



**Panacea Connect**

"Intelligent Thinking. Responsible Execution"

# HR NEWS Letter

## Key to Effective Marketing is Fearlessness – Shri Ritesh Pal , Marketing Head, India Government Mint



As a nation we have evolved from agro-based economy to service driven economy. As an effect to this evolution the market demand has shifted from utility of product to delivery of service. Quality of service seems to surpass the quality of product. Door step delivery is the new oxygen to business growth. Irrespective of costs involved, the new-gen clientele of businesses has started bending to the players that come to them. Gone are the days when people used to stand and wait in long queues for BSNL mobile phone connection and SBI credit cards. With insurgence of service orientation and readiness of private players to knock the doors, the public sector has to ensure the contemporary service style to ensure profits.

Salesmanship is the new eligibility criteria in the job market. Salesmanship requires fearlessness and above that ability to handle rejection. On one hand an effective marketer has to ensure that he fearlessly pitches the offering through various channels and on the other hand a marketer has to be fearless enough to share the genuine market feedback for the offering with the management. So the role of a Marketer is no longer restricted to interaction with the clients rather a marketer has to come forward and take upon the role of a bridge between the opportunities available and the existing offering to the clients. Genuine feedback backed with relevant data and logic may prove as a substantial clue for further improvement and consequent growth.

The role of management is crucial in this regard. The team leaders must ensure that the feedback of the person in the actual ground is given due respect and the forum is open for their suggestions and feed backs. Fearlessness must be made an essential process and feed backs must be encouraged. Apart from executing sales the marketers must be encouraged to analyze SWOT for the organization. Openness and two-way communication is a pre-requisite for consistent and sustained growth.

Youngsters have a different way of looking at problems and they are quick in the use of technology for finding solutions. Organizations must encourage and nourish fearlessness in energetic, dynamic and young human capital.

"F-E-A-R has two meanings: 'Forget Everything And Run' or 'Face Everything And Rise.' The choice is yours."

(Shri Ritesh Pal is Sr. Marketing Officer and Head of Marketing Department of India Government Mint, Kolkata. He has done his engineering in Food Technology and is an MBA from University of Allahabad.)

HR

THOUGHT of the Month.....

"I don't measure a man's success by how much he climbs....

But how high he bounces when he hits the bottom."

Star of the MONTH



Abhishek Mishra

Relationship Manager

Panacea Quick Bricks India Pvt.Ltd.

## Career Launcher organizes "RAZZAMATAZZ" for students

Allahabad's leading competitive exams preparatory institute Career Launcher has announced "Razzamatazz", an event for get-together of its students and faculty members on 1st November at Hotel Milan Palace, Allahabad. The event is for a get together of the students and faculty members to get out of the busy study schedule and interact among themselves along with fun activities like dance and singing performance, games, mimicry and quizzes. The function is being hosted by CEO, Mr. Gaurav V. Agrawal and Director, Mr. Vishal Gulati. The function is scheduled from 12 noon to 4 pm and various gifts and trophies shall be given to the winners of performances. Mr. Agrawal told, "We encourage the students to participate



more and more in these functions as not only it leads to breaking of ice but also it is essential for personality development and confidence building among students." Students are divided among various teams and are preparing well for the function. Mr. Gulati said, "It has been a tradition of CL to have student and faculty functions, each one requires a window to look out from their stressed and busy study schedule."

Career launcher-Allahabad is a leading educational institution and has more than 2000 students at present preparing for various competitive exams like CAT, CLAT, SSC, Bank PO, UPSC, IIT, GMAT and others at two centers situated at Civil Lines and Katra in Allahabad.

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## Time Out for Reflection, Perk up Professional Delivery

We are all familiar with the school punishment known as "time-out," in which the misbehaving child is made to sit quietly for a few minutes, calm down, and ponder on his actions. Even grown-ups should practice time-outs of their own, not only as a reprimand but in order to cheer up to improve their professional performance.

