

IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS



To respond effectively to a crisis:

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FIND OUT
WHAT'S
HAPPENING



FACE THE
CRISIS



BE
VIGILANT



PRIORITIZE



KNOW WHAT
YOU CAN
CONTROL

Greetings from **IMPACT**



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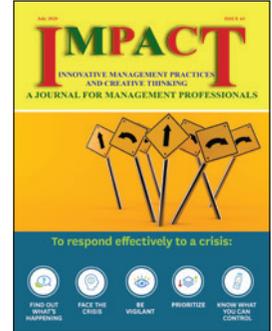
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Dear Readers,

Covid 19, still threatens the world with its prowess. U.S. blames China. Since U.S. says, other Countries also join the big boss and blame. Real truth, till now, no body is aware. W.H.O completely took a U-Turn and announced Covid is not contagious and will not spread by touching but still advises Social Distancing. Medical world comes out with different remedies on a daily basis. Politicians of the world keep coming out with different versions about their own previous versions.

One thing is certain. Humans' can talk Hours and Hours about something which they are yet to know!

World Economy, now rely on Groceries, Vegetables, Masks, Sanitizers and Tissues.

All animals including insects should be laughing at human beings for their fear of tomorrows and day afters. Since they don't bother like humans – a supposed to be a special species with 6 senses, who think that they are supreme and privileged than any other species on this earth.

Let us start from now on at least, to LIVE for TODAY and ENJOY this Precious Life, which God has bestowed on us.

Editorial Team

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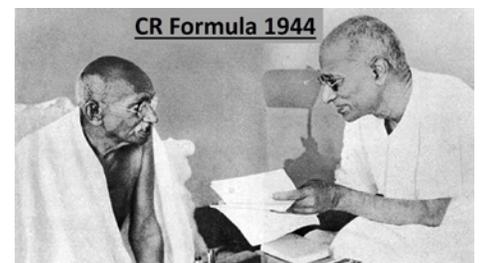
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Strategies to Manage Life and Business in a Time of Crisis

We know well that we are all being forced to navigate major changes both in our lives and in our organizations due to current Global pandemic. Many of us recognize that we need to pivot. Community support is arguably the most important factor in overcoming obstacles. Collectively, we can work together to come out on the other end of this crisis stronger than ever.

While we didn't choose this global pandemic for our lives this year, we can still find success by adjusting our lives and business strategies to the new world we find ourselves living in. The following 10 strategies can help to come out of this crisis stronger than ever and feature helpful resources from inspiring mission-driven leaders.

1. Make time for self-care.

Let's start by recognizing that a global pandemic is traumatic. We are navigating a lot of uncertainty, our lives have drastically changed, and many of us are making major adjustments. This is inherently stressful. Abide by the oxygen mask rule: You have to put on your oxygen mask first before you're able to help others. Block time in your schedule for self-care and set reasonable expectations for yourself. Don't pressure yourself to work at the same pace you were working pre-pandemic.

Take deep breaths, go for a walk, or call a friend when you feel overwhelmed. It's OK if you decide



to stop reading the news. Continue to maintain healthy boundaries and put your mental health first. Find reassurance in the fact that we're all human and we're all in this together.

2. Be transparent with your employees.

Now is an opportunity to show leadership. Check-in with your employees and be flexible by meeting them where they are at. Open-book management can be a valuable part of living your mission. If your business is struggling financially, be open about it with your employees. Be clear whether the business has a contingency plan. Ask your employees for their help in identifying creative ways to cut costs or identify new streams of revenue before resorting to laying people off.



If you are able to retain employees, it will be your most valuable investment in the future. Be sure to explore all options. If you ultimately do have to lay off people, be as forthcoming and kind about it as you can.

3. Show empathy for your customers and find opportunities for service.

When communicating with Customers, acknowledge what is happening and be sure your marketing also acknowledges that what people are experiencing is challenging. Do this every single time you create content in the upcoming months. This is not business as usual. It's important to meet people where they are. Also, more than just the message, it needs to be genuine.

As business owners, it's important we take steps to ensure that our doors stay open, which does mean continuing to offer our products and services. However, it's also important that we are sensitive to the challenges our customers are navigating.

By being kind and considerate during challenging times, it will deepen the trust and loyalty your customers will have toward your organization. If you have the opportunity to give back, do so. I've seen a handful of organizations offering a "pay-what-you-can/when-you-can" model. It's a powerful way to

ensure entrepreneurs are receiving support even if they have limited financial resources.

4. Question whether your strategy should fully pivot.

The market is demanding a reaction, but throwing away years of strategy to go in a completely different direction may not make sense. Before making drastic changes, take time to pause and determine the strategic direction you should go in. If there are ways to take your current offerings virtual or opportunities to bridge the gap, by all means do so. However, if you're going to pivot, make sure it's going to be a sustainable strategy in the long run.

5. Invest time now in planning for the future.

If your current strategy might need to go on, hold until the world is able to go back to connecting in-person, consider taking this time to lay the groundwork for success when things ramp up again in the future. Consider:

- What virtual events could you host to serve your community?
- Are there opportunities to collaborate with other organizations that you could begin exploring now?
- Is now a good time to hone your public speaking abilities?
- What market research can you do to set up future projects for success?
- When was the last time you updated your employee handbook?
- What does this experience with remote work mean to your organization in the future?
- What systems can you put in place to save time and resources in the future?
- What people can you network with virtually?

By investing your time wisely, you can hit the ground running once this crisis has passed.

