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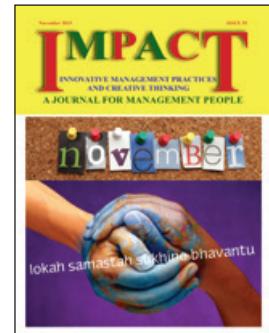
# IMPACT

INNOVATIVE MANAGEMENT PRACTICES  
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PEOPLE



# *Greetings from IMPACT*



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Dear Readers,

India is unique in showcasing to the world mongering hatred oozing countries, its holistic principles for a better world!

13<sup>th</sup> November - World Kindness Day

World Kindness Day is celebrated on 13<sup>th</sup> November and this day provides us an opportunity to reflect and follow the most important and one of the unique human principles. This day promotes small acts of kindness and brings people together.

“Sarve Jana Sukhino Bhavantu” – which means

MAY ALL BECOME HAPPY,

MAY ALL BE FREE FROM ILLNESS,

MAY ALL SEE WHAT IS AUSPICIOUS,

MAY NO ONE SUFFER,

MAY HAPPINESS PREVAIL IN THE ENTIRE WORLD!

Only India among all countries in the World has the above prolific words as their guiding principle!

IMPACT joins hands and wishes the world “Sarve Jana Sukhino Bhavantu”!

Editorial Team

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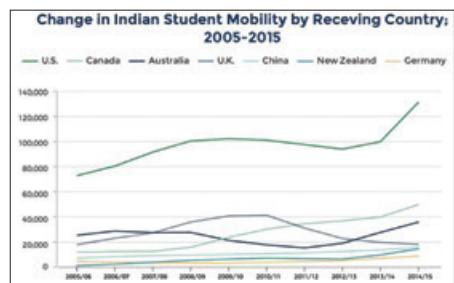


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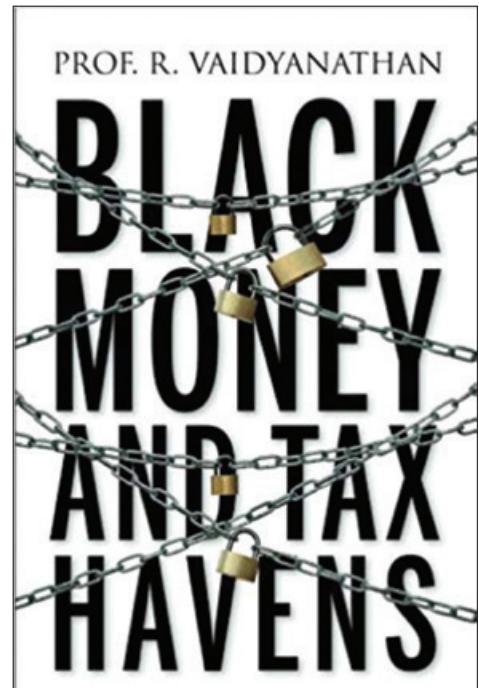
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# Can We Make-up Lost Time?

Most of us Know importance of reviewing calendar because having calendar detailed is a secret to amazing time and calendar management, but do we take few minutes to do that on daily basis.

If your calendar is probably pretty detailed, that isn't necessarily a bad thing. After all, a daily schedule ensures you get the most of out of your day. Why bother adding a task or event to your calendar if it isn't important?

## What is important -- and how to prioritize.

Unfortunately, it's not always crystal clear what's important. As a result, we end-up wasting time on non-priorities. For example, if you work from home, those dishes in the sink may be bothering you. But, do they have to be done this minute when you have a tight deadline for the project you've been working on?



That may seem minimal. But, what if you constantly put non-priorities over what's really important? You're definitely not going to be successful in reaching your goals if you're not effective at time and calendar management.

## Prioritize tasks for success.

If you don't prioritize these tasks, you're going to become disorganized, stressed and unable to meet your obligations. How ticked-off would your client be if you were late for the lunch meeting because you were still in your office working? Of course, what if you were late picking-up your children from school? Your partner may never forgive you for that one.

## The Eisenhower Decision Matrix



A slip up here and there is bound to happen. If you got a flat tire on the way to a meeting, that's an unexpected event that you can't plan for. But, if you aren't organizing your time and calendar by priorities, your life will get more and more chaotic. Because you missed a deadline, you have to work late and skip the gym or family time. Eventually, you always feel like you're swamped, but have nothing to show for it.

When you focus on your priorities, you're better suited to manage your time. You're organized,

well-prepared, and never feel like you're falling behind. And, most importantly, you'll always have the time to focus on what matters most in your life.

Prioritization is all well and good. But, how can you determine what your priorities are? Here's how to prioritize for better time and calendar management.

Priorities could be kept simple and clear by determining the following:

- The things that are most important to you, aka your values.
- The goals that you've achieved -- these should align with your values.
- The responsibilities that you have. If you work a traditional job, then from Monday through Friday during business hours, your responsibility is work.
- Knowing how activities impact your life. Playing a video game on your phone during a break at work may be fun but how does this make you a better employee or individual?
- Knowing how to separate the urgent from the important. Just because something is urgent doesn't mean it's important. For instance, you don't need to open and respond to an email the second you receive it.

Here are some ways you can prioritize for better time and calendar management.

## Create and order a task list.

Having a big list of tasks isn't necessarily a bad thing but it can make you feel stressed about your day but if you can prioritize your list it's better for time management .

You may start with a task list that's easily accessible by either phone or computer. This way you can add to it from work or home at any time. Next, you'll need to order your list. Assign numbers to each item listed starting with the most pressing duties first. "Conversely, the bottom of your list should

include items that are less pressing or could be done another day."

## Choose the right things to work on.

Still struggling with separating the urgent and important? Use the simple 2x2 matrix named after US president Dwight Eisenhower to help you determine your priorities. The Eisenhower matrix can help you distinguish between urgent and important by creating four boxes. The horizontal axis represents "urgency," while the vertical axis represents "importance." In each quadrant you categorize each of your tasks by; important but not urgent, important and urgent, not important or urgent, and urgent but not important.

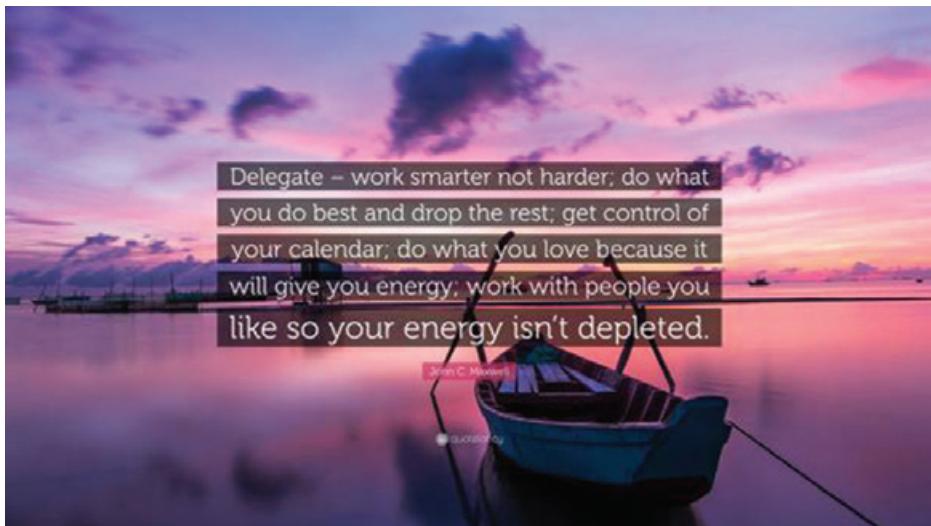
When you're done, you'll know what you need to do right now, which tasks can wait and which responsibilities you can delegate.

## Block out chunks of time for 'Deep Work.'

Deep work, as Cal Newport explained in the book *Deep Work: Rules for Focused Success in a Distracted World* is the ability to focus on cognitively demanding tasks, without being distracted. Newport adds, "To produce at your peak level you need to work for extended periods with full concentration on a single task free from distraction."

In the book, Newport explains how Wharton professor Adam Grant is so productive. Grant teaches during the fall semester, but conducts





research in the spring. He alternates daily between being completely isolated and having an open door policy with his students.

You can still apply this concept, even if you can't front-load your work like Grant. Let's say between 9am and noon, you work on your most important task. During this block of time, you close the office door and turn off your phone. Additionally, you can start batching "shallow work." These are less challenging tasks like returning emails and phone calls.

