



• **Are you a Leader?**

According to spiritual leader Sadhguru, a leader is someone who has the foresight and is well-aware of the circumstances they are in. A leader is a person who has the capability of seeing things that others cannot see or perceive. If a person does not have farsightedness, he cannot be a leader. The vision of a leader is a little larger than other people's vision. So, do you have these traits in you? Do you have the farsightedness to see what others cannot? Ask yourself these questions, you might discover a new you.

• **What does it take to be a Leader?**

Contrary to popular belief that leaders are born, I beg to differ. I believe that leaders can be groomed through mentoring. But, it depends on the person and their willingness to be mentored. Most people have an inherent leadership trait lying hidden, we just need to identify that trait. Most often, we won't realize that we have it in us. It is only our mentor or manager who will be able to see that. If you think you are a leader then be the mentor to your juniors, guide them, groom them and identify that spark.

• **Qualities of a Leader**

In many cases, a leader becomes crude and insensitive. These are certainly not the qualities of a leader. Leadership does not mean a position of power, rather it means a position of responsibility. A true leader will be sensitive to their followers and offer solutions that help them to maximize their efforts towards realizing the individual and organizational goals. A leader is a symbol of integrity and always inspires the best in those around them.

All these attributes together will go a long way in helping you scale the corporate ladder providing, you imbibe it in the true sense.

Vision: "aspires to be listed in Fortune 500 companies in service (outsourcing) company through its holistic approach that is globally trusted and preferred among its clients"

Mission: "Our company mission is to make our customers more competitive by helping to drive high levels of productivity and efficiency through superior customer service, innovation, creativity, quality and commitment and deliver 'measurable' results by taking a truly global approach".

Current Openings

Description

Digital Marketing
Business Development Executives (MBA)
Content Writers
US Voice Process

Positions

02
02
02
05

The Guires U-Initiative

Celebrating the birthdays of our extended family



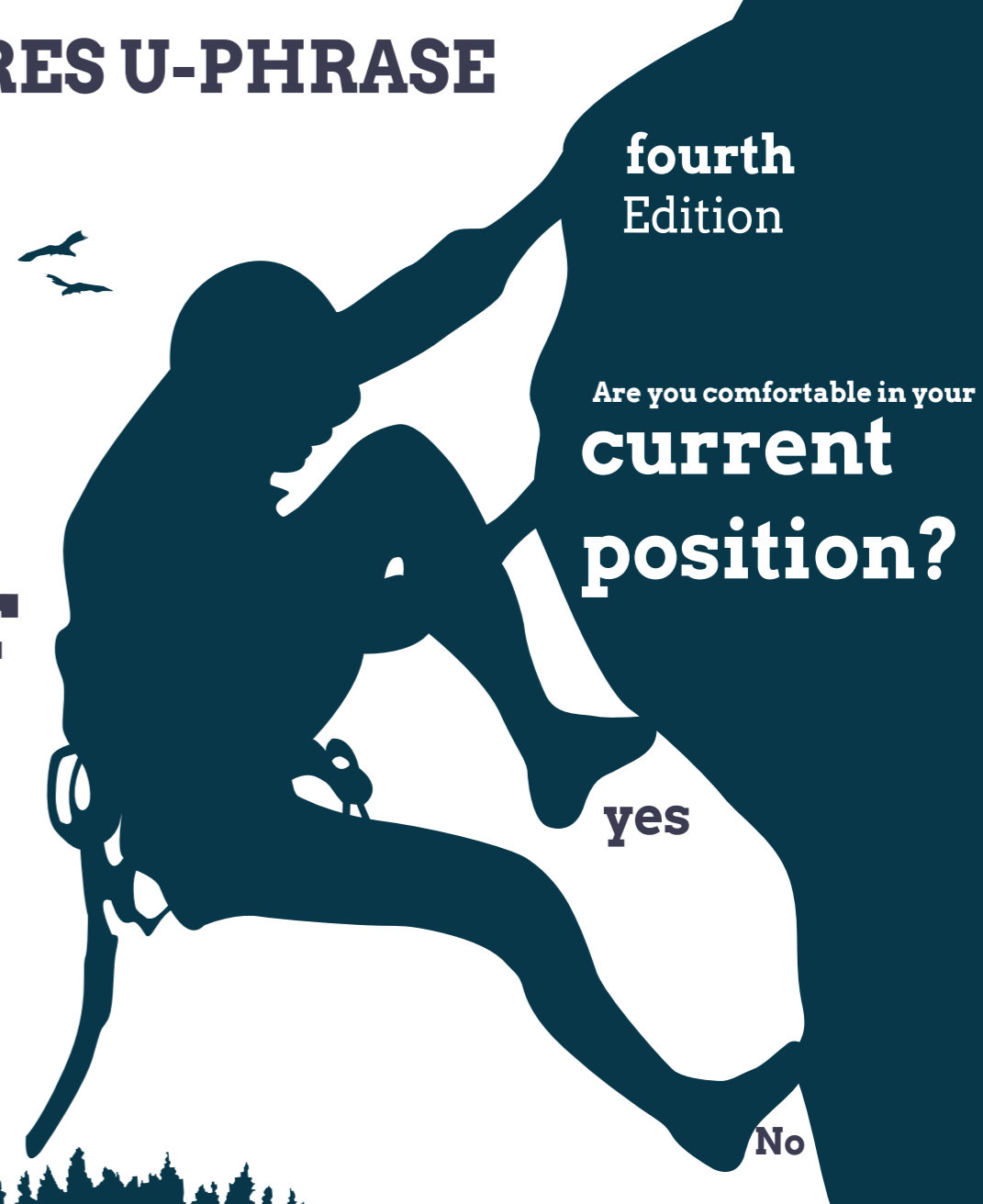
K.N. Babu (HR)	Spouse - Kavitha	22nd September
Dr. Vaishnavi A.K. (KPO-SME)	Spouse - Dr. Sumesh	28th September
A.R. Subhashini (R&D)	Spouse - Nagarajan	30th September
D. Manivannan (Admin & IT)	Brother - Prakash	04th October
S. Harini (KPO - Non Engg)	Father - Selvaraj	10th October