6. Perform customer research.

If you're thinking about launching a new business or a new product or service, the most important thing to do is take time to understand whether there is truly a demand for what you're selling. I have seen firsthand many entrepreneurs and organizations waste months and even years of their time building a product or service that no one wants because they didn't take the time to really understand their customers' unmet needs.

One of the best ways to gain customer insights is through short customer interviews. Learn to conduct effective customer interviews, and be sure to read *The Mom Test*. Many of the entrepreneurs that I've worked with reported a major "aha moment" from this book. Once you've learned how to conduct effective customer interviews, consider setting a goal of trying to set up two or three 10- to 15-minute informational interviews each week.

7. Prototype new products or services.

Don't be afraid to test new offerings. What new problems are your customers currently facing in this crisis? Are there new customers who could now use your services? Before making large investments in developing a new product or service, I highly recommend creating a prototype first by identifying a way to quickly test whether a concept will work. This could be through a sketch of your vision, testing to determine interest level by marketing a simple advertisement, creating a simplified physical product of what you'd like to sell, or even trying to pre-sell your new service.

8. Work on content creation.

If you have less client work to do, consider creating content. Content marketing is a powerful tool for demonstrating your expertise. In fact, according to one study conducted by Demandmetrics, if you're not doing content marketing, you're spending 62%



more on traditional forms of marketing and you're potentially missing out on three times more leads. If you are willing to get creative, you could even consider developing video content.

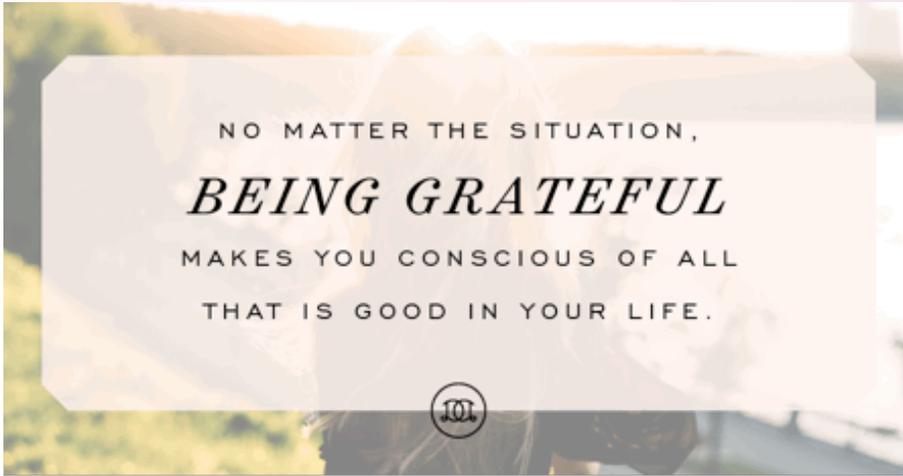
Your focus on content need not be around coronavirus only, because your organization will outlast this pandemic. By taking the time now to write evergreen content that's relevant regardless of seasonality, it will better set your organization up for success in the future.

9. Find gratitude in the little things.

While there is a lot out of our control right now, one thing we can be intentional about is finding opportunities to practice gratitude. The field of positive psychology is fascinating because it has conducted studies that suggest that positivity actually improves performance.

Gratitude doesn't have to be a huge investment of time. It can be as simple as starting a gratitude journal that you write in for five minutes each day.

10. Stay connected and find people or communities that make you feel safe.



While we are living in unprecedented times, I believe in the power of community. Together we can Create a Path Toward Stability through Transparency, Empathy, Planning and applying above strategies.

You don't need to go through this alone. Consider hosting virtual coffees, lunches, or happy hours with friends and family. During these we could create a safe space to connect. We must not be afraid to get serious, but more often than not we should laugh a lot. Find opportunities to stay connected even though you're physically apart from people.

Syed Fazlullah Khan

Certified Project Manager (IPMA C) and MRICS with over 3 decades of qualitative experience in the Construction Industry. Formerly he was working with ETA Properties & Investments Pvt.Ltd., Chennai as Head – Projects. Presently, he is a Project Management Consultant for many Projects.



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The Top Qualities of a Good Trainer

We are sure that one time or another, you have been fascinated at how a trainer facilitates class and engages learners. You have also most likely observed some of the best qualities of good trainer and already somewhat have an idea of what attributes make a trainer great at their work. Most probably, you have also thought of becoming a trainer yourself at a certain point in your career

Nevertheless, if you want to find out what really makes a trainer successful, or if you are looking for switching your careers to make, training a career option, then this will definitely help you. However, before we start, we need to debunk a certain misconception about trainers and to do that, let us take a quick look at what a trainers main responsibilities.

A trainer's main responsibility is to facilitate classes.

- Develop a schedule to assess training needs.
- Conduct employee surveys and interviews.
- Consult with other trainers, managers, and leadership.
- Track and compile collected data.
- Conceptualize training materials based on data and research.
- Communicate training needs and online resources.
- Since, this is a task that most of us see a trainer usually do, oftentimes, the trainer role is considered just a mere facilitator. This brings about a certain misconception of what successful corporate trainer skills are perceived to be—limited to just communication, product knowledge, and entertainment value.
- Yes, you have read that right – entertainment value. Trainers are regarded as simply “entertainers,” so to speak. “Entertainers” are subject matter experts who conduct classes and make sure that the topic is tackled with

enough interest and enthusiasm so that the learners do not get lulled to sleep.

