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# ENHANCING OPPORTUNITIES

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## INTRODUCTION

IT industry is poised to boom in the country. Major metros in India have become global IT services destination of the world. India's maturing delivery capabilities and growing depth of industry solutions/ services has created a unique strength for the country. The market has changed from a primarily applications services-based business model to a full cycle-of-integrated-IT-services model. The other avenue is to take entrepreneurship which provides immense scope for creativity and innovation. The challenge, excitement and satisfaction of starting a new business is unique.

Competition in business has led to competition for people and resultantly retaining and promoting talent. Employees now look for career enhancement opportunities and challenge. To get ahead and stay ahead of the competition, top managements must be able to use the potential of the people to the most. As employee talent is the driving force for an organisation's performance, HR plays a key role in identifying and promoting talent. The process involves understanding that individuals have their own goals too and matching them with that of the organizations. Creating an environment where an employee can grow personally and professionally is important for the company if it wants to succeed. HR executive is now called upon to provide resourceful solutions to strategic problems. His role is now that of a developer, a facilitator, a coach committed to people management strategies and thereby directly contributing to the organisation's growth and

business. An attempt has been made to put together here some points that will help in enhancing opportunities for growth.

## STEPS TO DEVELOP TALENT

- Identify the innate needs, skills, competencies and interests of an individual and find the best fit for him in the organization.
- Identify the key competencies required for a role and comprehensively groom the talent to meet the competencies by way of development programmes and not just training sessions.
- Provide a conducive learning, growth oriented and empowering environment to enable an individual to stretch his limits and prove himself.
- Give an individual a role that inspires and challenges him to go beyond himself.
- Facilitate constructive performance coaching and counseling enabling an individual to strengthen his strengths and minimise his weakness.
- Connect with the individual at his personal level and provide him with support and empathy when needed.

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## MENTORING PROGRAMME

A mentoring programme is designed to assist organizations in creating an environment that looks at complete employee development and growth. Mentors are selected through a structured approach based on skills and competencies desired and ongoing support is provided to ensure smooth delivery. The programme design has four basic components : Building the relationship based on trust, Negotiating agreements (outline goals and a direction in which to go), Developing the mentee (set goals/ objectives, select development activities, maintain regular contact), Assessing periodically accomplishments and planning for the future.

## ETIQUETTE

Etiquette is not just about manners, but it is principles to help people build stronger relationships. Rude and disrespectful behaviour has the potential to bring down morale and reduce productivity. Wearing appropriate clothing, being professional in dealings, not carrying on a loud personal conversation, introducing people present to one another, treating each other with respect etc. come under etiquette.

## ESSENTIAL QUALITIES NEEDED TO BE A LEADER

- Ability to give directions (Share and delineate clearly growth objectives and ensure that team members align themselves to the goal)
- People oriented approach (Being approachable, building a strong rapport with the staff, maintaining good inter-personal relations, having the ability to get work done)
- Building trust (by empathizing with the team to understand their point of view)
- Encouraging new ideas / innovation
- Accepting challenges (with optimism and determination)

## PLAN TO PREVENT POOR PERFORMANCE

Goals cannot be achieved without a definite action plan. Formulate one using the 6W method-Want, Why, What, When, Who, What if. They are:

Step 1: Make your WANT obsessive (That helps to overcome obstacles with commitment, involvement and resolve)

Step 2: Convert wants into goals using SMART principle (Make goals Specific, Measurable, Attainable, Realistic and Time-bound). Ask WHY you want to attain your goal (This will keep you motivated)

Step 3: Understand WHAT Knowledge, Attitudinal behaviour, Skills and Habits (KASH) are required to achieve your goal. Take an inventory of your current KASH level and raise them to the level required.

Step 4: Team up with people WHO can help you

Step 5: Determine WHEN you intend to achieve your goal. A definite time frame allows you to utilize your resources more effectively.

Step 6: Be ready with Plan B- WHAT IF Plan A fails ?

## MASTERING YOUR MIND

- You are your own most sincere friend so make that effort to read your mind.
- Figure out what is it that you love doing and enjoy the most
- When work is in sync with what you enjoy doing, you can perform well and tap your energies
- Identify a role model, study their lives and achievement
- Compare yourself to your role model and study the gap
- Chalk out your path to success; don't let feeling of low self worth trouble you
- Know that you possess limitless potential when you determine to use it
- Set specific goals and targets
- Plan for the future, learn from past.

## NEEDS TO BE FULFILLED FOR A JOB TO BE ENJOYABLE

- Social needs (camaraderie)
- Professional growth (matching your personality, skills and interests)
- Emotional requirements (Receiving recognition/ appreciation, feeling good about your work)
- Monetary expectations
- Work / life balance
- Work environment (Is it comfortable ?)

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## CREATE YOUR OWN OPPORTUNITIES

- Find your niche (Recognise a need, look at it objectively from all angles and get creative about how you could serve that need. How to do something better, faster, cheaper or at a higher quality)
- Know more than your peers about the area of the defined niche. Become one of the few by publicizing / sharing your deepened knowledge.
- Give in order to receive (Contribute in a meaningful way to the advancement of your speciality)
- Develop and work your plan.