Sometimes the harder we strive to do something well, the more you mess up. We're often at our best when we're not attempting to vigorously to arrive for a solution. Interpersonal magnetism and charisma are characteristically generated by people only when they are relaxed and at ease. Pushing harder or thinking more can actually take you farther away from where you want to be and derail happiness. For example, when you freeze at a crucial moment during a high-stakes group meeting, momentarily blank/empty your mind by taking a walk to the water cooler to take a sip of water before resuming. In a challenging situation such as a crisis during an exchange ideas meet, you should temporarily remove yourself for a bit of meditation or vigorous exercise. Indian philosophers' wai-kai approach of bringing body, mind and emotions into harmony is crucial to clean up the mind and let the flow of events tug you along.

It is often said Practice makes it perfect but it would more appropriate if we say Right practice makes it perfect. Here the right is outcome of what is arrived up on as consciously insightful review, and are often associated with decision maker's dedicated action.

It is often observed that learning by doing would be more effective if it is coupled with learning by thinking and also that sharing information with others would improve the learning process.

In the reflection condition, if participants in a group task took a few minutes to reflect on their task writing detailed notes about particular strategies they employed it will be noticed performance will be a few shades better if the sharing involved participants actually speaking out to each other, a positive effect will be seen to exist.

When we are young, we believe thought we could do everything; but as we grow up in age, we value our time more protective than ever. Besides the fine art of getting things done, there is the notable art of leaving things undone. The astuteness of life involve in the purging of non essentials.

Your faculty to reflect purposefully about your day will make an enormous difference in your productivity and profitability. Even with the best intentions, you can find yourself subject to someone else's agenda. Don't let the unexpected get you go astray. When feasible, create out chunks of time when you can't be disturbed. Learn to create precincts in your life so that are prepared to deal with the unexpected.

Finally, it isn't what you assume or propose to do that influence the life you manage to lead. It is how you spend your time daily is what that essentially determines your future. You pay for things with time so make sure you're getting your time's value.

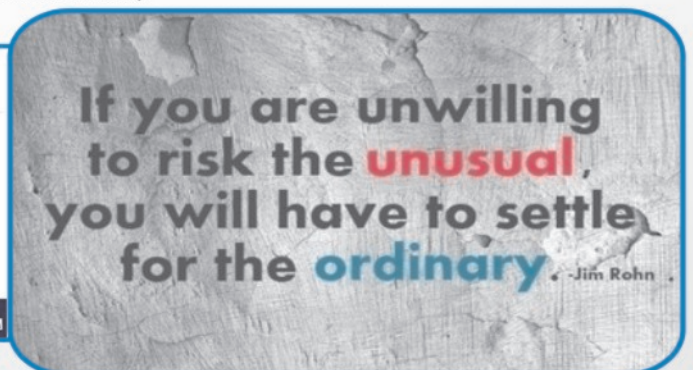
Creating opportunities to have timeouts can be achieved by having trivial habits like In the morning, before I first sit down at work I will keep a glass of water on my desk. Instead of just saying I'll drink more water I just gulp down the glass of water once hourly, thus creating an opening for taking the small action of filling a glass of water from the water cooler placed some 50 meters away encourages the behavior of refilling it as the day continues and provide a time out of 3-5 minutes almost every hour.

If you feel the work pressure stresses you out then it is time you develop the habit of taking time outs for this you only have to make the starting point even smaller in order for the desired behavior to effortlessly stick and thus springboard your way to success by boosting your output.

Google is known to encourage employees to take a break from their routine task and reflect upon during time-out to experiment with new ideas.

Lastly, the whole point of this timeout is that you get the joy of being creative, without the pressure of deadlines looming in the back of the mind. Be disciplined with your time and energy, but never force it. Let your timeouts to reflect enhance your work life, most importantly: remember to enjoy it.

When we stop and reflect about learning, we feel a greater sense of self-efficacy. We are more motivated and we perform better afterward. Yes "Time Out for Reflection, Perk up Professional Delivery."



for any feedback & suggestion- [yourfeedback@panaceapeople.com](mailto:yourfeedback@panaceapeople.com)

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