- There is more to being a trainer than just being an entertainer!
- Although communication and facilitation skills are both important skills of a trainer, they are not the end-all and be-all of corporate training skills. This shallow understanding of what good trainer skills are supposed to be definitely has to go.
- What is needed, instead, is a deeper understanding of a trainer's other tasks and the required competencies that go with them.
- For this purpose, we have created a list of trainer skills and qualities that are needed to succeed in the field. We will also break each quality down as much as we can so that you can get a better understanding of what it takes to be an exemplary trainer.

The Top Qualities of a Good Trainer

- The biggest advantage of taking up a career in training and development is that the skills needed to be a trainer are standard across all industries.
- The skills required for a trainer in pharma are the same in retail, manufacturing, IT, etc. This means that a trainer needs to learn the skills behind these five qualities in order to succeed in any industry.
- And with that said, here is a list of training skills and qualities that make a trainer exemplary:
 - 1. Trainers are Strategic Thinkers and Partners
 - A trainer is a strategic thinker. A strategic thinker possesses strong business acumen and has a good grasp of how the training process directly affects the business. Strategic thinking is not only restricted to being a part of training manager skills but is also one of the attributes of a good trainer as well.
 - An understanding of revenue, cost, margins, ROI (return on investment), and staffing



would definitely give a trainer better insight on how his or her role affects the organization. In addition, another one of the qualities of a good trainer is that he or she is a strategic partner.

- There is a strong need for a trainer to develop networking skills. Do take note that a trainer doesn't only work with learners. A trainer also has to "cross borders" by strategically partnering with counterparts from Operations, HR, and Marketing – just to name a few departments a trainer has to work with.
- Looking at how the training process fits in the bigger picture and how to strategically partner with the rest of the business are great attributes of a trainer. On the contrary, taking on a silo mentality is, and will always be, the cause of a trainer's undoing.
- 2. Trainers are well-versed in Instructional Design
- One of the best qualities of a good trainer is that they are well-versed in the instructional design process. Aside from being included in the list of skills of a training manager, instructional design (or ID) is also a big part of a trainer's repertoire of competencies.
- So, what are training skills needed for ID, exactly? A working knowledge of Training Needs Analysis (or TNA) and the application of the inductive learning process through

different adult learning methodologies are required.

- Training Needs Analysis, in a nutshell, is the use of data to determine needs in an organization that can be addressed by learning interventions.
- Adult learning methodologies, on the other hand, are approaches that translate these interventions into effective learning experiences for adult learners.
- In short, TNA determines what needs will be addressed, while adult learning approaches determine how they will be addressed. Besides being fluent in these two frameworks, having both analytical and design thinking is also considered as one of the important qualities of a good trainer.
- 3. Trainers are Project Managers
- Once the instructional design and all its intricacies have been accomplished, the time has come to implement the learning program! Doing so requires a bit of project management, because the trainer, most of the time, not only has to teach the course but also has to plan the program's implementation and organize the required resources.
- Being able to manage projects is also one of the outstanding qualities of a good trainer. This then points back to key point #1. Involving key stakeholders and getting everyone's support for the initiative demands dependable strategic partnering skills.
- 4. Trainers are Facilitators of Change and Learning
- As mentioned above, a trainer's main duty is to facilitate classes; but contrary to common belief, this just takes advantage of about twenty percent of a trainer's skillset.
- While it is always a given that classroom facilitation is, in itself, part of the qualities of a good trainer, what's more important though is that a trainer is expected to be a facilitator of change – or even better, an advocate of change.
- With today's adaptive global workforce and dynamic business environment, changes are

constant. Processes and knowledge that were the standards a few days ago can become obsolete and defunct in the blink of an eye. What is considered as the guiding principles and industry standards today, might be different tomorrow.

- A trainer is always expected to be at the forefront of change. New processes and recent knowledge would always demand some type of learning intervention. Moreover, with constant changes, competency and performance gaps are always bound to ensue; and the trainer, in turn, can evaluate and recommend viable and sustainable solutions.
- 5. Trainers are Evaluators
- This is probably one of the most overlooked qualities of a good trainer. The skills required for trainers regarding evaluations include, but are not limited to: conducting surveys, creating effective tests, and assessing learners through observable behavioral changes.
- Moreover, checking performance trends and computing for a learning program's ROI (return on investment) are also parts of the evaluator skillset.
- Creating evaluations and analyzing data play

big parts in the roles and responsibilities of a trainer. These two not only help the trainer determine learning needs but can also help establish the success (or failure) of a training program.

- How to be a good training manager?
- We have discussed the top five qualities of a good trainer, so the next question on the list would be "How to become a training and development manager with the right set of skills?" We've been talking about what's expected from an exemplary trainer; now let's take a look at what's expected from his or her boss.
- What do training and development managers do to become exemplary managers? Actually, it's also very self-explanatory: exemplifying all five traits, with the addition of skills in managing people and business. Like what we mentioned above, all trainer competencies apply to any industry; the same thing goes to anyone within the training department.
- Training managers though are expected to be more adept at the five skills listed above, as they are not just tasked with running the department, but they are also in charge of

Readers are requested to send their management related questions.

IMPACT will get replies from management experts.

Send your questions to:

impactjournalindia@gmail.com

- training and mentoring more junior trainers.
- What separates the good from the great?
- We hope that we were able to debunk the myth of the “entertrainer” and break down the qualities well for you too. If you’re looking to start a career in the training and development field as a trainer or if you’re a trainer looking to jumpstart your career, we hope this list was able to be of help.
- Helen Thomas once said that “Everyone with a cell phone thinks they’re a photographer. Everyone with a laptop thinks they’re a journalist. But, they have no training, and they have no idea of what we keep in terms of standards, as in what’s far out and what’s reality.”
- This saying can never be more true to a trainer today. Anyone with good communication skills and product knowledge can easily say that they know how to ‘train.’
- However, it’s these five qualities that separate the good from the great – the mediocre from the exemplary. So, as a trainer, always be sure to put them to heart and to practice.