## Use a calendar app.

By using a top calendar app, you can rank which priorities need to be worked-on for the day, week or month. You can also use your calendar to set reminders so that you'll never forget an important deadline or event again.

What's more, because you're using your calendar app as both a to-do-list and to view your schedule, you can cut down on the number of tools you use.

## Is this meeting necessary?

It's been found that 15 percent of an hour long meeting is wasted. That's nine minutes that you could have been working on something else. Before accepting a meeting, always ask if it's necessary. For instance, a status update on a project could be

done through email, or a project management tool.

*If a meeting is necessary, make sure that it:*

- Has an agenda that's been sent out in advance.
- Is short, concise and stays on-topic.
- Includes a small number of participants.
- Has someone to facilitate the meeting.
- Uses the right tech that everyone attendee knows how to use.

## Don't put the priorities of others over yours.

It's not uncommon for someone to ask you for help. It could be a friend asking you to help them move or a colleague requesting your assistance on a project.

While there's nothing wrong with helping others out, you should only do so when you have the availability. Don't put their priorities before your own. If you're swamped or have a previous commitment, then you may have to say "no." It's not fun. But, if you're honest and upfront, they'll understand.

## Eliminate distractions.

Email, Your smart phone, Phones, YouTube, Friends, family, co-workers. These are the types of distractions that prevent you from getting stuff done. So, how can you block them? One of the simplest ways to eliminate distractions is by turning-off your phone. As for your computer, you could use an app like RescueTime to block distracting websites. And, if you have an office door, you can always keep it shut while focused on your "deep work." If you don't have your own office, try working somewhere

more quiet like a coffee shop. Or, purchase a pair of noise-reducing headphones.

## Instead of managing time, manage your energy levels.

We only have so much energy, which is why it's important to take frequent breaks throughout the day. It gives us a chance to replenish our mental and physical energy. Become aware of your energy levels and schedule accordingly. For instance, if you are more energetic in the morning, that's when to tackle your most important task.

As Jim Vasselopoulos writes in *Forbes*, "Consider again a task that you would unproductively toil over for an hour during your afternoon doldrums but could knock out in 10 minutes at peak energy (perhaps eight a.m.)."

## Work smarter, not harder.

If you want to be effective at work, while focusing on what really matters, then you need to start working smarter and not harder. After all, research shows that output decreases sharply after a 50-hour workweek.

- **Think before your act.** Don't just create a lengthy to-do-list and then jump into it. Think about your most important tasks for the day, which should be no more than five items, and focus only on them.
- **Measure results, not time.** Don't get caught-up in how long a task took you to complete. Instead, focus on what you accomplished during that a specific time-frame.
- **Have a positive attitude.** Those who have a positive attitude are more likely to take initiative.
- **Communicate.** Develop and strengthen your communication and collaboration skills so you can work with others easily and quickly.
- **Create and stick to a routine.** When we establish routines, we can work faster.

The reason? We don't have to think about what we need to do. And, we can prepare accordingly.

- **Automate more of your tasks.** Use tools to handle repetitive tasks. Prevent decision fatigue by preparing your meals or outfits in advance so that you don't have to think about them in the morning.
- **Stop multitasking.** It's doesn't work,
- **Take advantage of procrastination.** Don't always wait until the last minute but a deadline getting close can motivate you.
- **Relieve stress.** Find ways to relieve stress, like exercise, yoga or meditation.
- **Do more of the things that you enjoy.** This may not always be possible. But try to do more of the work that you enjoy.

## Repeat and evaluate.

Now that you have a system for prioritizing what you do, repeat your actions every day. You will probably still have days that don't turn out the way you planned. However, the more you prioritize the easier and faster it will get. On days in which your whole schedule goes out the window, evaluate to find out what went wrong. Could you have done anything to change the situation? If so, determine what is that so you can avoid it in the future.

Though there is no making up for lost time, Time and Calendar can be Managed efficiently.

Syed Fazlullah Khan

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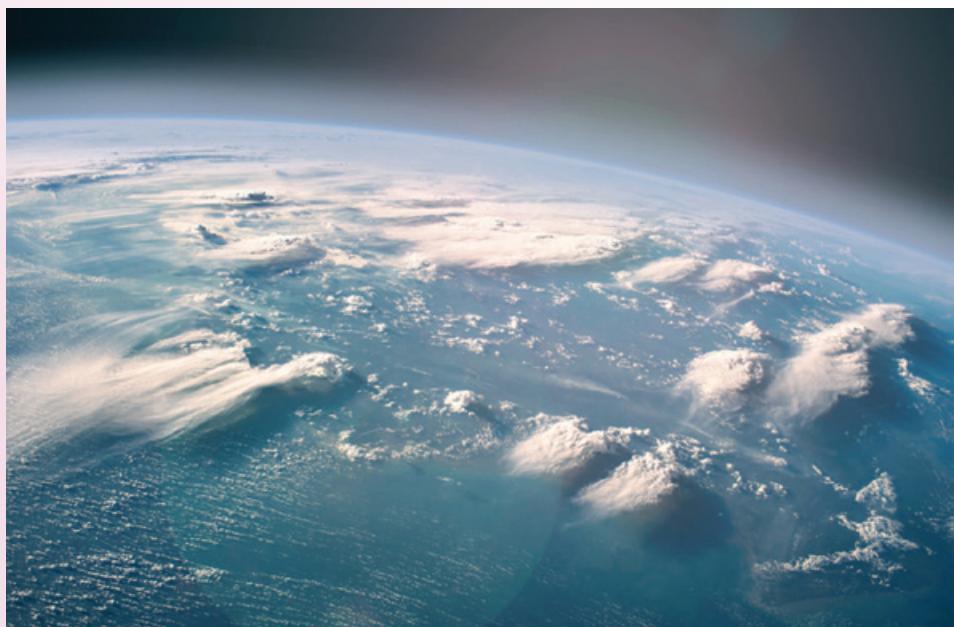


# Interesting and Fun Science Facts

One could say that, these days, everyone is an expert at everything simply because of Google. Thanks to the internet and smartphones, it is so easy for us to get information, anytime and anywhere. The big question is that when it comes to good scientific knowledge, where does one even begin? Here we have listed for you spellbinding fun science facts about various different topics, to help you get started.

## Earth Facts

1. The earth is the third planet from the sun and one of the most special in the solar system. It is approximately 149,597,890km away from the sun and is the only planet known to sustain life.
2. The earth consists of 70% water, which is only 0.25% of the total mass of the planet. 8% of the earth consists of volcanoes, 11% is fertile land used to grow crops, 10%



is covered in ice, and a fifth of the earth's surface is desert lands.

3. The temperature of the earth's core is around 7,500 Kelvin, which is hotter than the surface of the sun!
4. The axis of the earth is tilted at an angle of 23 degrees. This causes us to have four seasons in a year.
5. Very strong earthquakes on the ocean floor cause deadly waves known as Tsunamis. Volcanic eruptions in and around the ocean can also cause tsunamis.

## Animal Facts

1. Dogs have two different air passages, one for breathing and another for smelling. This allows them to store scents in their nose, even while they are exhaling!
2. Cats do not have collar bones, and their backbones are very flexible. When a cat walks, its back paws step in almost exactly the same place that its front paws previously were, allowing them to make less noise and leave fewer track marks.
3. Killer Whales, also known as Orcas, are not whales at all, and are actually a type of dolphin. They are the largest breed of dolphins in existence.
4. Hummingbirds are the only birds in the world that can fly sideways, backwards, up and down, and even hover in mid-air. They can beat their wings up

to 200 times per second. They are famous for being the smallest birds in the world.

5. Ostriches can run faster than horses, and male ostriches can roar like lions.

## Space Facts

1. In ancient times, constellations of stars were used to keep track of the calendar and for navigation.
2. There are more than 125 billion galaxies in our universe. Our galaxy has about 100-400 billion stars.
3. The collapse of a large dying star leads to the formation of a black hole. It has a very strong gravitational force that sucks everything in, including light!
4. Our solar system is made up of planets, moons, comets, asteroids, minor planets, dust, and gas. Everything revolves around the sun.
5. There are three different types of planets; terrestrial planets (Mercury, Venus, Earth and Mars), they have very solid, rocky surfaces, gas giants (Jupiter, Saturn, Uranus and Neptune), composed mostly of frozen hydrogen and helium, and dwarf planets (Pluto, Ceres and Eris), smaller round planets that orbit the sun.



