



## Power of Values 14 - 15 Feb 2015

### WORKSHOP REPORT

Muddenahalli Campus

Department of **Management & Commerce**

#### POWER OF VALUES

##### Day 1

The 3rd Annual Management Development Programme on power of values was held on February 14th&15th 2015. The workshop was inaugurated by the chief guests lighting the lamp followed by invocatory Vedam Chanting. The introductory talk was delivered by Sri. S. Sai Manohar, Assistant Professor, Department of management Studies, elaborating the theme of the workshop, "Power of Values". He reminded us Bhagawan's message: "Education should be intertwined with values". He said that several great historians who had studied many civilizations have concluded that business management should end in the Indian way of management. He reckoned that Total Quality of Mind is more important in today's competitive business than Total Quality of Management. He pointed out Swami's message to His MBA students in Chennai, in the year 1990: "A great deal of good can be achieved and done if the business is done with Sathya, Dharma, Shanti, Prema and Ahimsa".

The keynote address was delivered by Prof. Radhakrishnan Nair, Dept. of Management Studies, Prasanthi Nilayam. He greatly dwelt upon values; he said that since it defines one's character, it ought to be taken seriously. He stressed on the importance of courage, humanity, justice, temperance, transcendence, wisdom and knowledge which are the six major areas of business functioning.

His talk was followed by the first speaker of the workshop- Sri. Kota Shiva Kumar. He opened his talk conducting discussion sessions, stated some illusions, and revealed that there is no use running away from Maya, and that we must counter it. He planted the concept of surrender and showed the connection between the dream stage and the awakened (real) stage, giving relevant examples. We see through the mind in the dream stage and it is all only 'conditioning'. His views included thinking outside the mind, self-realization, and so on. He gave valuable inputs for stabilizing ourselves (Stress Management) such as 1. Self-Awareness Perceptual variation, 2. Self-Awareness Bell. He concluded saying that what is to happen is inevitable and we must face it.





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In the afternoon session, Dr. K. Prasanna Sai explained the importance and role of Sai Students in the corporate sector. He said that what our real teacher teaches stays for long, and is tolerable even if we don't manage to grasp everything expressed by the speakers; he believed that even if it's a little that we take from these speeches, it would be very beneficial as long as we improvise on it. He stressed on the importance of having faith in Swami. In today's world, Sai Students are considered as the right resources needed in the corporate world for team building, conflict management, motivation, mobilizing commitment, crisis management, feedback management etc. He stated, "One needs to have belief, self-confidence and practice for attaining rewards".

## Day 2

The first speaker was Sri C.N Kshetragna. He recalled several anecdotes and his experiences with Swami. He compared Swami moving during Darshans amidst boys as a spiritual revolution, and reminded us that Swami has often advised boys to talk less and contemplate on spirituality. He said that Atmashakti is the highest and the purest form of Advaita; he advised us to dwell upon the inner meaning of what Swami has said.

In the afternoon session Sri. Krishna Mohan enlightened us with the topic on Customer Service Orientation. He gave importance to the fact that the customers are the kings and that a business cannot run without them. For attracting customers and staying in the competition, proper innovation is required. He brought out the concepts of customer centricity and product centricity, and highlighted the major principles which ought to be followed by the business.

Subsequently, Sri. Shyam Kumar Sundara Kumar expressed his ideas and views regarding the ethics in Hindu scriptures. He told that Dharma, Artha, Kama and Moksha are the 4 basic tenets. He explained about the types of Dharmas, the Pancha Maha yagas, Swadhyaya and Yama and Niyama. He shared some important glimpses from Itihasas and Puranas, Viduraneeti, Upanishads and their classification. He summarized his talk by giving the 9 point code of conduct enunciated by Bhagawan baba, for the members of the Sathya Sai Organization.

## Individual sessions for 1<sup>st</sup> year Students

### Day 1

Sri. N.S. Anand works in Valcon, a management consulting firm. The speaker dealt on the topic: "Decision making in the corporate world". He focused mainly on the use of data to make objective decisions as a manager. He told that objective decision making is always better than subjective decision making as it is almost accurate. We can rely on it and make our decisions. He spoke about Big Data which is the need of the hour. The method of decision making has totally changed over the years. Managers no longer



Make decisions based on their gut feeling or intuition. They collect data (Big data) and also data about data (Meta data). Based on the data collected, they analyze the situation, develop alternatives and narrow down the optimal solution.

He then introduced the students to an important marketing tool: Customer Journey Map (CJM). This map is very valuable for any company as it provides them information about how their customers get to know their product and buy them, and what they do and don't like about their product. He asked the students to take the example of Samsung smart phones and come up with a customer journey map.

He then spoke on how they (at Valcon) help in solving the problems of companies. He took the example of Auditoron, a hearing aid company. The company failed to grow in the same proportion as the market. Valcon collected data, analyzed it, and came out with a solution to help the company. They found out the areas (in India) where the company was strong, and advised them to strengthen their presence in areas where they were weak. They tried to promote their products to the influencers (people who guide customers to make their solutions) and made the company more efficient in different fields with the help of Big Data and analytical tools. He disclosed that companies have a dialogue with the customers and influencers with the help of questionnaires, interviews, opinions etc. Based on their objective analysis, they price the product, improve its features, and increase its efficiency. The speaker emphasized to the students to be highly analytical, and be strong in numbers and statistics so that they will be capable of objective decision making in the future.