Essential Qualities Training Managers Need

The training and development of employees is crucial to any organisation’s performance. For businesses, the aim is to gain a competitive advantage. For other organisations you’ll want to improve how you work or obtain better outcomes. Ultimately, all organisations are looking to optimise their human resources by honing the skills of their workforce.

Training is, therefore, a huge responsibility and needs motivated and skillful individuals to handle it. While there are many opinions on the efficacy of some training programs, few doubt the necessity of good, targeted training.

Training employees is a challenging job though, and whether you are an independent trainer or employed with a corporation, trainers and training managers are expected to have a ton of qualities

for the training to be a success. If we were to hone in on the six most desirable qualities of training managers, however, they would be as follows.

1. A Deep Knowledge of the Business

A deep and thorough understanding of the business or organisation you are part of is among the greatest assets that you as a training manager can possess. A good rule of thumb is whether you can articulate both what your company does and how it does it in a few simple, concise sentences.

Other key areas to be on top of are:

- How your product is bought, sold, and delivered to customers.
- Why your product exists, and what problem it solves.
- How your broader industry operates, the pressures it has, and how it makes money.
- An awareness of the competition and new trends in your line of business

The aim of most corporate training is to maximise company resources and build an efficient and productive workforce. This is only possible when you are aware of the skillsets that your workforce requires. Detailed knowledge of your business or operation is, therefore, necessary when designing and evaluating training activities that will help your direct reports achieve your organisation’s strategic goals.

2. The Ability to Measure and Assess Staff Training Needs

Awareness of how the training needs of your employees is critical to developing your team. Professional trainers are expected to conduct a thorough training needs analysis before undertaking a training assignment, and as a manager, you’ll need to as well. This process will help you determine two things – what needs to be learned by your team, and how to prioritise the learning. Don’t get fixated on the process though! What truly sets a good training

manager apart is her ability to read between the lines and zero in on the essence of a problem.

For example, you may find that you've been told employees in a certain division are failing to meet their goals. The recommendation comes to you that they need to be sent back to basic training to learn how to do their basic job functions all over again.

Even though this example sounds very specific and it would be easy to take this recommendation unchallenged, this brief is actually as vague as it gets!

A good manager will understand that faltering productivity is just a symptom. The real problem could be anything — an inability to focus, a distracting environment, confusing directions from the team manager, technological challenges, or something else.

Real life is always more complicated, and part of your challenge as a manager focused on the true training needs of your team will mean you'll need to peel away layers of confusion to get to the heart of the problem. Don't settle for surface solutions – doing so will just demoralise your team and prevent discovery and diagnosis of the true problem.

Assessment of training needs is going to require a lot of interaction and input with a department or employees direct management as well – don't forget to incorporate them into the process. Developing and publishing your training assessment process is really key as well so everyone can understand how it works, and in some cases even self assess.

3. Strong Communication and Interpersonal skills

Regardless of whether you conduct your own training programs or not, it is imperative for a good training manager to be highly efficient in communication of all kinds.

Understanding problems, conveying ideas, conducting training – all of this is carried through

words. If you have trouble communicating, it's unlikely you'll be able to get your staff properly motivated, or effectively describe the reasons behind the need for the training you're recommending to your employees.

But again, while a way with words is a great asset, it is nothing if it's not tempered with empathy, rooted in the understanding of how people learn, and backed by good interpersonal skills. Effective managers should develop their people skills and actually enjoy relating to people. You should love to talk, interact with people, love listening to their problems, love coming up with solutions to these problems, and enjoy motivating your students to be better.

It's worth noting that these skills which will help you be a better training manager are also core skills for any teacher or trainer! In addition to general personal skills, there are some problem solving skills that will help you develop your team. The ability to break complex ideas down into components that make for easier understanding, and the ability to draw the best out of your students is core to helping others learn, and the more you hone these skills, the more you'll be set apart.

4. A Passion for Continuous Learning

The best learners make the best teachers. A passion for learning reflects in the quality of your teaching. How can you teach and motivate others if you yourself are lackadaisical about the process of learning?

Besides, learning is a continuous process. Every day around the world thousands of academic papers are submitted, hundreds of seminars are given, and thousands of blog posts written discussing new research and insights into age-old management problems. As a corporate trainer who wants to remain on top of the game you need to keep yourself abreast of the latest developments in your field. A passion for learning will make this less of a chore and more of a spirited endeavor.



Be an avid reader and draw from all fields (philosophy, human psychology, sports, nature and wildlife, spirituality, politics — you get the picture!). That’s the only way to cultivate a well-rounded understanding of the world we live in. We recommend loading up an RSS reader with quality reading that you can set time aside to tackle. Twitter is another good resource to use as you can follow thought leaders and organisations that provide great insights. Shameless Plug: remember to sign up for our weekly training tips newsletter!

5. Innovative Thinking

The prospect of attending yet another training session can make anyone, from seasoned corporate executives to employees who have just started, want to shoot themselves in the head. We’ve all been in plenty of repetitive and monotonous training sessions. We’ve all sat through presentations that were boring or were clearly being taught with a minimum of effort by the instructor. Even if students are excited to explore a topic, a bad training sessions can kill any enthusiasm they may have had and trainees will soon start zoning out.