# Fresher's Required for Digital Marketing

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- \* Willing to Learn and Grow

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## Technology Facts

1. TVs receive and then display broadcasts of images that move so fast, they appear as a smooth motion to the human eye.
2. The internet and the World Wide Web is not the same thing. The internet is a network of other smaller networks that link computers together all over the world. The World Wide Web is a collection of linked pages that can be used with the help of the internet and a web browser.
3. All electrical devices have fuses in them. Fuses are essentially fire-breakers. If there is a power surge, the fuse will break, preventing any damage or fire.
4. Electronic computers were developed around the 1940s and were the size of a large room. Today, computers have gotten so small that they have been embedded into other things like microwaves, toys, cell phones, etc.
5. In 1495, Leonardo da Vinci sketched out designs for a humanoid robot. Today, there are many robot prototypes being made.

## Engineering Facts

1. Out of the Ancient Wonders of the World, the Great Pyramid of Giza, is the oldest and the one that remains mostly intact.



2. The way engineers solve practical problems is through mathematical and scientific knowledge. The word Engineer itself comes from a Latin word, which means "cleverness."
3. The Atlantic and Pacific Oceans are joined by the Panama Canal, which was one of the most difficult and dangerous engineering projects of all time.
4. The tallest wind turbine has rotor tips measuring over 656 feet above the ground.
5. The Delaware Aqueduct, located in New York, is the longest tunnel in the world. It is drilled into a solid rock and reaches 137km in length.

## Sports Science Facts

1. Aerobic exercises, like jogging, are physical activities that are performed at a moderate level over long periods of time. Anaerobic exercises, like sprinting, are high-intensity exercises over a short duration.
2. Today, the fabrics and designs of swimwear glide more smoothly through water than our own human skin.
3. As the skates and boards utilised by snowboarders and ice skaters heat up the snow beneath them, they are almost always gliding on thin ice!
4. Muscle pulls, and cramps, back strains, tennis elbow, foot aches, sprained ankles, and shin splints are injuries common to sports.
5. Most tennis rackets have a string tension of around 50 to 70 pounds, so high tension while playing tennis results in more control and less power, while lower tension produces less control and more power.

## Nature Facts

1. The world's largest reef system is found in Queensland, Australia. It is called The Great Barrier Reef.
2. Pineapples take 2 years to grow.

3. Strawberry is the only fruit whose seed grows on the outside.
4. There is an area around the Pacific Ocean where tectonic plates meet, called the Pacific Ring of Fire. It holds around 75% of the volcanoes on Earth.
5. A lightning strike can reach up to 54,000 degrees Fahrenheit (30,000 degrees Celsius). This is around six times hotter than the surface of the sun. While a lightning bolt may look huge, its actual size is only as long as that of a ballpoint pen.

## Energy Facts

1. Around thirty percent of the energy used in buildings is used unnecessarily.
2. The combustion of fossil fuels is the cause of over eighty-six percent of the energy used in the US.
3. China is the largest consumer of energy in the world today. It is also the largest emitter of carbon dioxide.
4. Heat from the sun that is captured and used is called solar energy. It is a great source of energy as it is environment-friendly.
5. Wind power functions by harnessing the energy from the wind through the use of windmills, sails etc. It is a clean power source, as the pollution is minimal.

## Plant Facts

1. Cucumbers are actually a fruit and not a vegetable. They are a part of the melon family.
2. There are around 630 different kinds of carnivorous plants. There are types that can survive in the water and others that grow from the soil.
3. Touching poison ivy causes an allergic reaction on the skin, as it produces a skin irritant called urushiol.
4. Some types of Bamboo can grow by a metre in just one day!

5. The bark of the willow tree was the first source of aspirin, the well-known medication used to reduce pain and fever.

## Popular Science Facts

1. Human body facts tell us that the human eye has the ability to detect and differentiate over 10 million colours.
2. Eyebrows play two important roles: they protect against rain, sweat and dirt, while also helping us to express our emotions.
3. Elephant facts science for kids says that elephants can sing. They use an ultrasound rumble too low for humans to hear. This "singing" helps to keep the herd together and to find mates.
4. Elephants stay pregnant for 22 months; this is the longest period of gestation in any land mammal.
5. Dinosaur facts say scientists have discovered that the theropod group of dinosaurs, which includes the T-Rex, are the ancestors of birds.

Always remember, scientific knowledge doesn't only play an important role for children, but for parents as well. It will enable you to answer your child with confidence, even if the question is related to something you usually wouldn't know. Learning scientific facts about the world is a great way to bond with your child as there are many fun and exciting ways to do it, like going to the science centre in your hometown or even just reading through some fun facts together.

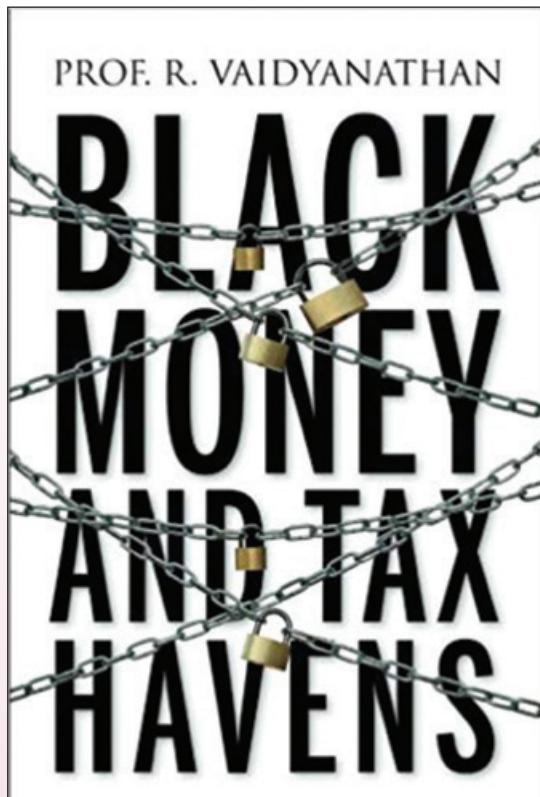
*Courtesy: <https://parenting.firstcry.com>*

## Book Review

# Black Money and Tax Havens

By

Prof. R Vaidyanathan



This book is authored by Professor R Vaidyanathan who is a recently retired Faculty Member of the Indian Institute of Management Bangalore. Presently he is the Visiting Professor of Public Policy at Sastra University Thanjavur Tamilnadu.

### What is Black Money?

Black Money is simple income on which taxes have not been paid. Every time you buy something

without a bill, you may be facilitating black money generation. While all black money generation is not due to corruption, all corruption results in black money. For example, when a Government servant gets a bribe for a favor done, then he generates black money since that amount will not be shown for tax.

### What is a Tax Haven?

A country which has no taxes or levies low taxes on Individuals and Corporations is a tax haven in layman's language. Further to attract investment, these tax havens offer additional benefits like maintaining financial secrecy and providing legal protection and passport facility in some cases.

There are around 63 jurisdictions acting as tax havens in the world.

Some of the more familiar ones are- Antigua and Barbuda, Bahamas, Bermuda, the British Virgin Islands, Cayman Islands, Barbados and Dominica in the Caribbean.

Panama and Costa Rica in Central America and Uruguay in South America.

Maldives and the Marshall Islands in the Pacific.

Hong Kong, Singapore, Macau, Bahrain, Dubai and Lebanon in the Asia and Middle East.

Mauritius, the Seychelles, South Africa and Liberia in Africa and

Isle of Man, Switzerland, Austria, Belgium, Hungary and Luxembourg in Europe.

## Dimensions of Black Money

Black Money has two inter-connected dimensions- Domestic and Global.

Domestic illicit money is associated with corruption and tax evasion. Examples- Doctor not giving receipt for his consultation charges and the Petrol Bunk owner not giving receipt. But at the same time, the Agricultural income is not black money, although it is not shown as income, since it is exempt from paying taxes.

In the Global dimension, the illicit money is stored in the tax havens and may be used in illegal activities like drugs, arms, human trafficking and funding terrorism.

There are multinational corporations indulging in multifarious activities.

The recent famous Panama Papers and their revelations are also discussed in this book.

Global Institutions are taking steps to rein in tax havens in view of their dangerous implications. Even the terminology about these tax havens is being changed to modern or innovative financial centers or off-shore financial centers, indicating the growing level of discomfort about this nomenclature.

The coming decade will deal with these issues more vigorously since in the name of Globalization, many indecent acts have been justified.