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Scaling the Corporate Ladder



Are you comfortable in your
**current
position?**

yes

No

Are you comfortable in your current position? Is earning money your only motivation for being employed? If your answer to these questions are 'Yes' then certainly you are not going anywhere and you need to rethink your options. Seeking employment just for the sake of monetary benefits is not worth the while. You need to dream big. You need to keep reinventing yourself and keep progressing on to the next level from your current position. Moving up is the next logical mode of action.

But, if your answer to the above questions is 'No', it brings us to another question 'what are you doing to change that?' Unlike those who

answered in the affirmative, you might have aspirations, you might be focused and eager to pave your way on to the upper rung in the corporate hierarchy. But you need to act. In the cut-throat corporate environment, nobody would spread out a red carpet for you to reach the next level. You have to prove yourself. For that you need to chart out a detailed plan. But most of us have ambitions but no plans or are clueless about how to effect the transition. In this issue of U-phrase we will particularly focus on attributes that can help you scale the corporate ladder. Use it wisely!

Setting Goals

I'm sure that right from our childhood, the phrase 'you need to set goals' has been drilled into our minds. But in spite of this, most of us are very casual about it and take things as they come. Only a few of us believe in setting goals and working towards achieving it. The rest of us believe in living in the present.

This is a trait that will not work in the corporate environment. Setting goals is important for scaling the corporate ladder as it gives us the direction and help chart out our path to success. In the absence of goals, we will continue to drift along with the tide without any idea of where we are going. Thus, it is important to set goals both short-term and long-term. If you have doubts about setting goals, you should speak to your peers or managers, they can give you the pointers but it is you who has to act.