But training (even corporate training) doesn’t have to be boring. To keep things fresh and to maximise your chances of gaining and holding your audience’s attention, try to improvise on your teaching style. Be different and bold with your training material. Don’t regurgitate old formats; have fun with

different formats of teaching. Draw inspiration from all around you.

Keep things interesting and entertaining for your students. Push the boundaries of creativity and include newer forms of technology. As mentioned earlier, it helps to have an interest in a wide range of subjects. That allows you to draw plentiful of unlikely and delightful analogies, and create interesting (but effective) training material for your students.

6. Embrace Efficiency

Training budgets are almost never static. They’re one of the last things to be increased by management in response to growth, and they’re one of the first things to be cut! Training managers almost never had the resources they need, whether it’s time, money, tools, or buy-in from the rest of the company. These are the realities of the training business though, and they’re not going to change, so make sure you develop an acute appreciation of and desire for efficiency. Anything that can save you time or money when delivering the vital education you’re responsible for should be examined and sought after. It might be time to think about researching eLearning software or even more comprehensive training management software to help you do more with less.

Conclusion

It’s a tough job, but it’s so important! Hopefully you’ll have drawn inspiration and gathered some additional thoughts after reading about these six qualities. If you have thoughts, comments, or questions, don’t hesitate to let us know!

Jayprakash B. Zende

Consultant in employee involvement & freelance trainer

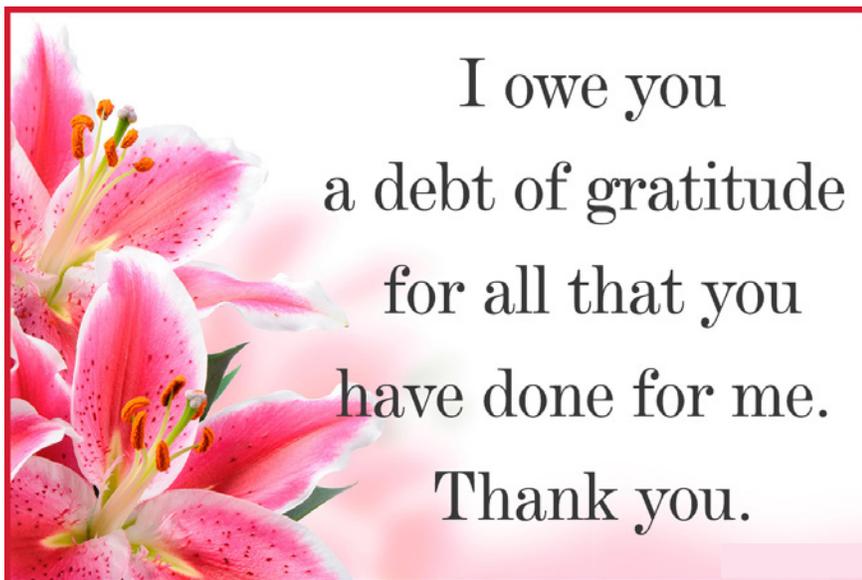


Word of Gratitude for Teachers

Teaching is a very noble profession that shapes the character, caliber, and future of an individual. If the people remember me as a good teacher, that will be the biggest honour for me.

A. P. J. Abdul Kalam

The COVID – 19 pandemic has changed the whole world, every sector of the society is changing, changes in operational style, the behaviour of the people, changes in their regime, the pandemic is positive for people who are comfortable operating from home, and negative for those who are not willing to. It has broken our perception of what is normal and deconstructed society as we know it. One such critical area where the need for change has become compulsory is education.



When it is sometimes tough to manage the students in the classroom, even when you think you are prepared, there is always that unexpected behaviour from the difficult students, regardless of the age group you teach there are few students in every classroom they make classroom teaching challenging for other students, especially teachers. And it is hard to handle these students and keep the classroom going smoothly. It is a tough time for the students as well as the teachers. I am being HR in education admire faculties for their patience and courage.



smooth transaction of the work. However, the companies or bosses who keep finding the mistakes by telling what the employees are bad at, where they went wrong, what they messed up losses, performers.

This lockdown has made us realised the importance of our communication between the bosses and the employees. People are losing their mental health due to a decrease in communication. However, thanking your employees for their hard work or write a short note for praising their hard work will work effectively.

When the people are not in a position to communicate face to face it is natural to feel disheartened but the simple act of showing appreciation from the bosses, especially during tough times, can boost the employee engagement. due to our busy schedule, we forget to take the time and say “THANK YOU” to our team. When you highlight people’s strength, it ignites them and boosts their willingness for more and better work.

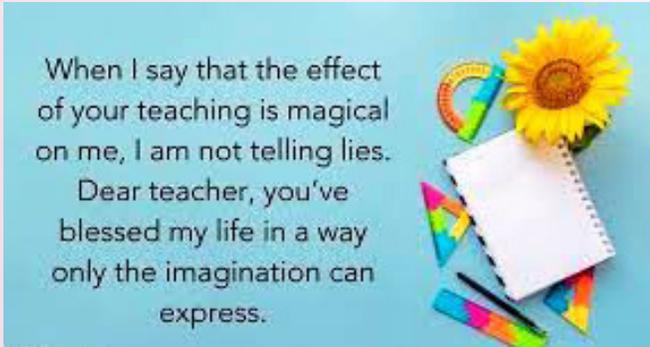
So thank all my faculties and the faculties in the profession “Thank You” for being there for students. You all have saved the future of the children and the country. You were busy continue shaping the future even during this pandemic.