Mahatma Gandhiji correctly mentioned:

There is enough in this world to satisfy every one's need, but not greed.

The coming years will hopefully realize the true meaning of this great maxim.

## How much Black Money India has?

Estimates vary from 10 to 20% of our GDP. Conservatively it is about Rs 15 lac crores with reference to our country's GDP of 2016-17.

As for Indian money in tax havens around the world, it is around Rs 65 lac crores.

Truly astounding figures- is it not?

In this book, Professor R Vaidyanathan provides the reader with a brief overview of black money- its generation and how and why it is spirited away to tax havens. He elaborates the danger that is posed to the world financial wellbeing on account of lack of political will to tackle the black money.

This is a 'Must' read book for every student of Economics.

R. Venugopal

*Mr. Venugopal has served in LIC of India from 1968 to 2006 for 38 years and retired as an Executive Director.*



# Managing political talks at the workplace

**S**hould employers encourage or discourage political discussions in the workplace?

In a widely reported and discussed development, Google recently updated its workplace community guidelines to prevent employees from engaging in discussions related to politics and news events. As we scrutinize this update that marks a monumental shift in the company's otherwise open culture and policies, let us also attempt to understand the room that political discussion has in the modern workplace.

## The latest from Google

In August, Google issued new workplace guidelines that, in no ambiguous terms, told employees to focus on their work and not hold discussions on politics, news, and other non-work related topics. "Our primary responsibility is to do the work we've each been hired to do, not to spend working time on debates about non-work topics," the guidelines read. Further, they stated, "While sharing information and ideas with colleagues helps build community, disrupting the workday to have a raging debate over politics or the latest news story does not."



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Arumbakkam, Chennai - 600106.

These new guidelines took the world by shock because Google has traditionally championed a free and open workplace culture wherein employees are encouraged to speak their minds. The strongly-worded guidelines reflect a change in the company's history and culture, which made free expression, creativity, and thinking outside the box a norm in the workplace. Jenn Kaiser, a company spokesperson, explained<sup>2</sup> that the guidelines are a response to "increased incivility" on the company's internal platforms and demands from employees to have clearer rules on what's acceptable and unacceptable to say. Google also announced<sup>3</sup> that a team of dedicated moderators was being hired to regulate internal employee discussion forums, which have witnessed an uptick in political debates and discussions. However, commentators are pointing out<sup>4</sup> that this is yet another attempt to keep employees in check after a turbulent year that was marred with employee walkouts, citizen backlash, and bad press. On the one hand, Google has been under pressure from its employees and citizens for working on defense projects<sup>5</sup> and mishandling sexual harassment claims<sup>6</sup>; on the other, it has been under fire from the US government for allegedly being unfair to conservative employees and digital platforms<sup>7</sup>. Critics say that this near-reversal of the company's policies reflect Google's effort to ensure that employee expression and activism does not impact the company's bottom line.

Thirty-one percent of the respondents surveyed in a 2017 American survey stated that their productivity has decreased as a result of political expression at work

## Discussing politics at work

Google isn't the first company to regulate political discussion in the workplace, and it certainly won't be the last. While organizations might not single out politics or news events as topics of conversation and outright ban it, most organizations have guidelines that prevent employees from political

campaigning and activism; and more importantly from discriminating or harassing those who hold different beliefs or identities. Traditionally, talking about politics, religion, and sex has been discouraged in the workplace<sup>8</sup> and in today's politically turbulent times, there is no telling when a politically-charged conversation turns into bullying or name-calling, or other forms of discrimination.

Even in the USA, the First Amendment, that guarantees the right to free speech, doesn't specifically apply to political expression in the workplace, especially in the private sector<sup>9</sup>. This has led to many states and employers following drastically different policies on the discussion of politics in the workplace, which range from strict laws advocating political expression to no laws at all<sup>10</sup>. If the law in the region so allows, organizations can ban political expression, including discussions, citing an adverse impact on productivity<sup>11</sup>. There might be some truth to this argument as 31 percent of the respondents surveyed in a 2017 Clutch survey<sup>12</sup> in America stated that their productivity has decreased as a result of political expression at work. Another 2018 Indeed survey<sup>13</sup> found that 20 percent of Americans wanted political discussions censored at their workplace and 60 percent of those who feel silenced identified their peers as the biggest source of pressure.

In India as well, there is no absolute clarity on what is acceptable to discuss in the workplace and what is not, and more importantly, to what extent does the freedom of speech and expression apply in the workplace. In a publication for International Bar Association, Preetha S and Vikram Shroff of Nishith Desai Associates say<sup>14</sup>, "In India, several fundamental questions pertaining to the extent and manner of controlling employees' rights to speech and expression remain a grey area in the absence of specific legislation governing the subject. The issue becomes murkier due to the complex interplay between constitutional laws, tort law, contract law, employment laws, and technology laws."

## Policing the political talk

Political ideologies, leaders, and decisions are integral to modern society, and most individuals have some sort of an opinion on the same. So, should an organization have a policy specifically regulating political discussions and debates? One school of thought<sup>15</sup> says that employees should have the freedom to be as political or apolitical as they please, and policies must only aim to regulate such topics, rather than ban them altogether. Others argue<sup>16</sup> that since an employer has a responsibility to make every employee feel comfortable, regardless of where they fall on the political spectrum, organizations must clearly spell out that employees must avoid political talk to prevent harassment and discrimination.

The challenge is to strike the delicate balance between defining what constitutes ‘objectionable’ and ‘unacceptable’ in the workplace while upholding a person’s right to freedom of speech

While both these approaches have their own pros and cons, there is no denying that a blanket ban on all political dialogue will be notoriously challenging to implement. For instance, how will managers prevent employees from discussing politics during breaks? How will those who violate the policy be penalized? On the other hand, if organizations want to regulate political discussions, where do they draw the line? While having a well-defined and comprehensive policy that helps employees understand what topics are off-limits can be helpful, the challenge is to strike the delicate balance between defining what constitutes ‘objectionable’ and ‘unacceptable’ in the workplace, while upholding a person’s right to freedom of speech.

On the other hand, employees need to identify their role in the discourse. While an increasing number of millennials prefer to work with organizations with strong moral, social and environmental

consciousness<sup>17</sup>, they also need to be mindful of the fact that they are a representative of their organization, even outside of work. Most social media platforms allow people to display where they are employed, which means even passive ‘sharing’ or ‘liking’ is warranting increased scrutiny. There have been some instances<sup>18</sup> of employees expressing, or even endorsing, racist, misogynistic or sexist views on social media being reprimanded, or even being fired, in the last few years. Organizations are also looking at social media activity for hiring and engagement<sup>19</sup>, which means that even personal views expressed outside the domain of work are also under surveillance.

To sum up, we need to discuss and debate the place for political discussion in the workplace to ensure that differences in opinions and beliefs are managed respectfully. While Google’s reversal on its stance will set a precedent for others, experts suggest that the most effective strategy is to help employees realize the boundary on their own. It can be tough to formulate policies that regulate employee beliefs and thoughts without coming across as attacking their personal or political ideologies. However, Preetha S and Vikram Shroff suggest, “Policies should be clear enough to state that anything intimidating, discriminating or harassing or anything that interferes with workplace productivity shall not be tolerated. It is also important that the guidelines regarding freedom of expression be carefully crafted and uniformly enforced so that all employees are treated equally and fairly.”

### Author:

Manav Seth is the freelance feature writer at People Matters.

*Courtesy: <https://www.peoplematters.in>*

# Importance of Professional Ethics in the Productivity of the Organization

The economy is in deceleration and jobs are scarce. People try hard and use all the personal influences to get a job. There is a survival trait among all of us, however, this survival trait if acquired by an incompetent person is likely to lead to the toxicity in an organization.

The survival trait perse is not negative if the person uses it to upgrade and meet the expectations of the organization will not only add in the productivity of organization but will also help in individual development. If the survival trait is combined with insecurity perception creates a lot of conflicts and



## **Top 10 Work Ethics**

- |              |                         |
|--------------|-------------------------|
| ➤ Attendance | ➤ Productivity          |
| ➤ Character  | ➤ Organizational Skills |
| ➤ Team Work  | ➤ Communication         |
| ➤ Appearance | ➤ Cooperation           |
| ➤ Attitude   | ➤ Respect               |

unethical behaviour among the employees. Hence to sustain themselves these employees use a battery of techniques.

