit of your dream is not really a sacrifice, once you achieve your Goal, you will be happier and more satisfied.

There is no great value created unless we pay price in terms of efforts and time, that's reason only few people (< 5%) succeed in their life, as other people don't have clear Goals and are not paying required price in terms of persistent efforts. I can recall, when I graduated from Engineering College in 1995, there was scarcity of Engineering Jobs, but I had a strong desire and Goal to achieve it, appeared around 20–30 exams and interviews, leaving no PSUs and Government organization that I haven't applied and appeared, hardly I was getting through, but I was dedicated and committed, despite all these setbacks, continued filling all gaps of knowledge & skills to crack it through. After two years of rigorous efforts, finally, I received two interview call letters from ITI (Indian Telephone industries) and Bharat Electronics Limited (BEL), the biggest Electronics Manufacturing Company in India. I was excited and thrilled for this success. This was a breakthrough as I was constantly paying the price for almost 2 years to reach this tipping point. Also you might have observed that people who are successful, continue to be successful, people who fail continue to fail, it's because

successful people have clear Goals and they work steadily towards it, they think and live their Goal in their life

## **Opportunity Never Knocks Again**

“Success is where preparation and opportunity meet.”

– Bobby Unser

Many people call it a luck, but luck is nothing more than your preparedness matching with opportunity. In fact opportunities are there around consistently, it's that our attention does not go there. It is well said that- where attention goes energy flows and results are produced, so you need to be thinking and living your dream on a daily basis, this will ensure that you perform the right activities aligned to your Goal.

More importantly we should also keep building our capabilities in terms of knowledge and skills, prepare ourselves for the right opportunity, same as shooters prepare themselves for Olympic and Commonwealth games, they practice throughout the year and sharpen their skills for the day.

Opportunities are associated with time as variables and are limited, if you lose it, someone else will pick it up. It's value and price may change over the period. You may just need a break to start your Career, even tiny activity or assignment worth few thousands rupees has prospect in terms of breakthrough and learning as first step, so grab it as soon as you can, as it may come again but with a different price and that may not be worth it for you.

Sometime if these small opportunities are roadblocks to achieve your desired Goal, take a call to let it go.

If we think too much when an opportunity is around, delay decisions and miss the same, that's called analysis paralysis. If there is an opportunity, which can take a step closer to your Goal, grab it and move ahead to the

next level. This small chance may open window for bigger and may take to your desired Goal, as there will be huge learning while pursuing the same. Like if you are aiming for 100-meter race World Champion, grab and participate in all events at Town, City, State & National level. This journey will help you to assess any weakness and prepare for ultimate Goal, off-course these activities should be similar and pretty aligned to remain focused.

By remaining on toe toward your dream consistently and keeping your eyes and ears open, opportunities will fall in line sooner or later and hit your luck (Preparedness + Opportunity) and will take you to the destination.

## **Smart Decisions and Approach**

*I am not a product of my circumstances. I am a product of my decisions.*

– Stephen Covey

Our decisions craft our destiny, so it has to be well researched based on available options and with right mindset. We do have to take decisions on daily basis, it may be as trivial as buying your belongings or may be as crucial as our Studies stream and Career path, every wrong decision cost us in terms of time and energy. It's same as while driving taking U turn after been lost on your way, you feel bad and time wasted until back on the right track, similarly any wrong decision on your Studies and Career Path may completely throw you off the track, we become victims of circumstances and U turn will cost in terms of time elapsed and dip in your energy level due to frustration and demotivation.

Particularly in Career decisions, it has to be smart with the right approach, well thought and analyzed. Smart decisions can be made with right positive mind set, make sure you are not depressed, desperate or demotivated (3Ds), have proper evaluation of available options, take experts opinion and more importantly, there should be a voice of vote

from your inner core rather from reasoning of mind, since many a time mind plays tricks and limit yourself from thinking and doing big, what really you want out of your life. It wants to play in its comfort zone and not to take any risks. There are situations when there are huge conflicts between your mind's reasoning and your inner voice, we think too much and get into decision paralysis and unable to decide at all and the opportunity slips from us. In this situation, it's good to have open discussion with your parents, trusted friends or experts in the field, who can facilitate your brain to take the best decision.

Smart decisions, right approach and persistent actions produce extraordinary results. Decisions are backbone to take you to your Goal, if decision is wrong, then all our actions, time, efforts and investment land up in vain, like driving 100 kms per hr. with full zeal but on the wrong Road and will take you nowhere. Now in this fast-forward World, good is not enough, everything has to be excellent and only smart decisions and the right approach can achieve the same. Career landscape is highly dynamic in nature, prospects keep on changing, we need to have thorough research on options and choose a futurist Career aligned to your Goal.

## **Winners Mindset**

“Winners don't do different things; they do things differently”

– Shiv Khera

You wonder how winners do the same things differently, it's their mental energy channelized in right direction. They see value whatever they do and do with full enthusiasm and obsessions, they make their work fun since they have a bigger picture aligned to their Goal. Normal people expect quick results and recognition out of it. Winners just follow their work as duty without much expectations and this journey reward them with exceptional results over the time.

Winners have high gratitude rather than Granti-tude, they value and enjoy each of small achievements and possessions they have and enjoy it, normal people take the present state for granted and always remain concerned, complaining, worried about what they are wishing badly. This drains their energy continuously and end up low as performers and lead a misery & mediocre life.

There is 10<sup>th</sup> Apple effect story, a man was very hungry and was looking for food in Jungle, after wandering for long time, he could find an Apple Tree and plucked 10 Apples from the tree and started eating, while eating the first Apple, he cherished and enjoyed it thoroughly, thanked God and was grateful, thereafter he ate 2<sup>nd</sup> and 3<sup>rd</sup> Apple, but his taste and gratitude was fading away, because now he was not so hungry, while eating 10<sup>th</sup> Apple, he felt like throwing it and didn't enjoy it at all. It was the same Apple, but he lost taste and enjoyment because he didn't value as he continued eating. This is a big Issue and people don't value the things they possess, but winners value each and everything they have in their life.

Winners think and act differently, they always find a new ways to do things efficiently, think outside the boundary to solve any problem, always they become part of the solution rather than part of the problem. They dig out opportunities in every problem and promptly act to catch it and make the best use of it.

Winner never quit during tough time or adversaries, they face it with full energy, on other hand losers get worried and afraid of and quit easily, they make circumstances as an excuse, however winners change or create new circumstances to help them to win the game. Winners are action and risk takers, they make mistake and learn from it and come out stronger, that's the reason why winners continue to succeed throughout their lives and also because they have learnt the art of winning, whereas losers keep on falling as they run away from actions and risks.

Most importantly, winners live for higher purpose than themselves, pursue the things that keep them inspired among all odds and failures, however normal people they just think and work for themselves, they don't have any meaningful cause to live and work.

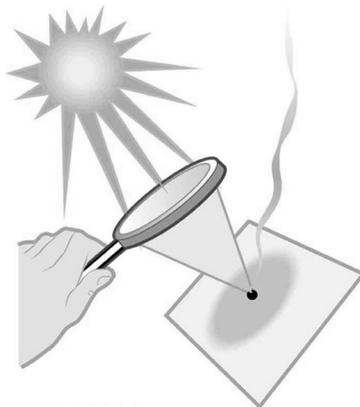
So it's your choice, want to inculcate winner's mindset and become a successful or remain a normal people trapped in greed, worry, fear and end up reaching nowhere.

## Laser Focus

*Person who chases two rabbits catches neither.*

– Confucius/Romanian Proverb

A well-known story about Arjuna, a famous and strong character in Mahabharata, when his Guru Dronacharya asked to hit a Bird. Guru inquired what he could see now, Arjuna replied quickly as Bird's eye. Guru was impressed at his concentration, as all his energy was focused, that's how he could see only Bird's eye. Let us understand power of focus, when you place magnifying glass above a paper in the Sun for long time, the paper catches fire, because Sun rays; energy are converged to a single point, creating enough heat to put the paper on fire. Similarly the laser which is made of coherent rays can melt the Iron, just because thousands and lakhs of Rays' energy get focused to the same point.



In fact, this is a major issue Students & Professionals are facing in their Career planning. Due to lack of proper Goal and clarity, they start working on multiple options to get somewhere, but due to lack of focus and required energy, they achieve much lower than their potential or sometimes nothing. Focus doesn't mean we shouldn't have back up plans or Plan B, even sometimes have Plan C, rather we need to make sure all our plans are aligned to our primary Goal, all efforts and energy shouldn't be scattered.

There would be many distractions on the way like some friends, relatives, early achievers, social masks, sometimes external forces that are not in your favor, interruptions due to health or financial issues, but managing these short-lived odds and keeping engrossed in your Goal is something that differentiate winners from losers. In order to pursue and achieve any great Goal, it's really very important to have laser-like focus, only then, concentrated efforts break all barriers of Success and we realize our Dream.

## **Desire and Incredible Energy**

*Don't use your energy to worry, use your energy to believe*

– By Joel Ostea

There is a real story of Arunima Sinha, a seven-time Indian Volleyball player, she was robbed in year 2011 and pushed out of a running train and lost her left leg and later it was amputated below Knee. Also she had spine injury and rods in her right leg, while on bed in Hospital, she made a commitment to climb Mount Everest. It was really hard to be believed by anyone but she believed in herself. Soon she got out of bed and discharged from the Hospital, she met Mrs. Bachchendra Pal, the first Indian woman to climb the Mount Everest in 2011 and she mentioned her desire to climb the Mount Everest, after thinking for a moment, she replied, “My child you have decided to climb Mount Everest in these situations with a Prosthetic (Artificial) leg. You had

climbed, achieved Mount Everest already, now just the date is remaining to the World to know”

Later Arunmina prepared herself for this mission, enrolled herself to the Nehru Institute of Mountaineering and Tata Steel adventure to get the required skills and consistently worked to achieve this mission. The day had come, when she realized her dream after 17 hrs. of hard work and climbed the Mountain Everest on 21<sup>th</sup> May 2013 and history was created.

This story itself manifest power of a strong will and self-belief, when you have a strong belief and will power, an unstoppable emotional energy is transcended to muscle energy and miracles happen. There are ways to create incredible energy in your life and that’s inevitable for any extra-ordinary and big Goals. Emotional energy is created by a strong self-belief, burning desire and will power to remain adamant among all odds.