## Day 2

Sri G. Sayee Krishnan is an alumnus of SSSIHL. He was awarded the gold medal for his outstanding performance in BSc. (Physics). He has been working with the TATAS since he passed out from our university. Sir spoke on the topic, "Decision making at the individual level". His presentation was totally interactive and filled with stimulating activities. He began with the definition of decision making and continued with the requirements. The requirements of decision making are:

1. Skills
2. Processes
3. Tools

He told that the 'name of the game' is how skillfully we counter the problem and make our decision. The three important skills for decision making are:

1. Communication
2. Critical thinking analysis
3. Creative/lateral thinking



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Sir made the students participate in activities which made them aware of the importance of skills and broadened their domain of thinking. He explained the importance of focus during communication; perception and representation of the problem, problem solving procedure being the key to any optimal solution.

He then talked about qualitative and quantitative types of information and its relevance in decision making. The solution to any problem should go into the root cause. This is widely practiced in the corporate world and is known as ROOT CAUSE analysis. One of the easy ways to identify the root cause or causes is through FISH BONE diagram. This is a basic method through which companies identify their problems and look for the optimal solution. He also shared some of the techniques like Brainstorming, PO or random word technique, probing questions, and 'stepping out of role' technique to find solutions for problems, when we run out of ideas.

PO technique means, to take any random word (open any page of any book) and then connect it to the problem in hand.

He told that one of the most efficient methods to solve any problem is to follow DE-BONO HATS technique. He concluded by saying that we should develop skills like out of the box thinking, communication, analytical and lateral thinking. We should read a lot and give time for improving our thinking. He also gave a formula to follow when we face an ethical dilemma:

1. Maintain transparency. (Rule based)
2. Evaluate the effect and impact relationship. (Ends based)
3. Degree of fairness. (Values and Care based)

## Individual sessions for 2<sup>nd</sup> year Students

### Day 1

Mr. M. Sai Navneethan is General Manager of Operations in Jeanologia, India & Sri Lanka. He gave us the real mighty weapon to motivate the employees. He spoke on the topic 'The Power of Honesty'. As a manager, one should possess the power of influence over his employees, and honesty plays a vital aspect for this. JRD Tata had put in 75 hours of hard work every week. His success was only based on honesty, the sense of fairness, and doing the right things. Moreover, it was his good relationship with all that has built such a great company. But, why is it that if someone stands up for honesty, they become the target of mockery? Actually they do not; even in a terrible fall, a man with good qualities will not be affected.



## Day 2

Mr. C. G. Prem Kumar is a business analysis advisor in Dell, Bangalore. He spoke on the topic 'Build your Best Self'. This session was purely on how one can create a brand name for oneself. The brand of each individual can make an impact on the society. There was a great test of personal choices on traits. He asked the students to jot down what traits they felt as important. Finally, the students were made to reduce the list of important and wanted traits to three. The boys went through a lot of thinking and dilemma, but finally realized that good character is the most essential trait which needs to be put in the list.

## Individual sessions for 3<sup>rd</sup> year Students

### Day 1

Mr. Prasanna Kalapatapu is working in Tech Mahindra as an Enterprise Consultant. Sir spoke on the topic, "Importance of Values in Marketing and Sales." Even before the formal MDP session started, Sir had sent some material in which Swami Himself had spoken about THE VALUES ORIENTED MARKETING– INSIGHTS FROM INDIAN WISDOM. The boys had to read this and present the key points during his session; making them understand the topic better.

After assessing the students' understanding of the topic, Mr. Prasanna started with the simple question: "What is marketing?" He explained it comparing Marketing with the human body. Humans are not complete without body parts; in the same way, marketing is complete only when it is collaborated with all other departments (production, operation, sales, etc.) Then, he went on to explain the important elements of the marketing process- Holistic Understanding, Communicating to the Customer and Effective Internal Communication, with beautiful examples.

### Day 2

Mr. A. V. R. Mahadev is an assistant Professor in the Institute of Management of Christ University, Bangalore. He spoke on the topic, "Values Based Ethical Conflicts in Marketing".

He advised the students not to follow anything without knowing its use. He explained the meaning of marketing in a very practical manner from his own experience. He further spoke on ethics showing a video where people shared their experiences about the mental disturbances they had faced by not following ethics.

He explained about the ethics required in marketing, and how even a company's advertisement can convey a wrong message to the customers about their product. For this, he gave examples such as Yippee noodles (advertisement is not based on its taste), Apple (self-obsolence) etc. With his practical examples and lively session, he made everyone understand the topic better.

## Valedictory Session

The speaker for the valedictory session of the MDP was Dr. B. Sai Giridhar, Deputy Director of the Prasanthi Nilayam Campus and Associate Professor, Department of Management Studies. Dr. Sai Giridhar delivered the valedictory speech sharing his thoughts on why values are important. He showed some insightful, thought-provoking and heart-touching videos. He put forward a very pertinent question as to why one should follow values. All the students were convinced by his explanation. He explained that the youth learns from the older generation. When the latter follows values the former also does the same. This has both a spiritual and materialistic implication. It leads us Godward and disciplines our lives. In business, values such as respect for time, respect for the individual, integrity, accountability, being responsible, equanimity and honesty are fundamental and important. The students could not have asked for a better closure to the grand management development programme. His speech inspired all to live, abiding by values.