One such technique is writing letters against peers, superiors, and organizations irrespective of departments and duties. This kind of behaviour is destruction in the working environment and loss of productivity. One question is why it is so pronounced in India? It is one of the traits developed from the colonial past. The colonial bosses who have no proper feedback mechanism relied on this form of feedback.

It is natural to have grievances as the resources are limited and individual demands are increasing, moreover, the nonacceptance of people from diverse cultural backgrounds and behaviors also leads to insecurity. This leads to a lack of trust and formation of mutually destructive groups.

When people work together grievances are expected but to settle the grievance every organization has its respective managers or HR process. Employees can talk or formally complain instead of writing and hurting the dignity of others. The grievances should



## **Work Ethic**

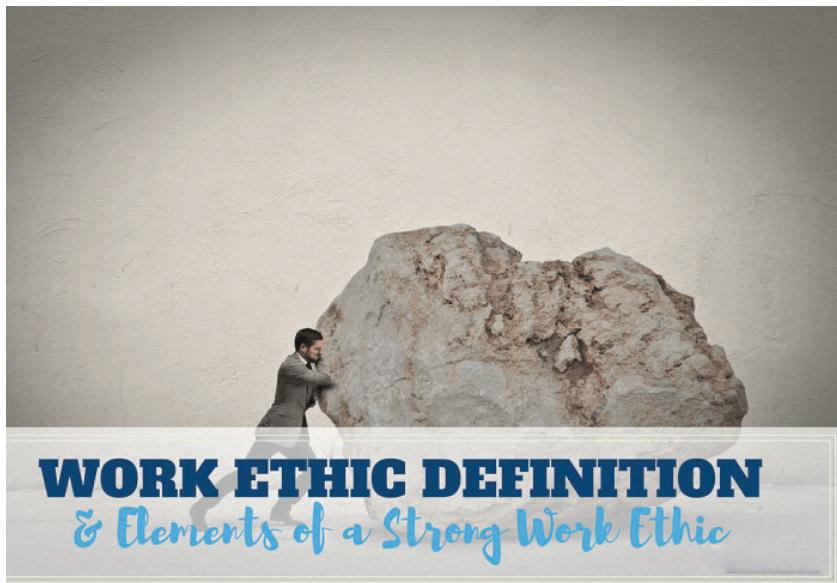
### **The Learning Goals:**

**The importance of developing a strong work ethic and how the work ethic you develop will impact your future as an employee.**

**Readers are requested to send their management related questions.**

**IMPACT** will get replies from management experts.

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## WORK ETHIC DEFINITION & Elements of a Strong Work Ethic

either pertain to the performance, work environment or compensation. When the grievance is pointing to a person or vilification of the person from another department/ area it is not a grievance but settling of personal petty issues, afraid of not being heard. Less workload or inability to work for their role could also be one of the reasons for such behaviour.

This also indicates that the employee is concerned about her/his insecurity rather than organizational goal. If these letters are given cognition by organization, there will be an incentive to write more letters and divert the superior from addressing the goals.

How to organization should address these issues?



This can be addressed by having a strong feedback mechanism.

1. There should be a trust in the organization such that genuine professional respect and collegiality should prevail.
2. Managers should be trained to address the departmental issues as and when they arise
3. The anonymous letters should be replied with a message that this will not be entertained, at the same time it will be treated as unethical behaviour of the employees.
4. Professional ethics shall be inculcated in the employees.
5. Proper design of workload suitable to the persons competent level should be given

Sometimes these letters may not be by their own volition and may be instigated by another person to settle their egos. Superiors should ignore such mutually destructive behaviours and infuse teamwork and belongingness for the betterment of organization as well as employees.

Dr. Nikhat M Hamza

A custom-fitted person who has blended her 26 years involvement in different manufacturing Industries. An MBA and Ph.D. in Human nature, currently, she is the Director HR & Faculty Training Development at BS Abdur Rahman Crescent Institute of Science and Technology. An able leader with 18 years in a leadership role, bagged two awards for the institute "Re-think India Best Entrepreneur Award" in the year 2017 and "New India Champion for the year 2018." She is also the founder of "Centre for Qualitative Research in Human Nature and Organizational politics". This centre works for the transformation of the organization for better productivity.



# Top 5 Reasons Why Indian Students Study Abroad

Despite being home to world-famous universities, India currently ranks second when it comes to students who leave the country to study abroad. reveals why Indian students are choosing to take the big step now more than ever!

According to the QS World University Rankings, currently India is only second to China in terms of international student enrollment in schools across the globe. This is largely because of its population of 1.26 billion, of which more than 50% are below the age of 25. Every year, thousands of students from India leave their home country to fulfill their dreams of studying abroad, something can also help you accomplish! We uncover the reasons behind their desire to study abroad. We're happy to share some useful insights into the most compelling reasons why Indian students want to pursue higher education abroad.

## Why study abroad?

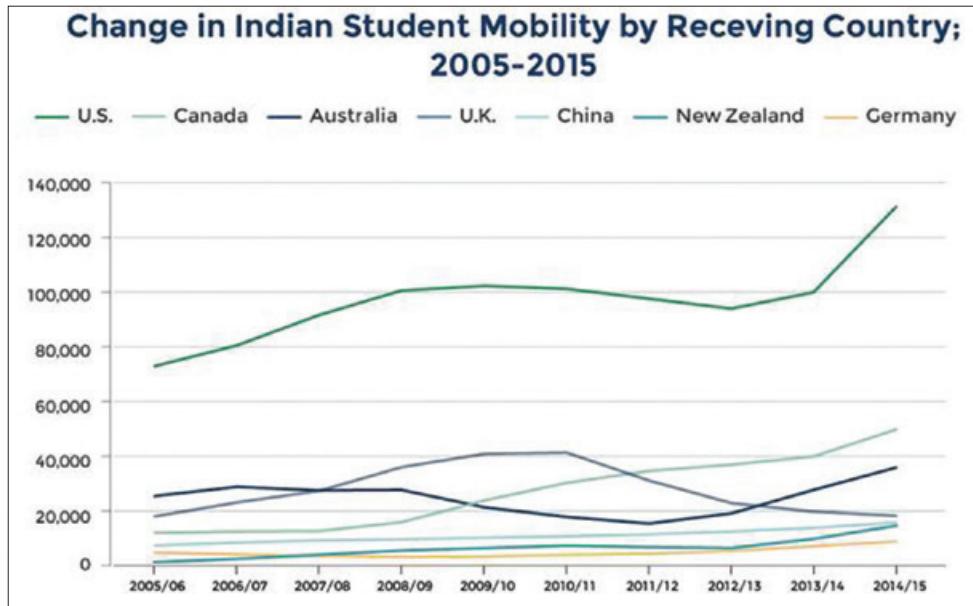
Why would anyone want to study abroad in the first place? Studying abroad will help you stay ahead of the Indian students who opted to stay at home and study at local colleges and universities. An international Bachelor's Degree has global recognition that will demonstrate that you have thrived and succeeded in an endeavor outside of your comfort zone. One of the biggest advantages of studying abroad is that your language skills

are almost guaranteed to improve. Even if you are studying in English or another language you already know, your vocabulary will grow immensely while living in a new country.

An international Bachelor's Degree is also a gateway to employability prospects abroad. Indian students who wish to return home and seek job opportunities will have them in bounty. Companies consider international exposure an important factor when making decisions about which applicant to hire. And a Bachelor's Degree earned abroad will demonstrate to your future employers that you possess a go-getter attitude.

When you choose to study abroad, you can try new activities and sports that may not even exist in India. Depending on where you end up studying, your university may offer exciting extracurricular clubs and classes that will help you broaden your horizons while living in a new country.

And finally, when you study abroad, you will most likely become friends with people from your host country as well as with international students from all over the world. Indian students can join clubs, societies, organizations and online portals that connect them with Non-Resident Indians living abroad. Student-run clubs, sororities, and fraternities are great ways to mix with an international crowd and form connections for life.



Source: *World Education News + Reviews*

Top 5 reasons Indian students study abroad in 2019

## 1. Ease of admission

Admission to India's top-ranked institutes is highly competitive given that lakhs of students pass out of high school every year and seats available for admission are quite limited. IIMs (Indian Institute of Management), IITs (Indian Institute of Technology) and AIIMS (All India Institute of Medical Sciences) are amongst India's dream schools. The race to secure admission gets much more intense depending on the level of study and discipline. On top of that, students have to deal with the stress of acing entrance exams for certain disciplines, for example, the Joint Entrance Exams (JEE mains) for engineering colleges and the National Eligibility and Entrance Test (NEET) for medical colleges. A study revealed that on average, a student has less than a 50% chance of securing admission to a highly reputed IIT.