We need incredible mental energy to think right and save our physical energy, this can be created by full positive thoughts and inspirations, normally we get pulled down by crowd and social negative gravitational energy, it’s our responsibility to remain aware and make sure our energy is strong enough to overpower it. Apart from this, we need incredible Body energy to compliment mental energy, else our poor health will dominate your mental and emotional energy.

In order to keep your Body energy high, it’s utmost important to engage in outdoor games and regular exercise. When these three energies (emotional, mental and physical) combined together and a fusion is created, that’s called incredible energy. A person having this energy can achieve anything as big as climbing a Mountain Everest.

## **Company that Matters**

“People inspire you, or they drain you. Pick them wisely”

– Hans F. Hansen

There is a very old saying, a man is known by the company he keeps. When you have a big goal and strong desire, it's really important to choose right people or friends around you carefully. As we become like our surroundings and environment. Our reference points drive our similar thoughts and actions. If you live with a wiseman, wisdom will follow you automatically. if you live with beggars, you will soon be land up in beggary. There is a Scientific process of surrounding and people affecting our life.

People around us influence our thought process, we think like people whom we talk and spend time, if we have quality people around us, our thoughts will be inspiring, creative and constructive and same apply otherwise. If we live with people who are hopeless, negative and destructive minds, our mind will receive energy accordingly and start thinking in a similar way. Thoughts induces actions and actions produces results, so indirectly our achievements are also dependents on environment we live in and people we spend time with the most. You might have heard the story of Karna, a famous Character of Mahabharat, he was a brave, invincible warrior and known for an unconditional Donor but he was in wrong company of Duryodhana, that's how his thought process and actions went in wrong direction and finally he was regretting for the same, but he was obliged with gratefulness for his friend, despite he had better ability in Archery, blessed with many divine weapons, he was not regarded as much as Arjuna in the History.

People around are also sources of learning new things, we learn facts from books, however we learn and practice many Soft Skills and human intelligence from our Surroundings, and sometimes they act as reference point in Success, you admire, aspire them to become like that. If people are intelligent and creative around you, there is a huge window of opportunity to learn new ideas and things. Sometimes these good people help us to solve our problems with their innovative ideas, however if people are not of good quality, then you have a limited opportunity to learn and achieve great results You get valued based on

your environment and position. There is a story about father and son. Son asked his father, what's the value of my life, instead of answering it, father simply gave him a Stone and asked him to go to the market and sell it. When someone asks about the price, just raise two fingers and say nothing. The Boy picked up the Stone and went to a market and a woman asked, how much are you selling it, he simply raised the two fingers, women said \$2. Son came back to his father, told him that a lady wanted to buy it for \$2. Father said, now go to a museum and do the same, Son went there and a Staff asked, how much was it's cost? The boy raised two fingers and said nothing, Museum staff said \$200?. I want to buy it. Son again returned to his father and told that a museum staff wanted to buy it for \$200. Father asked him to take this Stone to a precious Stones Store and do the same, Son went there and when the Shopkeeper asked how much did it cost? again he raised two fingers and the Shopkeeper told him that it's very precious (\$2000). Son came back again and told his father about the same. Now father said son, now you know the value of your life, it's where you decide to place yourself.

Success requires right set of people, who can inspire and create value in your life and same way you can contribute and enrich their lives, sometimes we call it the Success Ecosystem and all of us can create the same.

## **Think and Achieve Big**

*“The greater danger for most of us lies not in setting our aim too high and falling short, but in setting us aim too low and achieve our mark.”*

– Michelangelo

Earl Nightingale, a world-renowned writer, Motivational Speaker and Author shared the strangest secret in the World, and he quoted, “We become what we think about”, that's the strangest secret in the World. Let's see how it works scientifically, if we think positive, accordingly

our actions will be in positive direction, we will get positive results, same holds true otherwise, negative thoughts will induce negative actions and will produce negative results. Similarly if we think SMALL and aim for the same, we will achieve small, so in order to achieve big, first step is to think and believe BIG, then all your actions and decisions will be big and in turn you will get BIG results.

I have witnessed this in my life during my School days, being a good Scholar in my 10<sup>th</sup> grade, I was thinking to seek a rank in the State rather just passing with first division or distinctions. During that period around 1987 first division was rare and was considered a big achievement in Rural Areas. While it was in my thought, everyone around me was also believing the same. Results were out, all rushed to nearby cities and towns to see their results, whether they passed or failed, first division, second division or 3<sup>rd</sup> division etc., but I wasn't part of it.

I didn't even inquire in the School, because my thinking and Goal wasn't just to pass rather secure a rank in the State, which was already announced in Radio, but unfortunately, I wasn't in rank top 10 in the State and lagged with a couple of percentages. When the Schools were opened and I collected the Mark Sheet, I found that I was just a few marks away from the rank, but still achieved much bigger at least in Top 20 with 79% marks, which was considered very good in UP State Board during the period. Let us ponder what if I had thought and aimed for just distinction and first divisions, there was no way to score that much percentage and be in the top 20. So the idea is, we achieve higher if we think and aim higher, that's fine if we fall short lightly even after putting all your efforts, still you have achieved remarkable and much greater height.

So it's important that we should think and aim for Big things in life, then only we can achieve something significant. Someone quoted in a lighter note, anyway we are thinking let's think Big, results will be Bigger.

## **My Goal, My Life**

A person without Purpose and Goal is like a ship without a destination and navigation system. It will reach anywhere Or nowhere.

– **Maurya SN**

All of us are here on this Earth for a purpose, we need to introspect and find it sooner. In fact it's not that difficult when we listen to our inner core call and meaning of life. One of the strongest reason people fail, feel lost and defeated because they don't have a clear Goals, they just keep running the race of someone else, without knowing their strength, at the end they get confused about their identity and purpose of being on the Earth.

So Goal setting is as important as getting the design finalized of a house before even construction starts. It's an important activity which defines your destiny, so in case you are not very clear, what you want from your life, take a expert assistance find a Career Coach, a Mentor to help in your self-discovery and craft a smart Career Goal. Setting a smart Goal is not a quick activity, it requires proper homework and discovery, then articulate in right way so that it's appealing and can be tracked over the period.

All of us need to have a short terms Goals i.e. target accomplishments in next 3 months, 6 months, one year and long term Aspirational Goals for next 2 years, 5 years and 10 years, these long-term Goals can be split into short term Goals as we move ahead in the Journey. Goal setting follows a structured framework, let us call D3C (Discovery, Clarity, Challenge and Commitment). In discovery part, we navigate through self-discovery (current state, environment, strengths, personality and aspirations). Goals need to be very clear, specific and measurable then become more achievable, every Goal should be tagged with a timeline like by 25<sup>th</sup> Sept 2025, else Goals without timeline is just a wish list. Goals need to be challenging in nature, as if we set up easy Goals, then

we will end up underachievers and never realize your full potential. It's fine if you fall short while pursuing a Challenging and Big Goals, as it gives you an opportunity to push you out of your comfort zone, achieve much more than achieving easy & small Goals. While setting up a Career Goals, there should be strong commitment in back of your mind, as Goals without commitments are just like a new year's resolutions, they are made on every 31<sup>th</sup> December Night, get diluted on 1<sup>st</sup> January and disappear by the end of January month. We need to put a deliberate effort to meet these Goals, it's better to share your Goals with your family members, your true well-wishers, friends and relatives to create a sense of accountability and apply positive pressure on you. It also helps you to keep on track with Goals and commitments.

By applying the above principles, we can set up smart Goals. Let's assume you are badly overweight and want to get fit and enjoy life. In discovery part, it could be how many Kgs/Pounds are required to be shed out, so that your weight falls within the fit category, suppose as per BMI analysis, the doctor told you to reduce at least 20 kgs., then better to target 25 Kgs. Long term aspiration Goal could be, achieve 25 Kgs weight loss within 2 year by 30<sup>th</sup> Nov 2022. Short term Goals could be, reduce 5KG weights within the next 4 months by 31 Dec 2020 by exercises and dieting etc. similarity we can split our long-term Goals in smaller quantity or milestones over a particular duration, go on full actions track and measure it on weekly/monthly basis, adjust the Goals if required, make sure you are highly committed In all circumstances, missing short term Goals may cause anxiety, hopelessness etc., In that situation. get feedback on reasons of falling short or missing and adjust the Goals as needed.

Someone said, best time to plant a tree was 20 years ago and second-best time is now, so in case you don't have a clear Career Goals, set it up now and have all commitments, courage and never quit spirit to pursue it, with right and powerful actions, no matter what sooner or later you are going to reach it and your dream will turn into reality.

## The First Step

The journey of a thousand miles begins with one step.

– Lao Tzu

The First step is the beginning of a great journey. It takes huge energy and commitment to take this golden step, like it consumes more fuel for a missile to take-off from the ground, compared to when it's in the Sky propelling around 1000 miles per second. First step is to avoid procrastinations. Normally, we set up Goals and make a commitment, but we keep on postponing, time slips like sand grains from our hands and sometimes people spend months, years to take the first step toward their Goal.

It's a way to break through the mind's inertia to take actions whenever we intend to do something new and big, our mind protects us not to take actions, sends various signals on risks and doesn't want to step out of its comfort zone. It's our awareness call to sense it and push yourself beyond, overcome all barriers and take the first step, over the period this resistance goes away and becomes a part of like, likewise when we start digging a borewell, initially there is huge noise to penetrate through a strong concrete layer on the ground surface, later on it becomes smoother as it goes deeper in muddy soil and water layers and finally we have water as achievement.

First step is stepping stone for a great journey, like our houses are built by brick by brick and finally we see a nice house with all amenities, similarly, for all our Goals in life, first step is the need to kick this off and as we move along, we keep finding new to march forward by overcoming all obstructions. Amazon, Apple, IBM, TCS, WIPRO, ISRO all the great organizations have small start but over the period they grown by taking incremental and exponential steps, like we say Rome is not built in a day. The Taj Mahal, one of the seven wonders in the World took around 20 years to complete, but the first step was taken

in 1632, even before when Shahjahan dreamt of it and took a decision to go for it, he didn't know it's going to be one of marvelous structure.

In any area of your life once you are clear about your Goal and there is a commitment in place, take the first steps next day, it may be very small but that's the stepping stone of this new journey. More it's delayed, more you are away from your target and sometimes completely miss the Bus. 1<sup>st</sup> version is always better than none, so never wait for a perfect start, as perfectionism is just a myth, we improve as part of our journey and become experts over the time period.