## THINGS YOU NEED TO CREATE YOUR OWN OPPORTUNITY

The right mindset, A spirit of adventure, Self-knowledge (To shape something to fit you, know your values, skills, strengths and weaknesses, and what you are passionate about), An idea and imagination, Knowledge and skills (in your area and for self-promotion). Analytical thinking (to analyse opportunities and make sound decisions), Resilience (Resolve not to abandon the take action spirit), Flexibility (to what life throws your way).

## REQUISITES FOR PEOPLE IN PUBLIC RELATIONS COMPANIES

They should have the right attitude towards service rendering and the ability to impress, learn and adapt quickly. A focused mindset, confidence and conviction of opinion is a must. A good personality, clarity of thought and good communication skills would be beneficial to both the employee and the organization.

## BEST MENTORS

The best mentors see something in us we don't see in ourselves. They offer advice we don't always like to hear. They chide us, goad us, challenge us, tell us the unwritten code to be followed to be taken seriously at work (dress/ uniform/ cultural code). They attach themselves to us. They have our best interests at heart. They ask questions, hand over challenges and allow us to rise to the occasion. They help us think

twice about paths or steps we shouldn't take and that takes a lot of insight into the person they are helping.

## FUN AT WORK

Fun and work are different sides of the same coin. Fun means enjoying what you do, and the more you enjoy it the more effective you will be. When you do something you like, your attitude is positive, your involvement and commitment total, and enthusiasm is 100 per cent. Passion is high, stress levels are low and the team bonding is more. It sparks creativity which encourages you to think of out of the box and discover new and better ways of doing work, thus creating innovations and driving progress. Some ways of having fun at work are: Creating a light atmosphere at your work place (Anyone making an achievement rings the bell hung in the office), Having unconditional celebrations (to show the employees that you are interested in them as people) and Demonstrating humour without being a joker. Fun at work makes your interactions enjoyable and your experiences memorable, leaving you with a high feel-good factor.

## AVOID CLUTTER

Clutter is the accumulation of decisions not yet made. Even though fighting clutter is a continuous battle, spend atleast 10-15 minutes a day tidying up. Some tips for this are: Get workspace organized. It may initially take 5 days or less and then spend 10-15 mts a day going through stacks. Do one of the four things with every paper. TRAF Toss, Refer, Act or File. Deposit documents you plan to act on after assigning a dead line. Have file folders well marked. Tackle to do lists. Use your planner, not your memory. When you think of something to do, write down at some reliable place.

## ENTREPRENEURSHIP

The challenge and excitement of starting a new business is unique. If you have a good idea, people are ready to invest capital in you. Giving life to your ideas is as important as making them economically viable. You have to be ready to do all kinds of job from secretarial to administrative to managerial. If you have the inclination to do something differently and if you love the challenge, you can turn your passion into entrepreneurial ventures, realise your dreams and lead a satisfying life.

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## PROVIDE ENTREPRENEURIAL ENVIRONMENT

While recruiting people, besides the right qualifications and appropriate skill sets, give lot of weightage to attitude, communication skills and cultural fit (to get along well with others). As sharing is caring train the employees and also provide support and incentives to develop their skills and grow with the organization. Provide an entrepreneurial environment by encouraging them to work as partners in business and adopting cross-functional employee contribution for product innovation.

## EMERGING OPPORTUNITIES IN MANUFACTURING

Globalisation has raised the standards of success. Timely response to market forces is of utmost importance in a globalised economy and there is no option but to compete with global companies to earn market share. India has created enormous demand for automation of products and systems to bring out effective improvements in productivity, efficiency, quality and consistency of manufactured products. To decrease product development time and the total cost of the product, decisions should be made early in the product design phase. Industries have started integrating the design of the processes with the design of their products. Capacity and capability based approach is required for growth. Networking, synergy amongst small, medium and large enterprises is essential. Top management support, complimentary use of integrated information systems, management systems, robotics and mass customization of technologies are essential to realize the full potential of automation in industries. Industry should continually replace traditional and obsolescence technologies and plan for technology transition management as an ongoing process to meet the global challenges. Appropriate manufacturing strategies are essential to reduce manufacturing cost and develop competitive products for productivity enhancement.

## CONCLUSION

To succeed in IT field, it is advisable for candidates to have a strong engineering background. Either a computer sciences or systems management background would be an advantage. Similarly, being a student of a reputed B school stimulates some to take up entrepreneurship. Develop a clear vision, understand your strengths, be willing to learn and bring onboard new leaders who complement your strengths. Develop and nurture talent to configure success by creating trust and opportunities for your team. Look for people who possess, besides technical skills, logical and reasoning ability, communication/ interpersonal skills and strong project/ delivery expertise. One needs to constantly hone and develop skills in project management, delivery expertise and leadership. Connectivity is the gateway to opportunity, knowledge and awareness. To keep fit, an active mind is important, other things follow. No matter what you do in life, do it to the best of your ability. Innovate, execute and have fun. Give value to whatever you do and with whoever and that is a winning strategy. Do not make compromises in values and quality. In conclusion, the following words of Confucius come to mind :

- In all things, success depends upon previous preparation, and without such preparation there is sure to be failure.
- Wherever you go, go with all your heart.
- Choose a job you love and you will never have to work a day in your life.
- Our greatest glory is not in never falling, but in rising every time we fall.
- To see what is right and not to do it, is want of courage.
- A Superior man is distressed by his want of ability.
- Be second and not first (Shun ego, cultivate humility, grow in receptivity).