High cut-offs cause even the brightest students to give up on their hope of securing admission to a course and college of their choice. And as a result, students with no guaranteed admission have to think through the final option of studying abroad.

Eventually, students with a strong academic standing and enough budget choose to further their higher education abroad. Since undergraduate admission at a highly ranked foreign school is perceived to be comparatively easier, an increasing number of students from India are choosing to take the big leap.

## 2. More study options

A common concern about the Indian education system is that its academic institutes focus only on delivering popular STEM (science, technology, engineering, and mathematics) courses. The segment of Indian students who wish to take the road less traveled are constantly looking to advance their higher studies abroad just because their desired program is not widely available in the country! Even if the course is available, the universities in India lack expertise and accreditation to shape talented students for a better career path.

On the other hand, there is a rich variety of courses available to international students in countries like the US, UK, and Canada. Schools in these countries offer courses in some of the most contemporary and unconventional fields like entertainment, sports, and psychology. For example, a student who wants to study filmmaking in India has fewer film academies or schools to choose from and may end up with just a diploma. Whereas the same student can pursue a fully accredited Bachelor's Degree and study filmmaking in greater depth if the course is pursued abroad.

However, if you are interested in pursuing a STEM field at a university abroad, your options aren't limited. STEM fields are growing in popularity around the world, and you're likely to

find programs that explore these areas (and even more specific sub-areas) everywhere you look. The UK, in particular, is home to several affordable universities that offer top-notch engineering programs that cover everything from mechanical, telecom and electrical engineering to motorsports, textile, and aeronautical engineering. Staffordshire University, Teesside University, Harper Adams University, the University of Bolton and the University of Birmingham are all among the five most affordable engineering universities in the UK.

### **3. Quality of education**

Even though the standard of courses available across colleges in India is developing, there still seems to be a lack of opportunities for practical application of skills learned through conceptual understanding. And because of this, many students in India struggle to get job placements after graduation. The root cause of this problem circles back to the Indian education system emphasis on rote learning to remember concepts rather than understanding them.

In contrast, schools abroad engage students in active learning through class participation, dialogue exchange, case studies, and practical off- and on-campus experiences that make learning fun and meaningful. In addition, flexibility to tailor courses to a student's interest and the freedom to work on a part-time basis while studying adds to the overall appeal of earning a degree abroad.

Many schools in the US hold a lot of weight when it comes to universal recognition. The Ivy League is a great example of this. Attending a school like Harvard, Yale, or Stanford offers global name recognition, along with strong alumni networks that span the globe. These networks can help significantly with job offers after graduation or with gaining attendance to high-quality graduate programs. Even outside of the Ivy League, though, American schools are generally viewed as

offering high-quality education and experience to international students.

If you plan to pursue a career that works heavily in trade or partnering with global organizations, an education in the US can help you build strong US-based networks that can create future business opportunities. There's also a strong culture of innovation and technology in the US, whether you're studying health care, artificial intelligence, or even finance. American universities help foster much of the innovation and technology breakthroughs throughout the world through their research and development departments. International students can benefit hugely from access to technologically savvy labs and other research facilities that American universities offer.

### **4. Immigration pathway**

Immigration is one of the top reasons why Indian students, especially at the graduate level, look to pursue a degree abroad. Countries like the US and Canada offer attractive job prospects post-graduation and their flexible immigration policies allow students to seek employment on completion of studies. US National Science Foundation's Survey reveals that about 80% of students from India and other Asian countries choose to remain in America after completing their graduate and doctoral studies.

Canada has made several recent changes that have increased the options international students have when it comes to living, studying and working in the country – that's a perfect answer to the question "Why study in Canada?". In June 2018, the Immigration, Refugees and Citizenship Canada (IRCC) announced the launch of the Student Direct Stream (SDS). Effective as of June, this new program replaces the Student Partner Program (SPP) and promises to ensure consistency and efficiency in the student visa application process. Students from India, China, the Philippines, and Vietnam can now benefit from faster visa processing

times provided that they submit upfront proof of funds and the required level of English language proficiency.

Under this new system, students with the required level of English language proficiency and proof of funds will benefit from faster visa processing times. A study permit under the SDS system gets processed within 45 days, as opposed to 60 days under the regular stream.

Previously, the SPP system allowed students to apply to only about 47 community colleges in Canada, which meant that students had a limited number of schools and courses to choose from. Now, with the launch of the SDS, students have the option to apply to Canadian colleges as well as universities. Every college and university with a unique Designated Learning Institution (DLI) number comes directly under the SDS system, which gives international students a range of higher education options to choose from. As a matter of fact, has partnerships with a number of institutes that are classified as SDS schools.

Students applying through the regular process need to submit up to eight documents of finance as proof of funds when applying to study in Canada. This has been reduced to just two financial documents under the SDS system.

It is essential to note that the Student Direct Stream complements the Express Entry System. This means that students who successfully complete their studies in Canada through the SDS process will be on the path to permanent residence and Canadian citizenship.

Individuals who have moved to Canada need to spend three out of the previous five years as a resident in the country in order to apply for a Canadian citizenship. Fortunately for students, half of the time they spend at any Canadian university counts towards the total residence time.

Another change was announced in the Comprehensive Ranking System (CRS). CRS is a point-based system used to assess and score immigrant profiles and rank it in the Express Entry pool. Simply put, the CRS determines if an immigrant is eligible for permanent residence status in Canada or not. It ranks each profile on the basis of several determining factors such as age, education, work experience, language ability, and adaptability. The Comprehensive Ranking System now awards 15 points to international students holding a diploma or certificate earned on completion of one- or two-year courses. Likewise, holders of certificates, diplomas, and degrees earned in three years or more, including a Master's, professional or doctoral degree, are awarded 30 points.

Another important point to note – not part of the bill, but a promise made by the Canadian government is that there will be a review of the Canadian Experience Class program. This program is very important for international students in Canada as it helps talented individuals who are studying in Canada and wish to become Canadian citizens.

## Immigration Policies of Popular Destinations For Indian Students

### 5. Better research opportunities

Students pursuing subjects particularly in research-centric areas like biology or pharmacy do not receive enough support from Indian colleges in terms of infrastructure and resources. Colleges in America, Canada, and Britain offer abundant resources to provide students with sophisticated technologies, equipment, and infrastructure to conduct in-depth research. Indian students also particularly choose research courses abroad because of favorable climatic conditions, habitat, and in some cases, flora and fauna exclusively found in those specific locations.

<b>Country</b>	<b>Cost</b>	<b>National Marketing Strategy</b>	<b>Path to Immigration</b>	<b>Work Permits</b>
	Highest	No	No	On-campus work for upto 20 hrs/week: 12 month total curricular practical training(CPT) during study  Post-study: 12 months optional practical training(OPT); STEM majors can extend the period to 36 months
	High	Yes Int'l Education Strategy	Yes Extra points for immigration applicants with Canadian credentials	Work Permit not required: during study for upto 20 hrs/week  Post-Study work-permit: for upto 3 years
	High	Yes Int'l Education: Global Growth Prosperity	No	20 hrs/week: if you are in a degree programme or above at a higher education institution  Post-study work permit: cancelled in April, 2012  Doctorate graduates: get one year extension
	Moderate	Yes National Strategy for International Education 2025	Yes Extra points for immigration applicants with Australian credentials	20 hrs/week during the study; unlimited hours during breaks  Graduates with a minimum of 2 years in Australia can get a post-study work visa for 2 years

	Moderate	Yes Draft Int'l Education Strategy for New Zealand to 2025	Yes Extra points for immigration applicants with New Zealand credentials	20 hrs/week: during study  Post-study: 12 months permit
	Low	Yes Strategy DAAD 2020	No	90 days/year: on student visa  18-month visa: extension post-study

*Source: World Education News + Reviews*

Studying abroad can be your chance to stay ahead of the rest..

You are now convinced to study abroad. How can you convince your parents to let you pursue this?

When it comes to the topic of studying abroad, it is completely natural for parents to get stressed out and worried about your life-changing decision to leave home. It may be easy to just dismiss their concerns, but that probably won't help when you need their signature on your university application. Many education advisors will counsel you on how to get your parents on board with your plan of studying abroad.