## **Right Actions and Discipline**

*Do you want to know who you are? Don't ask. Act! Action will delineate and define you."*

**– Thomas Jefferson**

All Goals and Ideas are worthless unless we act on them promptly. It's the only way to prove your ability, many of us have great ideas but they never turn into reality, as we fear and procrastinate to act on them, so ideas just become bubbles. It's not only sufficient to just take actions, these actions should be right and powerful, so that it can create impact. When we say the Right Actions, they need to be aligned to your Goal, creative, full of energy and with right intentions, since actions are seed, so outcome will depend on this.

As quoted by Jim Rohn, "Discipline is the bridge between Goals and accomplishment", once you took first step in your journey, it's time to build a discipline around it, create a checklist and go on taking massive steps on daily basis, plan for an improvement, even if it's daily incremental improvement, it will be cumulative 30% monthly and 365% yearly, that's how disciplined efforts pay-off in the long term and place you ahead in competition.

Many a time, we have smart Goals and will power to achieve the same, but we lag in actions and discipline, then end up not able to achieve

what we intended to accomplish. Because discipline demand sacrifice and only few are able to commit the same, these are people who prioritize their Goal and pay all price to achieve the same and finally win the game.

Take any example of International Athletes, Sportsman who has win Gold, Silver or Bronze Medals, if we peep into their personal life, they practiced for the event years and followed a strong discipline of diets, daily routines, that's why they outperform and become Stars. Like both Diamonds and Coals are formed from Carbon, it's just the matter of process and depth, Coal is found in lower depth (2 miles below the earth's surface) and can be extracted easily, whereas diamond is formed under high pressure and around 100 miles depth in Earth and it's too tough to extract, that's why it has a huge value and is called a Diamond. So, think about it, what do you want to be in life, a Coal or a Diamond?



Your Choice (Diamond or Coal)

## Measure to Improve

It's rightly said, something can't be measured, can't be improved. it's same as unless we put a mirror in front of us, we don't know if we are looking good or dumb, it's ground reality check to take additional steps to match the expectations. Once you have a clear goal, took the first step, are moving forward with right massive actions, created a

discipline around it to achieve the same, it's really important to gauge it by weekly review, reflect if we are moving in right direction and our actions are creating some results. In case you are falling short, think about what you can do to improve in your approach. It may be as simple as doing some test on the topic related to an area or subject.

Improvement also opens a new opportunity to scale up our actions, set new targets and achieve higher. it's your reflection on your current state and identify gaps in reaching your future state. Sometime we don't get the expected results and get discouraged, it's important to keep in mind that perfection is just a myth and incremental improvement is reality, so keep going in the right direction and sooner or later you will hit the desired results. It's a proven and blunt truth, all great personalities didn't become great in a month or year, they had to traverse tough road for longer time until a right opportunity appeared, they grabbed that hungrily and rose to the Stardom.

Richard Branson, a British Business Magnate, Investor, Author and Philanthropist and Founder of Virgin Group, had a very small start; he started his first business venture in 1970 at the age of 16 with a magazine called *Student*. While undergoing various setbacks and learning from it, he kept this Entrepreneurship journey on and now he is World's one of the most influential personalities in the World.

So it doesn't matter a small or big start, your journey toward Goal need to continue with winners mindset, sooner or later that day will come, when you will hit your destination.

## **Adjust the Navigation**

*Take chances, make mistakes. That's how you grow."*

– Mary Tyler Moore

Sometimes we make wrong choices, decisions on Career Goals or may be your decision was right at that given time and circumstances,

but due to change in situation and Career landscape, it's no longer a feasible or excellent choice, it's never late to change your Goal and move forward, without even a second of regret. Sooner you change your direction, the better, since longer you travel in wrong direction it's just drainage of your efforts to energy, similarly, the longer your drive- in the wrong road, the more time it will take to take a U-turn and reach your destination.

For example in early age, you got fascinated with cooking and wanted to study in Hotel Management and specialization in Cooking and Catering, later on you discovered that as part of your Studies and Career Non-veg cooking and Catering is integral part of life and your family core value does not allow the same, so it's always early to switch something to related Career aligned to your passion rather repent entire life riding on the wrong Bus.

Nevertheless, mistakes cost us, but they are our greatest teachers to evolve and grow as human being, we can learn from them to avoid bigger mistakes.



## Future is Faster than Our Imagination

“The future is coming so fast, we can’t possibly predict it, we can only learn to respond quickly.”

– By Steve Kerr

When we used to watch fiction movies a decade ago, two Robots fighting each other with all human intelligence and emotions, it used to be just a matter of entertainment and thrill, we never imagined that it might be a reality one day. Now Artificial Intelligence and Robotics are going to become so common in our life, right from Driverless Trains, Self drive Cars, Drone doing surveillance in disturbance and danger areas, even these have been used as traffic Police in many Traffic Signals. You can design your home, it will be 3D Printed in almost a single piece and built in a day, you can watch the World Monuments, Pilgrimage sitting at the comfort of your house by Virtual and Augmented Reality technologies. Now there are trials to cultivate Boneless Meat by using Genomics and Biotechnology.

This fast-exponential technological development has impacted across all Business and Industries, Manufacturing, Supply Chain, Retail, Healthcare, Banking, Insurance, Education, Financial Companies, Social Services, Government Organization. Now Doctors also need to learn to operate Robotics Machines in major complex operations. During Corona Pandemics, Robots were used extensively to distribute

Medicines among the Patients, already there are trials for Drones to be used for e-Commerce delivery.

There are multiple Technological, Economic & Social forces working together, taking the World in fast forward mode and we have limited Imagination, Experiences and Surrounding to see through and manage it, because there are many unknown variables, no definite framework to predict and imagine future World, only trends can give us an indicators, rest it's all up to us how we plan, adjust and navigate with it. It's really required now to sense these rapid disruptions, change in Business dynamics, keep us in fast continuous learning mode and adapt the way the World is expecting to play with these changes. We have no choice but to keep at the pace, at gig speed or accept to become redundant and trivial in Business and Industries. Best thing is that now Information and Knowledge is almost free and handy at click of Mouse, so fasten your belt and let us see how the World looks like in next 2–3 decades, may be completely changed in Business, Industries, Jobs or Career, our Family & Social life and a role as Global Citizens.

## **Changes in Career Landscape**

*“Any change, even a change for the better, is always accompanied by drawbacks and discomforts.”*

– **Arnold Bennetthere**

### **Economic Changes:**

*There is no longer Indian Economy or a Country Economy in silos. It's a Global Economy in play and working interdependently. Like a surge in Oil supply and demand, fall or rise of oil prices affects all Countries who import Oil. Since Oil prices increase transportation cost, in turn it raises commodities prices.*

Also our Economy depends on many Countries policy decisions for the items that we depend on and import them. Down the line, it affects

the Government, Companies and Industries decision to change their Operating and Employment Model, to manage their cost and increase productivity. For the sake of cost saving & productivity, they may set up their units at different locations to Cater the local markets, this means hitting the Transportation and Logistics industry badly, however local employment is generated. Likewise various Economic forces are working globally, changing the employment prospects and opportunities.

### **Social and Environment changes:**

This is also a prime factor Driving Career Landscape and opportunities across the globe. Let's take an example of Corona outburst globally during year 2020, this has badly hit the Travel, Tourism, Brick-and-Mortar related Sectors. However it has caused a major boost in Online Educational Platforms and Virtual Conferencing & Collaboration Platforms like Zoom, Webex, Demio etc. This has also challenged the World to look back at their Healthcare infrastructure and take drastic steps to scale it up over a short span of time.

This Pandemic in the long term is going to create significant Employment and Entrepreneurship in online Education, remote Workplace place technologies, uplift R&D in Biotechnology and Pharmaceuticals Companies. On other side, this Pandemic has helped Environmental friendly measures, like less Sound, Water and Soil pollution, provided a time to socially connect among Friends, Family and Relatives, which has impacted Social Media Platforms and their earnings, so they are going to scale up the capacity to meet this surge in demands, there is also going to be huge potential for Employment in Social Media and Remote connect Technologies and Platforms as well. These are tipping points, but when it occurs, it will change the entire World, the way people live, connect, travel and do their Business and pursue their earnings.

Also due to Global rise in Carbon footprint, there is a huge drive and sensitivity among the Governments, Industry and Business houses, people are now switching toward Green Energy. So It's going to change the Automobile & Logistic, Gas & Power Sectors completely, many Automobile Engines and Spare parts-based Companies will die or they will have to switch to Battery based Engines and Automobiles. It's already started and progressing with super speed, gradually all the Cars, Buses, Trucks, even Trains and Airplanes are going to run and fly on Solar Portable batteries. This has caused to emerge a new stream of Electro Automobile Engineering, R&D on Lithium-Ion batteries and other materials, which can promise more electric storage and durability. The next decade is going to be a big boom in E-Vehicles Technologies and Career or Jobs around it. Like this all Social and Environmental changes around us induce a change in Technology and Business, some Jobs become redundant, diminish slowly and many transform with new tools and technologies.

All major changes in technology, Economic and Global Political situation, impact the way Businesses are run globally and give rise to fast changing Career Landscape. Major Jobs before the 1990 era were Industrial and Agriculturally based, people were localized with limited mobility, a majority of Jobs were limited within the same District, States and Nations. Global Business was very limited. As the Telecom, Internet, Banking and Mobility Sectors were evolved, people were getting connected and Globalized, more sophisticated Jobs in Service Sectors got evolved.

### **Business driven changes:**

Businesses, Industries and Governments operating models also keep on evolving to combat changes in Policies, availability of better Tools and Technology to enhance productivity, cost saving measures to remain competitive etc.

These changes also change in Career Landscape Globally, many Governments have now mandated to file taxes online mandatorily, this has created opportunities in online tax Consulting Platforms and boost to the IT Services Platform, Latest Government is making e-bills mandatory to all the Shops and Retail Houses, this has created many opportunities in office billing Softwares, printing, H/W supplies and Manpower who can build, run and maintain these Systems.

Many Business houses like IT companies are moving to automate coding and programming, this will hit the low-end Software developers and boost the Robotics and Artificial Intelligence Jobs, so rather Engineering graduates focusing core Programming, they need to upskill on AI and Robotics clubbed with core programming knowledge. In order to gain productivity and efficiency, all major Companies across all the Sectors are on Automations spree, so all simple, predictable and repeatable Jobs are going to be automated, only very specialized and human interaction-based Jobs will need manpower and continue.