Gallup study found that staff who do not feel recognised for their achievements are twice as likely to say they’ll quit. It is necessary to praise to employees frequently even colleague should develop the habit of appreciating each other’s this develops the strong bonding between them and help in the

Dr. Nikhat M Hamza

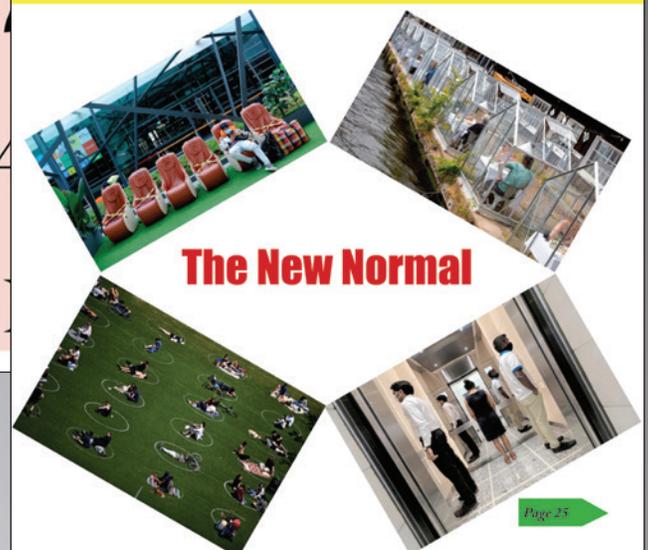
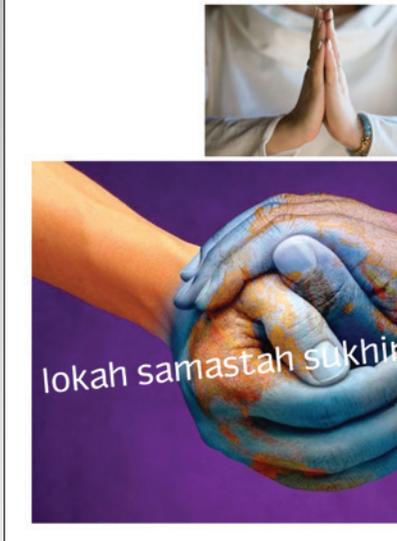
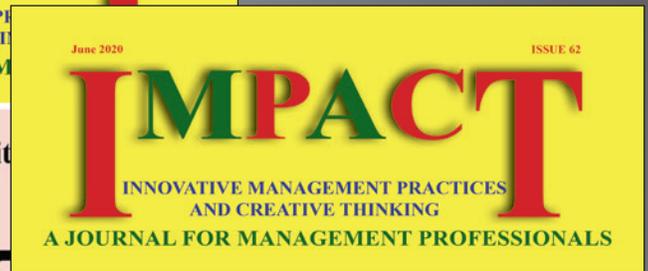
A custom-fitted person who has blended her 26 years involvement in different manufacturing Industries. An MBA and Ph.D. in Human nature. An able leader with 18 years in a leadership role, bagged two awards for the institute “Re-think India Best Entrepreneur Award” in the year 2017 and “New India Champion 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.





When I say that the effect of your teaching is magical on me, I am not telling lies. Dear teacher, you’ve blessed my life in a way only the imagination can express.

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Working from Home

A Reality in the Future

Covid 19 pandemic has changed the working of the entire world, including our country. No more rush hour traffic, no more traffic jams, no more hurrying to the office to catch the 8.34 am Local at Bandra Station to be at the Church gate Railway Station at exactly 10.19 am at Mumbai and what not. Working from Home has become the norm, the new normal and a reality for majority of the offices throughout India.

This is a very reasonable decision too from the following factors:

- In case one person gets out of his house for office, first he has to wear a mask- is it ND 95, made of cotton, or a mere handkerchief tied over your mouth and nose like a midnight robber- these are the various questions to be faced and decided by the wearer.
- In case he likes to have the PPE- Personal Protection Equipment- as a safety measure,



he will look like an Astronaut with a plastic cover from head to toe including body suit and face shield.

- Next you have to maintain at least a 3 feet distance from the other office-goer- again there is a lot of discussion as to whether it is a 3 feet or a 6 feet distance to be maintained. Is this feasible for our population used to breathing over the neck while standing in any queue?
- With the Lock Downs taking different Avatars with different conditionality's, there may be a bus or not, only 50% of the bus seats to be filled etc, you are in a dilemma as to what to do- to take a Public Conveyance or bring out your own scooter or car.
- With all these limitations, the attendance will be quite thin at the office- your Manager will pounce up on you to allot to you the most difficult Seat.
- With all these situations, you have to observe Work Etiquette at the office- keeping distance from your colleagues, coughing and sneezing on your own right shoulder- not an earth shaking sneezing sound shocking the recently joined lady colleagues as was being done earlier- and the most important, no more joint tea breaks to have a nice gossip, especially no more hot bajjias and potato vadas in the evening- the canteen boy has run away. " Oh, what is this office life? So boring. I can work from home itself- even if I have



to broom the house or clean the vessels “, this will be thought pattern in your mind.

With all the above considerations in mind, don't you feel you are better off at home, doing the office work?

The on going Trends

Many offices could not be opened at all, as they could not pay the rent for March, April and May.

Some establishments like Stores selling shoes, chappals etc or shops in the closed Malls are full of dust, dirt and fungus that these items can not be used at all- then where is the question of selling such wares?

Many industries have terminated the service of their workers, especially the Contract Labor.

Companies like Ola and Uber-India have laid off their drivers- 1000 by the former and 600 by the latter.

1000 Branches are to be closed by the Insurance Industry.

Make my Trip travel company has removed 350 employees.