Remember to angle your pitch from the standpoint of surprising benefits that come along with a study abroad experience. Show them how this decision will have a holistic impact on your overall development in terms of academics, personality and beyond. In an increasingly globalized economy, being adaptable and attuned to cultural differences will be an invaluable skill. It is widely known in India that an international degree is highly valued as compared to local degrees. This is why employability quotient of candidates who have

studied overseas is higher than local students who are increasingly struggling to stand out.

You will need to be emotionally intelligent at this time to handle the situation. Let your parents talk their heart out about what worries them most. Prove your emotional maturity and ability to handle conflict by chatting to them about what they're worried about, rather than resorting to teen-tactics of slamming doors and shouting matches.

Remember that your parents want only the best for you. They know you're capable of doing this – they raised you after all! Be easy on them if they are worried, and remember it's okay to also show that you're a little afraid. By supporting each other you'll gain another lifelong benefit through this experience: a strong relationship with your parents.

— By Mustafa Sutarwala - He is an all-round creative marketing graduate from Amity University Dubai. When he is not writing, he loves to make solo trips, participate in adventure sports and explore different cuisines and cultures!

*Courtesy: <https://www.schoolapply.co.in/blog>*



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# How Anna Was 'Won Over' In 1966

**D**uring the end of November 1966, Chennai was battered by heavy rains. The low lying areas of the City, especially Vysarpadi was flooded. I was then an M.L.C & the leader of the Swatantra Party in The Madras Legislative Council. The DMK supremo Arignar Anna was the unquestioned Leader of the Opposition. Though the Congress leader M. Bhaktavatsalam was the Chief Minister of the then Madras State, the Madras City Corporation was in the hands of the D.M.K with Minor Moses as the Mayor.

The DMK and the Swatantra Party, were friendly partners (who forged an electoral alliance in 1967) attacking the ruling Congress, both inside and outside the Legislature. Political parties were vying with each other in visiting the areas lashed by heavy rains. For almost all the leaders, Vysarpadi which suffered most, became a 'pilgrimage' centre. In this race of vying with each other, in visiting the flood

affected areas, the Congress overtook the DMK. The Perambur Congress M.L.A Mrs. Sulochana, took the Chief Minister M. Bhaktavatsalam to Vysarpadi (falling within the limits of Perambur Assembly) and went round the flood affected areas. The next day morning, the whole exercise was flashed in the front page of all the dailies.

Minor Moses, the DMK Mayor of the then Madras City suddenly 'woke up' the next day. He realised, being the Mayor of the City, he should have taken Anna, before the Chief Minister's visit. Mayor Moses also learnt that his sluggishness had made Anna unhappy. In the meantime, I was frequently catching the attention of the Media, for attacking the Congress party in the Legislative Council. Anna was impressed with my performance.

Mayor Moses, with his D.M.K councillors decided to meet Anna to take him around the area of Vysarpadi. He requested me to accompany him. We were all at Anna's residence by 10 AM. When Mayor Moses expressed his desire to take Anna to the flood affected areas, Anna coolly said "M. Bhaktavatsalam the Chief Minister has already visited yesterday. What is the need for my visit now?".

After being snubbed by Anna, Mayor Moses and his councillors were dumbfounded. Without loosing any time, I said "Sir, may I say something? Anna replied, "you can freely talk, I am watching your good work in the Legislative Council". Then



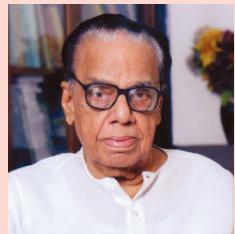
I said, "Sir, there is an important difference between Bhaktavatsalam's visit and your visit this afternoon. Yesterday, to-day's Cheif Minister went and saw. But to-day, to-morrow's Chief Minister is going to see. There is a lot of difference between the two". A sudden change of mood took place, among those who had gathered. Every one became happy. Anna, too, smiled, patted me and said " All right, let us proceed".

Anna and his entourage, spent a whole evening in the flood affected areas. There was unprecedeted reception to Anna, everywhere. The headlines in

the next morning papers were "The future Chief Minister Annadorai, visiting the flood affected areas". Mayor Moses later told me " But for you, we could not have won over Anna that day".

**Dr. H.V. Hande**

*Former Health Minister of  
Government of Tamilnadu.  
Founder & Director of  
Hande Hospital.*



\* \* \* \* \*

### **Our Distinguished Contributor's Contribution to the Construction Industry - Recognized**

The 1st Industry Leadership Conclave and Awards - ILCA 2019 is convened by the Centre for Leadership Development (CLD) of Venus International Foundation (VIF) , provides a platform to the Industry Leaders, Government Leaders and Policy makers for exchanging ideas, sharing views and also provide a comprehensive understanding of the key dynamics of the current industry. It acknowledge and promote the Industry Leaders who play an important part in shaping the sectors, by recognizing an individual who consistently demonstrate outstanding leadership by their willingness to go above and beyond to serve the industry.

Mr. Syed Fazlullah Khan received an award for Excellence in Construction category (from Chief Guest Hon'ble Justice T N Vallinayagam) during the conclave ILCA 2019 held on 2nd Nov 2019.



# The Importance of Design Thinking

As Tim Brown (the CEO of IDEO) beautifully puts “*Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.*”

The importance of design has been constantly increasing over the years. The consumers of today’s generation have quick access to the global marketplaces. They do not distinguish between physical and digital experiences anymore.

This has made it difficult for companies to make their products or services stand out from the rest of the competitors.

Infusing your company with a design-driven culture that puts the customer first may not only provide real and measurable results but also give you a distinct competitive advantage.

All the firms that have embraced a design-driven culture have certain things in common.

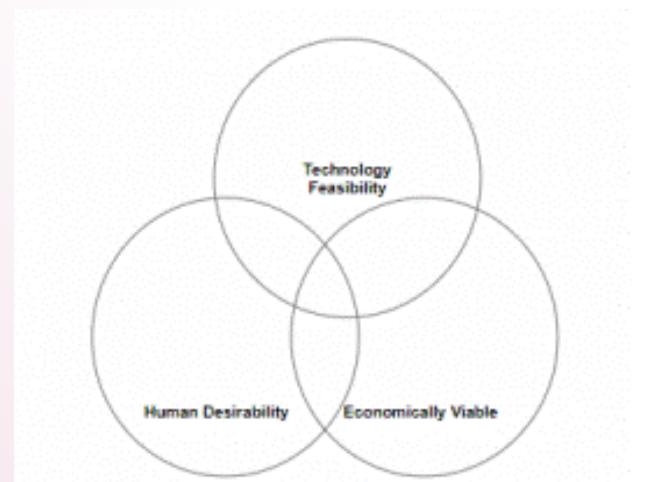


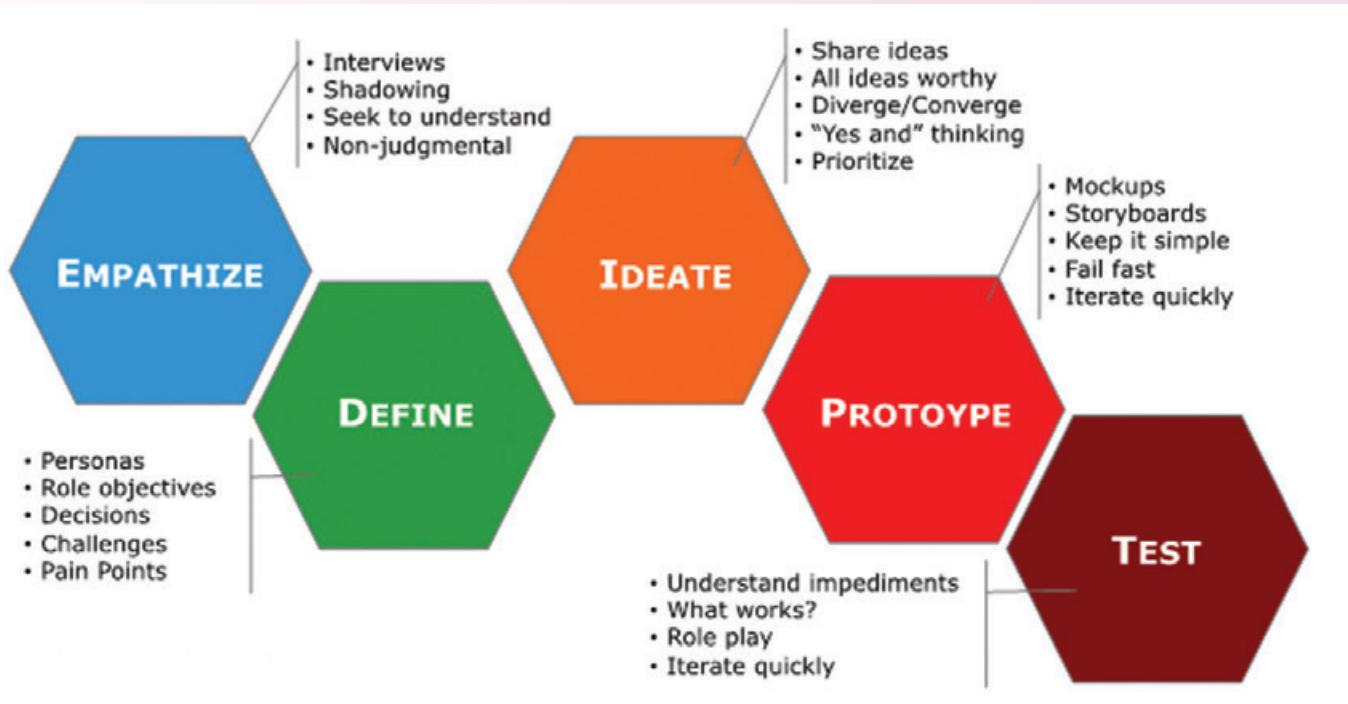
First, these firms consider design more than a department. Firms that primarily focus on design tries to encourage all functions to focus more on their customers.