Let's just think for a moment, now we go to a General Physician for even smaller Health issues like Cold, Cough, Fever Body Pain and for some minor injuries. Imagine in a few years from now, a Supercomputer hosted on Cloud can prescribe your medicine based on your symptoms and it's as effective and accurate as Doctor's prescription today. So a General Physician Career may no longer be there, only specialized Doctors like Eye Specialist, ENT and Cardiologist are going to be there around. This revolution and transformation is not far away, it's around the corner in a few years and may happen across all the Industries and Businesses. So these Businesses, Industries and Governments will need more specialized manpower rather than general manpower today.

### **Technology Disruptive Changes:**

Steadily various Technological disruptions around the World have driven changes in Career Jobs in a big way. Many new roles have emerged, and some declined and became extinct over the period. Let's

take an example of Internet, before the year 2000, this had very limited outreach and was not affordable. Can you imagine in year 2002–03 1 mbps dedicated internet speed was costing around 2 lakhs annually, was only a privilege for big Organization and rich people, this was a matter of pride to have 1 mbps speed, A basic Mobile device with small strip size black and white screen was designed only for calling and texting was in range of Rs. 5000 -20,000 in India, now after 2 decades these are in Museum, very few Models are still used by poor people and hardly cost Rs.1000–2000 with much richer in features.

Now with contemporary exponential innovation in internet technologies like Fiber, Wireless devices and more people joining this Wagon, even 10 mbps internet is available free at many public places via hot spots and is available ubiquitously in all Villages, Towns and Cities at very nominal charges. Computers, Laptops processing speed have increased manifold due to mass production sale prices have dropped continuously. The First Laptop of my life with 128 KB RAM, 10 GB hard disk, 100 times slower processor came at a cost of Rs.65K during year 2005, now it no longer exists and now, 1000 times faster and rich features are available at less than Rs.30K.

This light speed exponential growth and innovation has changed the World we live in, Communicate and do Business. New Career avenues have appeared like, Computer Programmers, Network Engrs, Hardware Designers & Maintenance Engr., Technician, Telecom Engr. & Designers. Social Media Content Manager, Graphic and Animation designers etc. Office Clerks were replaced by Computer Operators. All STD and ISD booths were replaced by Cyber Cafe. Postmen are having very little Jobs now and taken over by E-mails. Banking Cashiers were replaced by ATMs and they have been skilled to manage Customer Services and Sales. Accountancy and book-keeping are replaced by Automated Softwares. Cameras have almost disappeared as everybody has Mobile in hand with Camera, can click unlimited pictures and create Videos. All critical Surgeries are carried out by Bio-Medical Machines and

Robots, Hospital and Labs got equipped with automated testing and Diagnosis Machines, this has created a huge Job as Paramedical Staff (Lab Technician, X- Ray Technician, Operation Theater Technicians etc.).

Apart from these, IT and Telecom revolution has created new roles across all Sectors, now all Medium and Big Organizations are totally IT enabled, provide great Careers like CIO (Chief Information Officer), CSO (Chief Security officer), IT Manager, Networking Engineers and Developers. All Bills or Cash collection roles have become redundant and disappeared as mostly payments are collected online now. These manpower are redeployed for more human related Jobs like Complain Management, Customer care etc. or asked to leave the organization if they are not technically skilled.

This Technological disruption is continuous journey and will keep on changing the nature of Jobs, Roles, will create new noble Opportunities and retire many currently in practice, so we need to have a keen eye on this trend and make sure we ride on these Tides, rather than disappearing in the Career Ocean.

## **Exponential Technologies Changing the World**

### **Network and Sensors (IOT):**

The World is already on the way to get connected by Network and Sensors, in coming few years all living and nonliving things may get connected and transmit a Terabytes of useful information. Like all of us own a Mobile number now, moving forward all of us may be identified by an IP address. It's crazy but not far away from reality, because it promises significant value to take predictive and proactive measures, formally known now as IOT (Internet of Things)

Let's think of it, you're away on a Picnic or on a Business trip abroad and can't take your old Parents due to health conditions, but still want to ensure they are safe and you have full information on their safety

and Health parameters. All they need to wear some IP enables Sensors like Gems in their fingers, these Sensors will capture all their Body temperature, Blood Pressure and other critical parameters, then you can check on your Mobile across the World, also you can receive alarms for any drastic change or ill situation, you may arrange Health Care Professionals from remote to take care of them.

Many Industries are already in Pilot phase and adapted to gain competitive edge, like Insurance Companies are going to deploy Sensors in your Cars to monitor your driving habits, release advisory notes as precaution based on full year driving pattern, they can calculate the risk of accident and gauge their Insurance Premium. Likewise all remote areas lights are automated to switch On/Off based on Daylight or Night, Cloudy or Foggy Weather. Other areas like monitoring and optimizing consumption of Water, Power by deploying Sensors across various grid and distribution points. Retail companies are using this to track customer behavior via Smartphone Bluetooth and analyze which Brand or products are catching their attention mostly and accordingly they can fine tune their marketing strategy.

This technology is growing exponentially and is going to transform HealthCare, BFSI, Retail, FMCG, Manufacturing, Energy and logistics in a big way. We can see huge demand for IOT Professionals and Entrepreneurship opportunities in the next few years..

### **3 D Printing:**

3D Printing or Additive Manufacturing is a new revolution on the way to disrupt the way products are designed & manufactured. So far Products are manufactured in subtractive way, i.e. small parts are chipped or molded in a designed dimension. 3D-Printing is additive way of Products manufacturing, where in material layers are added via large Printing Machines to make product's designed dimensions like our normal paper printers add the ink on papers in two dimensions,

similarly, 3D printers add materials vertically as well and 3D objects are created.

This Technology is promising to design and produce parts, products in a personalized and much faster way. Let us think about it, you want a specific design of your shoes and they are not available in the Market, you can design them by yourself and give it to 3D Printing Companies, they will Print and deliver in no time. A bigger way, it can help Human beings to get the Organs, Bones and Body Parts designed, produced and transplanted personally fit to their Body, rather current practice to look for the best match.

It's not only going to trigger personalize manufacturing of small parts and objects, but also it can change the way a big Structure like Homes and Cars are manufactured in a very flexible way. Many companies are already producing a large numbers of Products like Bowl, Plates, Kitchenware, Mobile accessories etc. using this method. This disruptive Technology is going to transform Manufacturing Industry in Commercial and Defense Aerospace, Space Technologies, Automobiles, Healthcare and Consumer Retail products. Opportunities are galore in Entrepreneurship and Career in this filed as Designers and Print Engineering, Operation & Maintenance.

### **Cloud and Quantum Computing:**

Cloud computing is already in full play. Individual, Small and large Businesses are using Storage, Computing Application and Utility Resources. Earlier we used to buy separate Hard Discs for our documents and pictures Storages, now we store it in OneDrive and Google Docs, that's on Cloud Storage. Cloud Computing is basically consolidation of small scattered Storage and Processing devices to a giant capacity (Terabyte even more) Processors and Storage centrally managed by Companies, who provide them on rental usage basis, so that Organizations needn't to procure and manage their standalone Hardware's, rather they can subscribe, use online and pay as per usages

on monthly basis. Though this Technology has impacted Hardware Companies producing small sizes Storage and Processor units but other way it has enabled everybody to focus on their core Business rather managing IT Hardware devices, we just need an online access PC and Laptop terminal, rest all resources are available on demand. This has benefitted Small and Big Companies not to invest in on Hardware's and have flexibility to use and pay rental and stop whenever they wish.

All major IT Companies like IBM, Dell, HP, Google, Microsoft, Amazon and Rackspace are creating massive Storage and Computational Capability, opening doors for Public and Business houses to use it on a demand basis. This Journey is going to thrive next few decades to tap Global opportunities and offer us huge potential in Entrepreneurship and Career in this field as Cloud affiliate Marketer, Integrator, Sales Professional, Business Analyst, Cloud Architect and Operation Engineers.

Quantum Computing is the next buzz which can revolutionize the IT industry capability to solve many complex and high-volume Computational analysis, which current Supercomputers are constrained to, it's going to breakthrough in processing speed of light using Quantum Mechanics principles and going to niche area and creating a great Career in many R&D fields, Chip designing and Productions, also it will take Big Data and Analytics to the next level.

### **Robotics:**

This is a familiar term now and sooner going to be as common in our lives, similar as Electricity and Internet connections in our houses, already Robots have been deployed massively in Industrial and Manufacturing Plants, Hospitals and Cleaning and Home Services purposes. Next wave is to use Robotics in all areas where there is human distress and life threat is involved. Let's assume we can deploy Robots massively in India-Pakistan tough & remote Borders with high resolution Cameras and Radars, they can keep a watch 24x7 and fire whenever Enemies &

Terrorists are intruding in our territories. Already over 8,000 Soldiers have lost their lives In Siachen Border since 1984, the majority due to the region's adverse weather and dangerous topography, there is always possibility to replace these Soldiers with Robots and thus only few high-tech Soldiers are deployed in safe locations controlling these Robo Soldiers.

Already there are many developments & trials conducted to field Robots in WAR, so it's no more a surprise if the next World War is fought & won with Robots, there are just a few high-tech Soldiers sitting comfortably in their Command Center to control them as required. Still many Horse, Car, Camel and Bike races are directly guided and controlled by humans and in a lot of instances they lose their precious lives during accidents. Robots are already on their way to control these Horses, Camels, Cars and Bikes, still there will be thrill and adventure with no Risk for life. Jordan's biannual Camel Race is already ridden on by Robot Jockeys and gives almost the same adventures experiences. Winners and Runners up are just sitting comfortably in the lobby, controlling these Jockeys and winning prizes.

Robotics still has great prospects and potential to transform many Industries like Construction, Automobile, Hospitals, Agriculture, Hotels, Food Processing and Space. There are already many Robots like CNET, Dextre, Voyager 1 and 2, Hubble Space Telescope, Cassini, Robonaut 2, Rosetta, Dawn and Mars Express are used for Space Exploration and sharing

tons of information on space and Galaxy. Artificial Intelligence on its way to match Robots Intelligence as par with humans, once they are made affordable with breakthroughs in miniaturization, cost reduction in parts and mass production capabilities, they will be part of human's life as domestic and personal help. They can also be made available as toys, like we have pets like Cats and Puppies, there will be Robo Pets to interact and entertain us.

This is still a niche area with great Career prospects in R&D, Manufacturing, Sales and Marketing, Deployment and Support. There are already many companies like Fanuc Corp, Yaskawa Electric Corp, Adept Technology, Apex Automation and Robotics, Aerotek Corp, Stäubli, Kawasaki Robotics and Rockwell Automation which are taking Robotic Journey to the next level.