By September 8000 planes are to be grounded by different Airlines all over the world, rendering

around 90000 pilots out of occupation. 26000 Employees of Lufthansa laid off. A sad day for the 100 year old Air Transport Industry, which is going to be on life support.

A grim fate awaits the Real Estate industry as well as the Tourism, Travel and Hotel Industries at least for the next 2/3 years. Thousands of persons have been rendered jobless in these industries.

Covid 19 pandemic has become a Game Changer for all the industries in the nation.

Insurance Industry

The Insurance Industry is facing the maximum overhaul due to the Corona Virus. First of all, the insurance business is sought mostly on personal contacts by their Field Force- Agents and Development Officers. Now the social distancing norms have brought an end to the person-to-person discussions between the customers and the agents. They have to be carried on only on line or through Digital Platforms. So the industry has to train their agents to improve their digital skills, selling through on line and making Presentations on the Digital Ecosystems. This may involve a lot of expenditure.

Agents have to get used to digital channels and contact less on line process of sale.

What about their huge offices in the important centers of the different cities, when employees can't reach them? Working from Homes may





render these humungous office spaces useless and unoccupied.

Now the employees are to be trained in Digitalization and Virtualization to be more skilled digitally, talk to the customers on line, service them and what not. Training Choreographies should consist of technologies of Chatbot, Sandbox and What's app services. Not only that, there are a few policy servicing aspects like the surrender of the policy, issue of Duplicate policy etc where the policyholder may have to compulsorily present himself at the office. Now these aspects have to be made customer friendly through contact less service. Many employees have to be even furnished with lap tops at home to continue functioning. All these involve more efforts, cost and time.

Again employees who have been rendered surplus on account of a few branches getting closed, have to be gainfully redeployed by improving their digital skills, since Digitalization has become the order of the Day.



Demand for Term Insurance and Health Insurance will be on the increase. Although new business will be affected during the months of April, May and June in view of the Lock Down restrictions, there will be a bumper new business from July onwards, because of the fear of death and hospitalization created by the Virus.

Some Innovative Employers

Some Employers like the TATAs have prepared themselves for these eventualities.

They have arranged for intensive Web training for their employees.

Some Webinars on Yoga and Meditation have been organized as many workers have got into a lot of depression due to these developments.

Some counseling sessions too have been arranged for some workers.

ICICI Pru Life Insurance company is reviving their lapsed policies of the last 6-12 months waiving revival charges.

TATA AIG Life Insurance company has given an extra free cover of Rs 25000 to its Agent-policyholders as a morale booster.

These are some of the Prevention is better than cure methods by some enterprising employers.

A Few Lessons from the COVID-19 Pandemic

It appears that any event leaves behind both good and bad after effects.

If we can count the good things of this Pandemic-

Good habits like eating right,

Drinking warm water,



Having lemon juice often, instead of carbonated drinks,

Herbal tea instead of the sugary masala chai,

Gargling with hot water,

Washing hands frequently,

Walking daily,

Yoga exercises every day,

Following Sneeze/ Cough Etiquette,

Wearing mask while going out,

Rich breakfast in time,

Lunch with a bunch of fresh produce,

Perfect evening munchies like nuts, sprouts instead of the oily fries items,

Early dinner.

Avoiding unnecessary gatherings, hugging etc, but maintaining a respectable distance

And avoiding the hotel stuff.

To make it short and sweet-

East or West, Home is the Best,

Take some Rest, Don't call any Guest,

Enjoy your Home Fest,

Don't have outgoing Zest,

This is our Life saving Test,

So be in your Nest,

This is the entire world Request.

What can't be cured should be endured

I have read somewhere that every suffering or new experience has the following 5 stages-



1. Denial- how this can happen to me?
2. Anger- why this has happened?
3. Bargain- Is there any method to skip this event?
4. Depression- feeling of utter helplessness.
5. Acceptance- subjecting oneself to the new experience cheerfully.

If one can reach the stage 5 directly from stage 1, he will be the happiest person. In that stage, he will enjoy all the following jokes that appeared in the What's App messages:

- What is WWW? Washing hands frequently, Working from Home and Wearing mask.
- The employee is crying copiously. When asked the reason by the Boss, the employee sobbingly replies “ I am moved terribly by your love Boss in teaching and helping me”. The Boss is very much pleased- he is even indirectly hinting giving a favorable report for promotion. After the call is over, the camera focuses downwards showing that the employee is cutting the onions!
- The person driving the scooter towards the office has forgotten the route due to passage of time. He puts on the GPS which says “If you go left, be prepared for the Policeman’s lathi. If you turn right, be prepared to do pull ups as directed by the Policeman. In case you want to return home, be prepared for your wife’s onslaught!”
- The Virtual conference is going on. The Boss is angry with the employee, “Why did you not

give your report before an hour, as directed by me?” The employee replies “Sir, I did ring up exactly before an hour. But your wife replied “he is cleaning the vessels. Next he has to wash the bath rooms.” “Halt!”, the Boss cries, “She didn’t say about the next job, I suppose”. The employee replies “Your wife didn’t proceed further Sir, but I know the order, since I am also doing the jobs in the same sequence at my home. The next work is to clean... “Stop”, Boss screams. The call is disconnected. The Boss is full of perspiration and he has even palpitation. But suddenly he laughs loud, “But my employee is also following the same sequence at home like me. Thank God, this Corona Virus is a great Leveler- whether it is the Boss or the Employee, both are same.”

- A wonderful message outside St. Michael Church Mahim, Mumbai-

Six feet apart today is better than six feet under tomorrow.

May be, a sense of humor is the answer for this situation. After all, there is a maxim “This too shall pass!”