“ I'm sure that right from our childhood, the phrase 'you need to set goals' has been drilled into our minds. ”

Working Smart to Achieve Goals

There are two kinds of workers; 1) one who works hard, 2) one who works smart. Hard workers would think that they are making a significant contribution to the organization but in reality they are just busy all the time because of lack of planning which brings down their productivity levels. A smart worker on the other hand is busy but not to the point where they are overburdened with tasks. They will finish the same tasks that a hard worker would do and sometimes even more without breaking a sweat. Because, they plan their day and prioritize tasks which leads to increased productivity. Some tips to work smart are outlined below:-



Setting Timelines: Fix a time for each task. Be aware of how much time is required to execute each task.



Use GPS: GPS does not mean global positioning system but it means Goals, Purpose and Scope. GPS will help you to stay on track without losing focus of your tasks.

Don't Reinvent the Wheel: Don't try to start a task from scratch all the time. Instead, create specific templates for tasks that can be used repeatedly with some minor modifications.



Setting Short Term Goals

A short term goal is what you expect to achieve in the near future, within a span of 6 months or a year. Setting short term goals could be your first step towards scaling the corporate ladder. In the current context, your short term goals should focus on productivity. You need to evaluate your current productivity level, based on which you can set your short term goal as increasing your productivity level by 50% within a span of three months. It could also be other actions that are intended to progress your career. While short term goals may not be magnanimous as long term goals, they are significant nonetheless. They provide the motivation and impetus to progress your corporate career. So act now and set your short term goals.



Competitive Attitude

Scott McNealy, CEO of Sun Microsystems says "You can either eat someone for lunch, or be the lunch" In the highly competitive corporate environment, it is imperative to have a competitive attitude. Those with a competitive attitude tend to persevere till they realize their preset goals and will never give up. The most creative and productive work is produced in the face of competition. A competitive attitude will also help you to stay motivated and give you the requisite inspiration to perform and gain a competitive edge. However, do not take McNealy's advice in a literal sense and grab a knife and fork, it is just a metaphor.

“ You can either eat someone for lunch, or be the lunch ”

Scott McNealy
CEO of Sun Microsystems

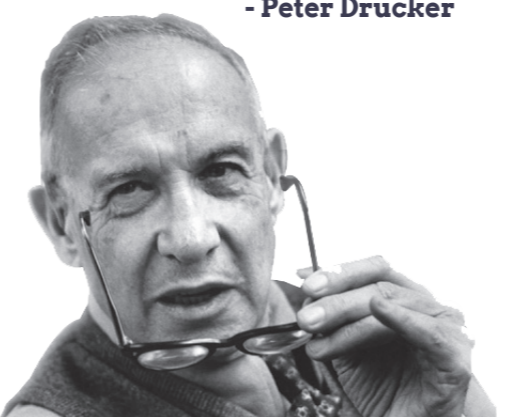


Leadership

What does leadership mean? There are many definitions of leadership. Management Guru Peter Drucker defined leadership as "The only definition of a leader is someone who has followers." This definition is flawed because an army captain who never leaves his room has many followers but that does not make him a leader. Author John Maxwell defines leadership as "Leadership is influence, nothing more, nothing less". This definition is not entirely true either. A leader does wield influence but so does a robber with a gun who has influence over his victims. I found that leadership as defined by Founder-CEO of Leadx.org, Kevin Kruse, most relevant. Kruse defines leadership as "Leadership is a process of social influence, which maximizes the efforts of others, towards the achievement of a goal".

"The only definition of a leader is someone who has followers."

- Peter Drucker



"Leadership is influence, nothing more, nothing less".

- John Maxwell



Setting Long Term Goals

Long term goals are something that you expect to realize over a span of few years. Setting long term goals are not easy, they require much strategizing and planning. Long term goals can be more concrete as compared to dreams or wishful thinking. There is a huge difference between exclaiming 'One day I will be the Marketing Head at Guires' and 'By 2019 I will acquire my Master's degree in Marketing from IIM'. The first statement is just wishful thinking and it has no association with reality. The second statement on the other hand is a concrete long term goal that merges your wishful thinking of becoming the Marketing Head with a plan of action about how you will achieve it. A key criteria, while setting a long term goal is that it should be '**SMART - Specific, Measurable, Achievable, Realistic and Time Bound**', as in the second statement.