### **Artificial Intelligence:**

I had a problem on- how to fix my Printer and nobody was available on call or mail to assist us. There was a pop up in support website asking me to chat, I started chatting with step by step queries and responses and Chatbot was guiding me possible solutions and finally I could fix it without any hassles. Now when you start typing in Gmail reply already intuitive suggestive lines appear to help you. I get most of the mails in my mailbox the moment I open it at my regular time. You can type in google documents- just by speaking on mike and the accuracy is more than 80%. Alexa can listen to us, play our choice of music and even answer your all queries on seeking information, latest news, weather forecast of your city etc. Thanks to AI (Artificial Intelligence). Now we are developing Machines and Gadgets intelligence to think and work like humans by using Machine learning languages. For example, speech recognition, problem-solving, learning and planning, so you may get surprised if one day Machines leave behind humans in cognitive and intuitive skills and your friend prefers to play with his AI machine rather than with you.

AI is not limited to just the IT or technology industry; instead, it is being extensively used in other Industries such as Medical, Business Operations, Education, Law, and Manufacturing. SIRI, an Apple based personal assistant is capable-to-understand natural language questions, requests and providing you information, share directions, send messages, make voice calls, open applications and add events to the calendar. Tesla is using AI in their Cars to help in self-driving, predictive analysis. Cogito can make millions of voice calls on a daily

basis. Netflix in sharing you recommended Movies on the basis of your reaction, interests, choices, and behavior. Pandora is suggesting you music Tracks based on your history and behaviors that you would neve notice, there are many more Gadgets like Nest, Drones, Boxever and ECO available who are consistently learning about your choices, behavior and interacting with you indirectly with their responses. So time is not far away, when these Gadgets will start interacting and responding as good as a human being.

Artificial Intelligence is gaining popularity at a quicker pace; influencing the way we live, interact and improve customer experience. There is much more to come in coming years with more improvements, development, and governance. Companies like Apple, Anki.Google, DataVisor, Casetext, Facebook and Clarifa are on a fast track to accelerate and make it part of life. It's a niche skill and to be concurrent at least in the coming 10 years and promising a great Career.

### **Synthetic Biology and Genomics:**

Synthetic biology is a multidisciplinary area, combining Genetics with Digital power to create types of Genome sequences. DNA is considered as Software code, which can be programmed in multiple ways and offering the World a potential to solve many human problems by personalized Bio Products and Parts. Imagine Companies producing a Toothpaste which can detect germs in your mouth and turn them into a color to alert us, if we are developing Mouth Ulcers, Cancer diseases etc. and accordingly we can start preventive medicines.

This Stream can control human aging problems and related diseases by using stem cells therapy to regenerate cells and Metabolism, so continuously our life expectancy may improve and 100 years of life time may become a normal, so this is opening a new avenues of Opportunities in Drug and Pharmaceutical Companies in R&D and Products designing. This evolution in computational speed and cost of DNA synthesis are enabling Scientists to design and synthesize

modified bacterial Chromosomes, that can be used in the production of advanced Biofuels, Bio-products, Renewable Chemicals, Bio-based specialty chemicals (pharmaceutical intermediates, fine chemicals, Food ingredients) and in the health care sector as well.

There is a great Career in R&D, Products designing and Sales, also Entrepreneurial potential who have crush with Biotechnology, there are Global Players like Codexis, Genencor, Life Technologies, Genomatica, Qteros, CODA Genomics, Modular Genetics, DNA2.0, Inc., Verdezyne, DSM, Myriant, Gevo, Inc., LS9 Inc., OPX Biotechnologies, Solazyme and Synthetic Genomics are making breakthroughs in this niche area and changing our lives and the World.

## **Trending Trends**

New Trends are created with disruptions of Social, Industrial, Technological, Political forces and by even Natural forces. Now nature is disrupting, impacting our lives the way we live, think, travel and communicate. COVID-19 outbreak is relevant and will continue in various forms of Pandemics and Disasters. So trends are never definitive and are just indicators of future prospects. It may be intruded by various external forces, so current trends may take a back seat and new trends may erupt like volcanoes, so keep an keen on this Fast-Forward World.

### **Automation:**

“You’re either the one that creates the automation or you’re getting automated.”

– Tom Preston-Werner”

Robo Workforce explosion is unstoppable, so anything and everything which are predictable, simple and repeatable are set to be automated sooner or later, it’s less of a threat to Humans to replace them, rather it’s a revolution to ease human life and divert them to do something

more creative and meaningful, where human feelings and interaction can't be matched by Robots. American young lawyers are unable to find Jobs, as IBM Watson can provide all legal advice with more than 90% accuracy, so they need to upskill and explore how they can fit into a legal chain where humans are irreplaceable and inevitable like live Court Trials.

This wave is going to change the World, the same way as Electricity and the Internet did in our life. So anything and everything dealing with Automation is going to stay relevant in next few decades and even longer, opening new windows of Career and Entrepreneurship Opportunities.

**Miniaturization:**

Computing & Storage capacity of your Mobile phone is at least 1000 times better and 1000 times smaller than Supercomputers. During 1960–70, they were at Room size and now in your hands less than 100 grams, so design and manufacturing of smaller mechanical, optical and electronic products, devices are trending and will remain in picture for longer and offers a future proof Career in R&D, Manufacturing and Sales.

**Personalization:**

Now TV can adjust brightness based on your favorable settings and lights of room, even many expensive Cars can adjust your Seat leg gaps based on who opens the Cars remotely. Rooms Interiors are designed to change room lighting based on your mood and energy. You can design your Jewelleries, Crockeries based on your taste and choices and get them 3D Printed. So, as the World population is developing towards prosperity, thoughtfulness and self-actualization, personalization of products, services, and assets will keep its journey towards right and opening a new avenue for creative minds in Designing, Production and Sales & support areas. This is going to be the future proof for the next few decades.

**Time Compression:**

100 years ago when Commercial Flights were not there, it used to take months or weeks to reach other Countries, Continents like Europe and America, now people are travelling to multiple countries on the same day. You can have breakfast in India, lunch in Sri Lanka and back dinner at home. New Software Products, Chips designs and Vaccine Research and Development used to take a few years, now same Products can be designed, developed, tested and rolled out in a month with Collaborative Global workforce. Let's consider- a new Software Product design can be finalized in India by 5:00 pm IST, handed over to US Engineers by 08:00 am EST for coding, passed it over to Australian Engr's. for testing, so next day when we log in our Computer, we can see one cycle has competed and can be repeated for an improvement cycle. This has been leveraged in all Businesses Globally. Also new innovative and productivity tools are helping workforce to complete their Jobs faster and accurately. Since Time has always been equated with Money, this time compression Tools and Technologies, Products and Services will always be Even green Plateau, offering Knowledge workforce a great Corporate Career and Entrepreneurship Opportunities.

**Green Energy:**

Necessities are the mother of inventions; we perform much better when there is a compelling reason for us to do or die. Now World's Carbon footprint and Ozone layer deterioration is on way and reaching at tipping point, so Green Energy is the way forward and we have no other choice, either we adapt rapidly and save our Planet or mother nature will adapt itself via Pandemics and Disasters posing endangerment to human species.

Green energy is basically meeting our energy requirements via harnessing natural sources of Energy like Solar, Wind, Biomass and Hydro Power, these form of energies do not create any impact on environment, Already there are much buzz on Renewal and Green

Energy, Cars, Buses, Trains and Planes are switching towards E- Vehicle and clean energy sources, but so far just fraction of potential is achieved and have long road to be covered.

Though there have been ground breaking research and Innovation in last two decades, but still Commercial affordability and volume of meeting demand is big challenge to deploy them massively, and get away with Coal, Gas and Fossil fuel based energy, now independent houses are opting for Solar power as backup and Water Heater. Majority of Governments are incentivizing and funding to create more Solar, Hydro and Energy Plants. Energy companies are promoting Development and Engineering on Battery Storage capacity and durability like Lithium-Ion, R&D on improving charging time by using quick charging Capacitors, alternate material which can store more energy and still be cost effective. Scotland is the World Leader in this and has already achieved energy self-dependence by meeting it's 100% demand from Green Energy, Next European Unions are faring well and switching to Green energy rapidly. India has already decided to phase out all Diesel, Petrol Cars and move towards Green and Clean Energy.

This is again a high promising area as Career in Corporate Employment or Entrepreneurship, there is immense focus and funding to drive it faster, poised to remain as thrust and trending area next 10–15 years, even most of the Governments are disrupting this field by their Pro-Green Energy Policies and influencing current Automobiles and Energy Generation Companies to focus on green energy fuel based Engines and Generators, phasing out current Diesel, Petrol and Gas based Transportation.

There are giant Companies like NexEra, Tesla, First Solar, Brookfield Renewable, SolarEdge Technologies, Enphase Energy: Acme, Adani, Tata Power, NTPC, many more SMEs on their fast track journey to meet the World's energy demand and make it affordable and create a new revolution across the World.

## **Prospective Growth Sectors**

While Industrial Sectors growth prospects are changing at a fast pace dynamically, still there are few key areas which can't be ignored, and the World is thriving to make a big bang, has huge untapped potential both in developed and developing Geographies and will remain relevant globally. Let's have a high-level picture or helicopter view, since data & trends are illusive and may not hold true tomorrow, so it's your responsibility to keep your eyes and ears open, be updated on these dynamics, information is available freely, one click away on Social and Print Media. Key growth areas taking the World to new Plateau are Healthcare, Online Education, Infrastructure, Food Processing, Manufacturing & Retail, Financial Services, IT & Telecom, Mobility (E-Transportation), Sports Managements. Entertainment, Mass Media and Advertising, Creative & Fine Arts and Spiritual Sciences.

### **HealthCare:**

Even though it's related to our basic need and is growing consistently in particular Developing Economies, but after COVID-19 disruption, it's been an eye opener for many Countries and shaken them badly, after they lost their citizens. Most of the Countries have realized loopholes and plan to ramp up their Hospitals and Medical Care Equipments etc. They will allocate significant portion of their Budget to fill the gaps and fasten their belts to fight more Pandemics in future, Automation will increase Health Tech Professionals playing with Machines and Robots, while special human centric Professionals will take care of Personal Care services like Old age Care, Home Nursing etc.