By doing this, they are also conveying a message that design is not a single department, in fact, design experts are everywhere in an organization working in cross-functional teams and having constant customer interaction.

Second, for such companies, the design is much more than a phase. Popular design-driven companies use both qualitative and quantitative research during the early product development phase, bringing together techniques such as ethnographic research and in-depth data analysis to clearly understand their customers' needs.

## Why Design Thinking?





Thinking like a designer can certainly transform the way companies develop products/services, strategies, and processes.

If companies can bring together what is most desirable from a human point of view with what is technologically feasible and also economically viable, they can certainly transform their businesses.

This also gives an opportunity to people who are not trained as designers to utilize creative tools to tackle a range of challenges.

## Design Thinking Approach

**Empathize:** Understand your users as clearly as possible and empathize with them.

**Define:** Clearly define the problem that needs to be sorted and bring out a lot of possible solutions.

**Ideate:** Channel your focus on the final outcomes, not the present constraints.

**Prototype:** Use prototypes for exploring possible solutions.

**Test:** Test your solutions, reflect on the results, improvise the solution, and repeat the process.

## Facts that prove the importance of having a Design Thinking Approach

The chart displayed below clearly indicates that the design-centric companies have outperformed the S&P 500 by a massive 211%.

Some years ago, Walmart had revamped its e-commerce experience, and as a result, the unique visitors to its website increased by a whopping 200%. Similarly, When BOA (Bank of America) undertook a user-centered design of its process for the account registrations, the online banking traffic shot up by 45%.

In a design-driven culture, firms are not afraid to launch a product that is not totally perfect, which means, going to market with an MVP (minimally viable product), learn from the customer feedback, incorporate the same, and then build and release the next version of the product.

A classic example of this is Instagram, which launched a product, learning which features were most popular, and then re-launching a new version. As a result, there were 100,000 downloads in less than a week.



## ROI from Design

Let's take a look at some examples of how design impacted the ROI of companies.

The Nike – Swoosh, which is one of the most popular logos across the globe, managed to sell billions of dollars of merchandise through the years. The icon was designed in the year 1971 and at that time the cost was only \$35. However, after almost 47 years, that \$35 logo evolved into a brand, which Forbes recently estimated to be worth over \$15 billion.

Some years back the very popular ESPN.com received a lot of feedback from users for their cluttered and hard to navigate homepage. The company went ahead and redesigned their website, and as a result, the redesign garnered a 35% increase in their site revenues.

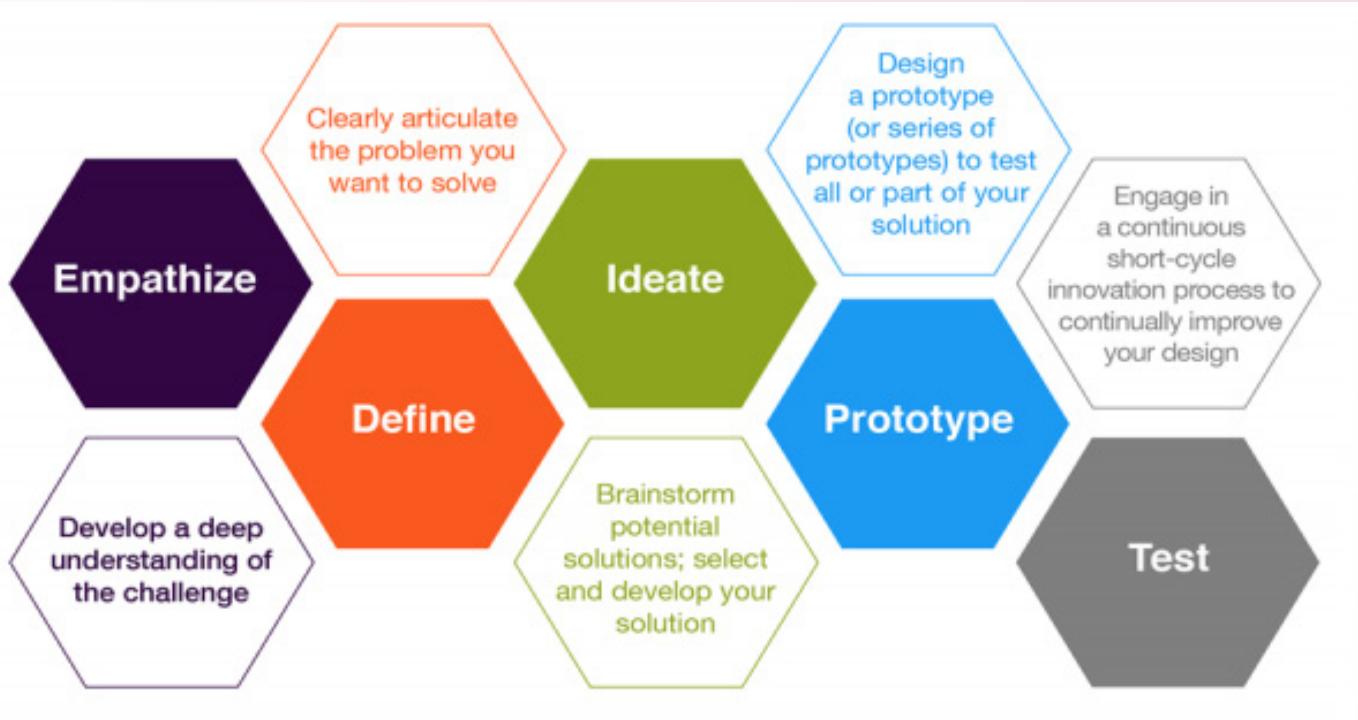
## Some Benefits of having a Design Thinking Approach

*Helps in tackling creative challenges:* Design thinking gives you an opportunity to take a look at problems from a completely different perspective. The process of design thinking allows you to look at an existing issue in a company using creativity.

The entire process will involve some serious brainstorming and the formulation of fresh ideas, which can expand the learner's knowledge. By putting design thinking approach to use, professionals are able to collaborate with one another to get feedback, which thereby helps in creating an invaluable experience to end clients.

*Helps in effectively meeting client requirements:* As design thinking involves prototyping, all





the products at the MVP stage will go through multiple rounds of testing and customer feedback for assured quality.

with a proper design thinking approach in place, you will most likely meet the client expectations as your clients are directly involved in the design and development process.

**Expand your knowledge with design thinking:** The design process goes through multiple evaluations. The process does not stop even after the deliverable is complete.

Companies continue to measure the results based on the feedback received and ensure that the

customer is having the best experience using the product.

By involving oneself in such a process, the design thinkers constantly improve their understanding of their customers, and as a result, they will be able to figure out certain aspects such as what tools should be used, how to close the weak gaps in the deliverable and so on.

## Conclusion

If we take a closer look at a business, we will come to a realization that the lines between product/services and user environments are blurring. If companies can bring out an integrated customer experience, it will open up opportunities to build new businesses.

Design thinking is not just a trend that will fade away in a month. It is definitely gaining some serious traction, not just in product companies, but also in other fields such as education and science.



By Harshit Singhal  
Courtesy: <https://hashedin.com>

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