### **Online Education:**

There have been consistent forces working for many years to democratize and demonetize Education Sector, making education available anywhere and everywhere, even basic learning free of cost. Like Coursera and Udemy have made many basic Management and

Technologies courses free. Now Governments are also promoting mass learning Programs via MOOCS (Massive Open Online Courses) to make sure Education is available to everyone and almost at no cost. COVID-19 has disrupted this area in a big way, with traditional Classrooms Systems fading away, Remote Education to be formalized and recognized for many Degree and Postgraduate Courses. Edutech Companies have immense Potential to build Platform and grow the Education in Virtual space. There are many individual micro Entrepreneurs contributing by specialized learning in Personal Development, Key Soft and Hard Skills, Languages learning, personalized Coaching and Mentoring.

**Infrastructure:**

Infrastructure (i.e. creating Roads, Buildings, Flyovers, Bridges, Rail Network, Airports and Community Centers) is again thrust areas, always on growth path with human life development and evergreen with moderate growth rate. This is set to keep its priority in Developing Asian Economy and African Continents. Next wave is to modernize the Infrastructure by various Technologies like Network, AI and Sensors to make it safer, convenient, optimize the usages by predictive and preventive maintenance. Also, a major shift will be to automate most of the Hard, Physical and Risky Jobs, humans will be only required for high quality work in monitoring and decision making.

**Manufacturing and Retail:**

Manufacturing in the field of FMCG (Fast Moving Consumer Goods) is set to boom as the pace of population growth and people purchasing capacity, but will remain as a growth sector in particular Products related to human basic daily needs (Homeware). Retailing is already transforming towards e-Tailing, i.e. lesser small outlets and more centralized warehouse catering in mass distribution via door delivery model, so there are great opportunities for smaller and localized Supply Chain and Logistics Companies, related Partners and Employees.

**Mobility and E-Transportation:**

Mobility is a global challenge due to population explosion in major Commercial Cities. In one hand affordability of private vehicles have made human life more private and convenient, on other hand this has put huge pressure on Infrastructure and people are now crawling on Road with huge traffic. This defeats the purpose of having private vehicles and still gets stressed for Road negotiation. So mass Mobility or Transportation is way forward and already many Companies are coming up with innovative solutions by using Airways, Roadways and Waterways. E-Trains, E-Tramps, E-Buses and E- Trolleys are likely to evolve better Transportation and environment friendly solutions. Also, the Mobility sector is coming up with new technologies like Hydrogen Fuels and addressing many challenges faced by Supply chain and Logistics companies, so that Good and Services movements are cost effective and efficient.

**Food Processing:**

Food Processing is already in boom due to urbanization and people's mindset to look for ready-to-eat Foods for the sake of taste and conveniences. Now with fast pace innovations in safe preservatives, ingredients and it's is likely to hold its position with marginal growth, but may face a push back as people are becoming now health conscious and prefer to consume Natural Food rather processed and readymade. Since Apple Juices can never match original Apples in terms of health Index, Vitamins and Proteins, though taste may be better and provide pleasure. So there are opportunities in Career and Entrepreneurship to match Processed Food more closely with original sourced Fruits, Vegetables and Grains.

**IT & Telecom:**

IT and Telecom is the biggest revolution of the 21<sup>st</sup> century and the fastest disruptive and innovative area. This is going to stay and grow with fast pace, already Hardwares & Softwares are Democratizing,

Dematerializing and Demonetizing on a daily basis. Products and Services life cycle itself are less than 5 years, so fast pace innovation and over competition is two-edged sword, one-way Companies are encasing new technologies and features, on flip side due to short life cycle and over-competition, they are unable to monetize their investments fully and forced to innovate continuously. So remaining profitable and cost cutting is a real game for the Winners. Customers are always winners in this race.

Automation has transformed this sector significantly right from Design, Development, Manufacturing, Maintenance, Software and Services, so only human centric core & high-quality Jobs are going to be there, rest it will be automated, many new Roles are Evolving, Transforming and disappearing over the period. Great news is that IT & Telecom has become part and necessity of life, we can't imagine living without it like Electricity. Also IT & Telecom has percolated in almost all industries and Sectors, made them highly dependent, so as these Industries expand and grow, this Sector is bound to grow and keep on creating high quality Jobs and Roles, Entrepreneurships opportunities and there will always be- the potential to grow and remain in Journey. This area really belongs to the People who are tech savvy, highly creative, risk and action takers, highly flexible, who can run on a rope edge, however these great challenges bring greater rewards with an unlimited Global lifestyle.

### **Sports Management:**

Sports have been the least explored area in particular developing countries and is dominated by only a few highly passionate people, who wanted to pursue and sacrifice everything to achieve their Trophies and Medals etc. Later along with Economic Development, People spending capacity and increasing health consciousness have made this area more organized and Business Centric. Many Solo, Small, Medium and Large Enterprises have taken a plunge to tap the opportunities as Sport

Material Development and Engineering, Manufacturing, Distribution, Retailing, Events Management, Coaching and Development.

Since Sports are also now perceived as an avenue for life skills development among children, so it has become part of the Education System, which has unfolded immense opportunities at grass root level in every nook and corner of the Country. Lately, in the last few decades, Sports has emerged as a passion and people are organizing Sports events as part of creating thrill, Adventure and Entertainment. In large scale Private Leagues matches are organized in a very Successful and Profitable Business Model. So if there is Sports in your Blood, there are now organized Career as Employment, Entrepreneurship available to pursue and contribute to take the game to the next level.

### **Mass Media and Advertising:**

Mass Media was traditionally regulated and controlled by Government and dominated by few News Prints, Radio and Television Broadcast Organization. Over the period due to liberalized policies across the World and coupled with Social Media exponential growth, it's now completely Democratized and Commercialized and creating huge Employment and Entrepreneurship, since this is a big Platform for all Companies and Business houses to launch, promote and sell their Products and Services. With IT & Telecom advantages, it has evolved and transformed completely the way News, Ads and Messages are Designed, animated to give a live experience to the Public. Earlier it used to direct and plan messages for promotions, now there is immense creativity to touch People's mind and heart by riding on Social and Political challenges and best practices. Now anybody and everybody can promote their Products and Services in Social Media, TV, Newspaper and Radio in a cost-effective way. There is huge opportunities across this Sector as News Readers, Anchors, Journalists, Ads designing and Editing, Graphics and Animation designing, Video editing and Effects,

Creative Content designing, Sales and Marketing, Publishing Management, Copy writers and many more. Career is full of adventure, creativity, human centric interactions and ground challenges and visibility.

**Entertainment:**

This area has a legacy of more than 100 years in various traditional Dramas, Local folks Songs, Music and Dances, but gradually it got formalized as organized Business and Industry. Now it's approx. \$800 billion dollar global Industry by riding on Mass Media like TVs, Radios, Social Media and Theaters etc., some key growth areas are Video gaming, Casinos and Online gambling, TV subscriptions and Licensing, Movie production and distribution, Music production and distribution, Book publishing and distribution, There are many lucrative and stardom Careers in Acting, Dancing, Direction, Production, Distribution, Singing, Musician, Graphics designing and Video shooting, Editing, Script writing, Advertising and Event Management etc.

**Creative and Fine Arts:**

This is again non-conventional, less explored and recognized area, but with Technologies moving towards human interaction and expressions rapidly. Now it's growing faster, getting organized and recognized as Career, even Corporate Giants are hiring these Professionals for their Products design, Creative advertising and Social Media campaigns and Events Management. Some common roles are- Painting Artist, Cartoonist, Tattoo Artist, Art therapist, Multimedia programmer. Drawing Teacher, Calligraphy, Set Designer, Production Artist, Music Teacher, Music Bands, Standup Comedian, Show Creative Director and Editor. There are big shows and events like Art Galleries, Cultural meets organized to showcase your talent, get valued, recognized and awarded. If there is passion and unstoppable desire, it can be converted into a Profession and it's an Individual skill to take it to the National and International level.

## **Spiritual Sciences:**

Human is evolved along with Nature for many centuries, in this journey, he has invented and discovered many material belonging like Home, Transport, New Food, Homecare & Life Care Products making his life exciting and convenient, but also he was getting away from Nature, now saturated with these material things and facing many

challenges like Loss of identity, Purpose, Distress and Mental diseases, so there is a wakeup call to go back to basic and lead a fulfilled life rather chasing the Money and Material Race. This field is growing leaps and bound, there are many Individuals and missionary organizations coming up to formalize this as an Integral part of Education and Personal Development. It's not driven by any annual and quarterly targets but yes, it's focused on the number of lives being transformed and money is byproducts to create value and keep the Journey on.

## **Jobs Transformation**

*The future depends on what you do today.*

**– Mahatma Gandhi**

I remember when Computer were introduced massively in Offices and Stores around the year 2000, there was worry and fear that Computers will chew in all human Jobs and there will be unemployment in large scale, but now there is a completely opposite picture, there are more than 4.5 million people directly employed by IT industry in India and almost equally employed indirectly in support services. More importantly IT Jobs are globalized, India has tapped huge share from the US and Europe. Of course few Jobs like Postman, office Assistants, Printing related got reduced, but moreover Traditional Jobs are not totally disappeared, rather they got transformed. Let's take 10 years before, for any Aerial Survey and Photo Shooting people used to hire an expensive Helicopter and a Cameraman, they used to shoot the Pictures from top, now Helicopter & Pilot are no more required, and they are

deployed for some other critical missions. Cameraman has become a Drone operator and shoots all Pictures alone.



There are Jobs transforming at our door steps already due to Business disruptions, cost cutting, and profitability pressures. Regular

employment is seen as Companies' liabilities due to Business high fluctuations and VUCA (Vulnerability, Uncertainty, Confusion and Ambiguity) environment. Most of the Companies are moving towards part time or Project assignment-based employments, all regular Jobs related to domain experts, individually performed are going to be on freelancing mode and will be paid based on assignments completion, rather than fixed monthly salaries. It's already practiced in many Countries across Europe and US, but moving faster in Developing Countries like India, Brazil etc.

Moving forward regular work force will shrink less than 20%, this should not be perceived as Jobs losses rather the birth of the Gig Economy whether Billions of Experts are moving towards Solo-Preneurs and contributing in a big way to drive the Industry by managing their own Business. So Job security is just a myth now, Freedom Business, Career and Jobs are the future games. Business, Industry and Governments will hardly care about your Academic achievements, Degree and Percentage, what will matter the most- is expertise in your field, abilities to deliver best Services and Products at competitive rates.

Businesses and People need to explore the Green Sea (niche, noble and less competitive fields) and play a big game of Money and value until it becomes the Red Sea (Common, Standardized, highly competitive area), like IT & Telecom was Green Sea before 2000 and gradually it has become a Red Sea with commoditization and cut-throat competition.

Career is transforming rapidly from *Academic* to Skills based, best and reputed Colleges and University craze is fading away in rapid way globally, Companies are organizing Hackathons, Challenges and extensive Skills test to get the best talent in their pool. Now all fields are getting so interconnect and merged that silo domain knowledge and expertise adding very less value to the Business, so future Career is for who have expertise in one field and knowledge on related fields, so skill demand is going to be interdisciplinary based on Automation, Miniaturization, Personalization, Time compression and Green

Energy principles. E.g. A Biotechnology Professional is valued if he/she has basic or intermediate level knowledge on Robotics, AI, Human Psychology, Energy efficiency and Environment factors, so that Products and Services can be designed, developed and commercialized considering all three dimensions.

As per World Economic report on Future Jobs, due to technological breakthroughs rapidly shifting the frontier between the work tasks performed by humans and those performed by machines and algorithms, global labor markets are undergoing major transformations. These transformations, if managed wisely, could lead to a new age of good work, jobs and improved quality of life for all, but if managed poorly, will pose the risk of widening skills gaps, greater inequality and broader polarization.

## **Looking Beyond the Line of Sight**

*Man cannot discover new oceans unless he has the courage to lose sight of the shore.*

**– Andre Gide**

As we are heading towards 4<sup>th</sup> Industrial revolution dominated by technological and Business Model disruptions, Jobs are getting Transformed continuously, it's a gradual process, so sometimes we don't notice the shift, but it's bound to happen at slow or fast speed based on Global Economic circumstances. We need to sense these changes, gauge and prepare ourselves to ride on trend and play the best game of our Career. Normally we see changes taking place at present or in the pipeline, that's not enough to plan, we need to go beyond our line of sight to always remain ahead in our game.

Let us think about some outlooks, predictions and changes on Card

- In the coming 10 years, all Petrol Pump will either shut down or be transformed as Car Charging and Maintenance

points. Major Auto repair shop will disappear, or they will be transformed to E-Vehicles Car Care Centers. Many Street shops will be transformed into E-Vehicle charging points and Money transactions Services centers.

- Electricity generation and distribution will be decentralized. Majority of houses & Building Complexes will be producing Electricity and supplying to the distribution Companies. This will create many opportunities at mini and micro level Entrepreneurship, new Jobs opportunities that have already started at micro level.
- Many small shops like Salon and Services Centers will be moving under big Umbrella, likely to be aggregated by big Platform Companies.
- Your personal Cars may go to Museum soon, nobody needs to own a car and employ a driver. People will call automated Cars of their choice, just ride and get dropped wherever they wish to get down.
- Number of accidents will reduce, and life expectancy will increase, so it's tough times for Insurance companies their Business Model will evolve, transform or disappear.
- Offices will be transformed into Meetings and Conference rooms, as individual work can be performed from anywhere remotely. Working from home is becoming a norm and real estate space demand will shrink drastically.
- Cities Noise, Air pollution will reduce and will have a clean environment.

Based on World Economic Forum ([www.weforum.org](http://www.weforum.org)) reports 2018 and Jan 2020, these are key finding on Jobs Landscape Trends, emerging Professionals and required skills

- Type of employment will change from simple and repeatable Jobs to new productivity-enhancing roles, and automation will lead to creation of new roles specific to technology and humans. In addition, Businesses are set to expand their use of Contractors, Freelancers, Consultants doing task-specialized work and engaging them in a more flexible manner, utilizing remote staffing beyond physical offices and decentralization of operations.
- By 2022, It's expected that 58% task hours are performed by Humans and 42% by Machines, but there will be net positive gain with a decline of 0.98 million jobs and a gain of 1.74 million jobs.
- Emerging new demands in roles would be technologies based like Data Analysts and Scientists, Software and Applications Developers, AI and Machine Learning Specialists, Big Data Specialists, Process Automation Experts, Information Security Analysts, User Experience and Human-Machine Interaction Designers, Robotics Engineers, Blockchain Specialists, Ecommerce and Social Media Specialists, Also roles that leverage distinctively human skills, such as Customer Service Workers, Sales and Marketing Professionals, Training and Development, People and Culture, and Organizational Development Specialists and Innovation Managers.
- Key human skills in demand will be such Analytical, Innovative, Creativity, Originality and Initiative, Critical thinking, Persuasion and Negotiation, Resilience, Flexibility and Complex problem-solving. Emotional intelligence, leadership and Social influence.
- The Fourth Industrial Revolution may lead to the creation of 133 million new jobs and simultaneously displacement of 75 million jobs over the 2018–2022 period.

**Stable, New and Redundant roles across all Industries:**

Stable Roles	New Roles	Redundant Roles
<p>Managing Directors and Chief Executives, General and Operations Managers, Software and Applications Developers and Analysts, Data Analysts and Scientists, Sales and Marketing Professionals, Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products Human Resources Specialists Financial and Investment Advisers Database and Network Professionals, Supply Chain and Logistics Specialists, Risk Management Specialists Information Security Analysts, Management and Organization Analysts, Electrotechnology Engineers, Organizational Development Specialists, Chemical Processing Plant Operators, University and Higher Education Teachers, Compliance Officers, Energy and Petroleum Engineers Robotics Specialists and Engineers, Petroleum and Natural Gas Refining Plant Operators.</p>	<p>Data Analysts and Scientists, AI and Machine Learning Specialists, General and Operations Managers Big Data Specialists, Digital Transformation Specialists, Sales and Marketing Professionals New Technology Specialists, Organizational Development Specialists, Software and Applications Developers and Analysts, Information Technology Services, Process Automation Specialists Innovation Professionals, Information Security Analysts, Ecommerce and Social Media Specialists, User Experience and Human-Machine Interaction Designers, Training and Development Specialists, Robotics Specialists and Engineers, People and Culture Specialists, Client Information and Customer Service Workers, Service and Solutions Designers, Digital Marketing and Strategy Specialists</p>	<p>Data Entry Clerks, Accounting, Bookkeeping and Payroll Clerks, Administrative and Executive Secretaries Assembly and Factory Workers, Client Information and Customer Service Workers, Business Services and Administration Managers, Accountants and Auditors, Material-Recording and Stock-Keeping Clerks, General and Operations Managers, Postal Service Clerks, Financial Analysts Cashiers and Ticket Clerks, Mechanics and Machinery Repairers, Telemarketers, Electronics and Telecommunications Installers and Repairers, Bank Tellers and Related Clerks, Car, Van and Motorcycle Drivers, Sales and Purchasing Agents and Brokers, Door-To-Door Sales Workers, News and Street Vendors, Related Workers Statistical, Finance and Insurance Clerks Lawyers</p>

Compiled from Source: Future of Jobs Survey 2018, World Economic Forum.

## Skills in demand and Trends 2018 vs 2022

2018	Trending 2020	Declining 2022
Analytical thinking and innovation, Complex problem-solving, Critical thinking and analysis, Active learning and learning strategies, Creativity, originality and initiative, Attention to detail, trustworthiness Emotional intelligence, Reasoning, problem-solving and ideation, Leadership and social influence Coordination and time management	Analytical thinking and innovation, Active learning and learning strategies, Creativity, originality and initiative, Technology design and programming, Critical thinking and analysis, Complex problem-solving, Leadership and social influence, Emotional intelligence Reasoning, problem-solving and ideation, Systems analysis and evaluation.	Manual dexterity, endurance and precision Memory, verbal, auditory and spatial abilities, Management of financial, material resources, Technology installation and maintenance Reading, writing, math and active listening, Management of personnel Quality control and safety awareness, Coordination and time management, Visual, auditory and speech abilities Technology use, monitoring and control

Compiled from Source: Future of Jobs Survey 2018, World Economic Forum.

## 7 Key Emerging Economies

As per World Economic Forum Report 2020, there are seven key Professional clusters with emerging prospects in the future of work are Data and AI; Care Economy; Green Economy; Engineering and Cloud Computing; People and Culture; Product Development; Sales, Marketing and Content. Collectively, these professions are set to yield 6.1 million new job opportunities in the globally coming three years.

**1. Care Economy**

Streams/Area	Skills	Professions	Skills
The Science of Well-Being  Essentials in Clinical Simulations  Across the Health Professions  Nursing Informatics Leadership  Patient Safety  Vital Signs: Understanding What the Body Is Telling Us	Kindness, Meditation, Savoring, Happiness, Gratitude  Debriefing, Learning, Simulation  Nursing, Exercise, Mentorship, Leadership  Problem-Solving, Design Thinking, Leadership, Patient, Safety  Pain Management, Human Error Assessment and Reduction  Technique, Pain, Vital Signs, Digital Signature	Medical Transcriptionists  Physical Therapist Aides  Radiation Therapists  Athletic Trainers  Medical Equipment Preparers  Veterinary Assistants and Laboratory Animal Caretakers  Exercise Physiologists  Recreation Workers  Personal Care Aides  Respiratory Therapists  Medical Assistants  Fitness Trainers and Aerobics Instructors  Occupational Health and Safety Technicians  Orderlies  Healthcare Support Workers, All Other	Respiratory Therapy Caregiving.  Sterile Procedures Techniques  Transcription,  Radiation Treatment  Medical Dosimetry  Vital Signs Measurement, Simulation  Advanced Cardiac Life Support (ACLS),  Radiologic Technology

**Compiled from Source: Future of Jobs Survey 2020, World Economic Forum.**

**2. Data and AI**

Streams/Area	Skills	Emerging Roles	Skills
Deep Learning TensorFlow in Practice IBM Data Science Advanced Machine Learning Applied Data Science with Python	Hyperparameter, Deep Learning, Artificial Neural Network, Convolutional Neural Network, Tensorflow Natural Language, Omega Language, Environment Variable, Time Series, Natural Language Processing Computer Programming, Data Analysis, Machine Learning, Python Programming, Sql Natural Language Processing, Bayesian Inference, Reinforcement Learning, Bayesian, Computer Vision Matplotlib, Code Segment, Pandas, Machine Learning, Network Analysis	Artificial Intelligence Specialist Data Scientist Data Engineer Big Data Developer Data Analyst Analytics Specialist Data Consultant Insights Analyst Business Intelligence Developer Analytics Consultant Data Science	Data Science Data Storage Tech. Development Tools Artificial Intelligence Software Development Life Cycle (SDLC) Management consulting Web Development Digital Literacy Scientific Computing Computer Networking

Compiled from Future of Jobs Survey 2020, World Economic Forum.

### 3. Engineering and Cloud Computing

Streams/Area	Skills	Emerging Roles	Skills
Deep Learning Machine Learning Algorithms, Part I TensorFlow in Practice Functional Programming in Scala	Hyperparameter, Deep Learning, Artificial Neural Network, Convolutional Neural Network, Tensorflow Linearity, Machine Learning Algorithms, Artificial Neural Network, Algorithms, Machine Learning Computer Programming, Data Uri Scheme, Java (Software Platform), Data Structure, Algorithms Natural Language, Omega Language, Environment Variable, Time Series, Natural Language Processing Parallel Computing, Functional Programming, Scala Programming, Apache Spark, Computer Programming	Site Reliability Engineer Cloud Computing Python Developer/Engineering Full Stack Engineer/Engr. JavaScript Developer/Engr. Back End Developer/Engr. Frontend Engineer Engr. Software Developer Dot Net Platform Engineer/Cloud Computing Development Specialist Cloud Engineer/Cloud Computing DevOps Engineer/Cloud Computing Cloud Consultant DevOps Manager Cloud Computing Technology Analyst/Engr.	Development Tools Web Development Data Storage Tech. Software Development Life Cycle (SDLC) Computer Networking Human Computer Interaction Technical Support Digital Literacy Business Management Employee Learning & Development

Compiled from Future of Jobs Survey 2020, World Economic Forum.

#### 4. Green Professions

Streams/Area	Courses/Learning	Emerging Roles	Skills
Natural Attenuation of Groundwater Contaminants	Hydraulics, Geology, Chemistry	Methane/Landfill Gas Generation System Technicians	Wind Turbines
New Paradigms, Technologies, and Applications	Data Analysis, Arcgis, Imagery Analysis, Model Building, Geographic Information Systems	Wind Turbine Service Technicians	Landfill Gas Collection Social Media
Geographic Information Systems (GIS)	Natural Resources, Urban Planning, Green Technology, Environmental Protection,	Green Marketers	Equipment Inventory
Global Environmental Management	Water Resource Development	Biofuels Processing Technicians Solar Energy Installation Managers	Solar Installation
Water Resources Management and Policy	Environmental Protection, Policy Analysis, International Law, International Relations, Law	Water Resource Specialists <sup>6</sup> Wind Energy Project Managers Chief Sustainability Officers Refuse and Recyclable Material Collectors	Health and Safety Standards
Fundamentals of GIS	Workflow, Troubleshooting, Software, Spatial Data Analysis, Data Analysis	Sustainability Specialists	Microsoft Power BI8 Electrical Diagrams Schematics
		Solar Photovoltaic Installers Water/Wastewater Engineers Forest Fire Inspectors and Prevention Specialists	Email Marketing
		Fuel Cell Engineers	
		Nuclear Power Reactor Operators	

Compiled from Source: Future of Jobs Survey 2020, World Economic Forum.

## 5. Marketing, Sales and Content

Streams/Area	Courses/ Learning	Emerging Roles	Skills
Digital Marketing	Data Analysis, Marketing	Social Media Assistant	Digital Marketing
Search Engine Optimization (SEO)	Analytics, Analytics, Digital Marketing, Marketing	Content Production	Social Media
The Strategy of Content Marketing	Mathematical Optimization, Social Media, Content Marketing, Marketing, Search Engine Optimization	Growth Hacker Customer Success Specialist/Sales	Business Management
Viral Marketing and How to Craft Contagious Content	Marketing, Marketing, Search Engine Optimization	Social Media Coordinator Content Production	Digital Literacy
The Science of Well-Being	Writing, Marketing Content Development, Copywriting, Content Marketing, Marketing	Growth Manager/Marketing Sales Development Representative/Sales	Advertising
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Digital Marketing Specialist	Product Marketing Video
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Commercial Sales Representative/Sales	Graphic Design Leadership
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Business Development Representative/Sales Customer Specialist/Sales/	Writing
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Content Specialist/Content Production	
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Content Producer/Content Production	
	Social Media, Marketing Strategy, Social Network, Viral Marketing, Marketing	Content Writer/Content Production	
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Partnerships Specialist/Sales Digital Specialist/Marketing Chief Commercial Officer	
	Kindness, Meditation, Savoring, Happiness, Gratitude	Sales/	
	Marketing Content Development, Copywriting, Content Marketing, Marketing	Ecommerce Specialist/Marketing	

Streams/Area	Courses/ Learning	Emerging Roles	Skills
		Head of Partnerships/ Sales Commerce Manager/ Marketing  Head of Digital/Marketing  Enterprise Account Executive/Sales  Digital Marketing Consultant/Marketing  Business Development Specialist/Sales/  Digital Marketing Manager/ Marketing  Chief Strategy Officer/ Sales Creative Copywriter/ Content Production  Chief Marketing Officer/ Marketing  Head of Business Development/Sales	

Compiled from Future of Jobs Survey 2020, World Economic Forum.

**6. People and Culture**

Streams/Area	Skills	Emerging Roles	Skills
Human Resource Management: HR for People Managers	Onboarding, Performance Management, Human Resources, Management, Performance	Information Technology Recruiter	Recruiting
Introduction to People Analytics	Human Resources, Measurement, Employment, Employee	Human Resources Partner	Human Resources Business Management
Recruiting, Hiring, and Onboarding Employees	Engagement, Analytics	Talent Acquisition Specialist Business Partner	Employee Learning & Development
Managing Employee Compensation	Management, Employment, Recruitment, Onboarding	Human Resources Business Partner	Leadership
Preparing to Manage Human Resources	SKILLS TAUGHT Human Resource Management, Human Resources, Compensation Strategies, Management, Compensation and Benefits Resource Management, Human Resources, Management		Digital Literacy Project Management People Management Compensation & Benefits Foreign Languages

Source: Future of Jobs Survey 2020, World Economic Forum.

## 7. Product Development

Streams/Area	Skills	Emerging Roles	Skills
Digital Product Management: Modern Fundamentals	Product/Market Fit, Product (Business), Product Management, Management, Product	Product Owner Quality Assurance Tester Agile Coach	Software Testing Software Development Life Cycle (SDLC) Development
Software Product Management	Software Metrics, Finger Protocol, Agile Software Development, User Story, Software Development	Software Quality Assurance Engineer Product Analyst	Tools Project Management Business Management Data Storage Technologies
Agile Development	Persona (User Experience), Agile Management, Design Sprint, Management, Software Testing	Quality Assurance Engineer Scrum Master	Management Data Storage Technologies
AI for Everyone		Digital Product Manager	Web Development
Introduction to Software Product Management	Project Plan, Management, Planning, Ethics, Project	Delivery Lead	Manufacturing Ops Digital Literacy Leadership
	Finger Protocol, Software Product Management, Agile Software Development		
	Software Development, Agile Manifesto		

Source: Future of Jobs Survey 2020, World Economic Forum.

## **Never Late to Catch a Right Train**

It's rightly said, Success isn't about getting it right the first time... it's about doing it until you get it right. Normally we take information from our surroundings (Friends, Family and Relatives) and make a decision, which might be perceived to be right, but not in the right direction, you feel that you are travelling on the wrong path but have a fear to change it, as it may cost in terms of Money and Time. It's time to assess its pros and cons both sides, soon you are sure that it's not the destination that you're looking for, take a tough call and change it immediately, as lifelong regret for not doing right things is always painful.

Riding on trends that are aligned to your passion at any point of time, can take you longer than against the wave. So from time to time we need to sense and gauge it, else you will lag behind and miss many grand opportunities. Like if you are passionate about Sales Career, then sell something which is on demand now and people value it, if we sell something out of demand, all efforts will go in vain and without results, will end up in demotivation and depressions.

You might have come across many actors, actresses and Sportsmen and many other common people, they have changed their track drastically from core Education Steam, despite being trained as Engineers, Doctors, CAs etc.

they quit out of their personal call and switched to their Passion area Professions. Normally our minds are not designed to embrace changes for good or bad, as it's risk averse and want to remain in your comfort zone, this holds true for anyone around us, so despite having personal and social mental resistance, if you are sure, you are doing something not aligned to your value and Goal and have evaluated the known path, do change immediately. As longer you think, procrastinate, analyze, it will end up in decision Paralysis.

Making a right decision is not always easy, that too if it's related to your Personal life and Goal, do seek an unbiased advice outside your known circle, as people around you have already formed opinions about you and it's impractical expecting them to be unbiased, find a good Mentor who can help in self-discovery and Goal setting, always to guide you when things are going tough.



## **The End is a New Beginning**

Hope you have had a thoughtful, Icebreaking and eye-opening experience reading this Book. However, learning is never an end rather, it's an ongoing journey. Most importantly, just having knowledge has no value until you take smart and speedy actions to get Level++ results. The best investment is you, investing in your Health, Learning, Actions can procedure great Wealth. Please make plans to do and repeat exercises mentioned after every Chapter at least for 30 days, until these are imprinted in your Subconscious mind and become a habit, you start thinking and acting differently.

To keep this journey ongoing and enriching your life, final points to ponder and take actions immediately.

- Set a definitive and clear Goal.
- Form a circle of only quality people around you and develop each other.
- Think and remain Positive.
- No excuses and compromise, find a way.
- Always aim higher, limit is just in our mind.
- Always challenge your fear and run towards it.
- Never quit until you have achieved the Goal.

This is a continuous journey, keep in touch via Social Media for more valuable information and happening in Career space and sign up for Free Monthly new letters. Reach us at:

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With Love and Great Respect

– **Maurya SN**

Author, Career Coach and Mentor

# About the Author

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Maury SN is a core Project and Program Management Professional, Career Mentor and Coach.

He is an Alumnus of BITS-Pilani and IIM Bangalore and a firm believer in continuous learning. He started his career in Bharat Electronics (a Govt. PSU) as an Engineer, thereafter, assumed a role of Dy. Director in Software Technology Parks of India (under Ministry. of IT), after 10 years exciting journey in the Government Services, he made his debut in the Corporate World by joining IBM as Project & Program Management Professional and worked in few other giant companies.

He is also founder of Professionals Development Foundation, engaged in helping Students and Professionals to Success in their Career and extending a helping hand to the under-privileged Students too. He is a firm believer that India can become a robust Economy by creating & nurturing more core Professionals & Entrepreneurs. Besides that, Labor Regard need to be elevated in India to make it more inclusive, happy and developed Nation.

His upcoming titles are **Level<sup>++</sup> Professionals**, **Mind to Mind** and **The Ground Heroes**, can be reached at [mauryasn74@gmail.com](mailto:mauryasn74@gmail.com) for any feedback and queries.