R. Venugopal

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



How To Curate Content Like A Pro: 8 Lessons (Examples Included)

Content creation article for JULY20 IMPACTContent curation taps into the power of existing owned, social, and third-party media to enhance and extend your content marketing resources.



This does NOT mean content curation is free. Rather, it's more cost-effective than brand-spanking-new content and maximizes the full potential of your existing content.

To ensure we're on the same page, here's my content curation definition:

Content curation assembles, selects, categorizes, comments on, and presents the most relevant, highest quality information to meet your audience's needs on a specific subject.

Curated content is neither an aggregation of existing content nor references or links to supporting information. While content aggregation looks LIKE content curation, it lacks unique commentary.

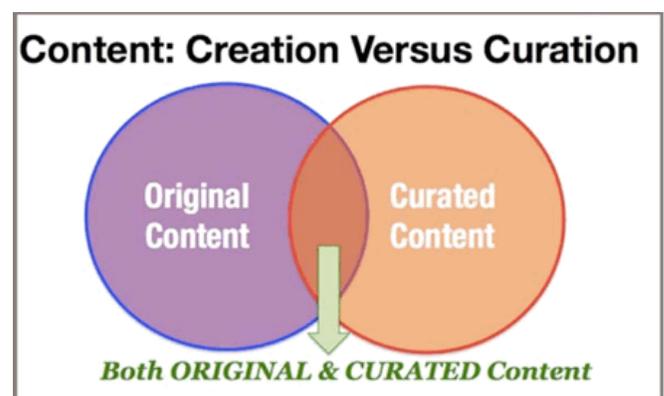
Content curation adds editorial value through a personal perspective and commentary that integrate your 360-degree brand.

Curated content isn't just sharing or aggregating other people's content. Content curation can be totally new, original content that you publish for the first time.

3 reasons for content curation

Based on research data, the three key reasons to add content curation to your content marketing plans are:

1. Marketers lack content-related resources. Content marketers are constrained by the inability to create sufficient content, people resources, and budget.
2. Customers seek purchase-related information on their own. This often happens before marketers



realize the customers are in market. This is true for both B2B and B2C customers.

3. Promotion by itself doesn't yield great results. You can't keep promoting your own information and hope to break through the clutter.

8 examples of how to curate like a pro

To help you curate content that breaks through the clutter and supports your business objectives, here are eight examples of content curation selected by attendees of my Content Marketing World workshop.

1. Curate other people's research

Example: The Ideal Length of Everything Online by Kevan Lee of Buffer

Selected by: Stine Andersen, Brand Movers (Denmark)

Lee creates a great piece of curated content in which he collected the best of other people's research. He organizes the information to give readers an overview of the most relevant research. Further, as



a good content curator, Lee adds extra value to the content by including his own commentary.

Lee offers link love to all sources. He goes one step further to provide a roundup in the form of an infographic.

Actionable tips:

- Collect relevant research on a key topic for your readers. Become the go-to expert by sharing other people's research.
- Add your own commentary. Don't just leave the information dangling for your audience to understand.
- Augment curated content with useful visuals. Lee added an infographic to attract more attention. Consider the array of vehicles you can use such as photographs, videos, and presentations.

2. Spotlight the best images in your niche

Example: World's Coolest Offices from Inc. curated via Huffington Post

Selected by: Jennifer Ristic of Point To Point

World's Coolest Offices is a great example of how to curate images and make them your own. Use vibrant and engaging photos to draw in readers. In this case, the images are put together so that readers must keep clicking.

Of further value from a curation point of view is that this article was curated on Huffington Post where it gave full credit for the piece and linked to the original.

In Ristic's words, "The Huffington Post has mastered the art of content curation as an integral part of providing newsworthy and appealing content at an incredibly fast rate every day. While Huffington Post's editorial staff generates a large volume of

unique content, it curates existing content aligned to human-interest topics.”

Actionable tips:

- Leverage the power of images. Draw in your audience with images to encourage further engagement.
- Add a curation section to your ongoing content. Think like a publisher and choose some of the best stuff on the web for your readers.

3. Curate your comment section for new insights

Example: Simon Dumenco’s Six More Media and Marketing Buzzwords That Must Die from Ad Age

Selected by: Kim Adams, Vitamix

Dumenco curates commentary from a previous column of his that received a ton of social shares and comments. He drives new traffic to his older column by referencing and linking to it. He utilizes user-generated content and gives credit where credit is due. It’s an easy-to-read, shareable piece of great content.

Actionable tips:

- Mine your highly shared and commented posts, talks, and other social media activity for high-quality information in which your target audience is interested.
- Cross-link to older content. Don’t forget to go back and link to the new column in the original post. This helps your search optimization and keeps your content fresh.

4. Get influencers to help curate epic content

Example: How 10 Winning Salespeople Spend 15 Minutes Before a Sales Call on the Salesforce blog



Selected by: Jennifer Tribe, Auvik Networks Inc.

This is a classic list post that collects input from 10 sales influencers. It’s great content that makes the readers feel like they’re getting the inside scoop from a bunch of pros.

The words “winning salespeople” in the headline add a juicy appeal to the target readership while giving these influencers extra incentive to share the post with their followers.

This is an example of original curated content. Further, apart from the brief introduction and conclusion, this post is 100% contributor written.

Actionable tips:

- Get the influencers in your niche to help you create curated content. Take a page from Lee Odden’s Epic Curated Content playbook. Set up a theme and ask influencers.
- Sweat writing an amazing title. Titles count. Make sure your curated content pulls in readers.

5. Make the boring and mundane universal and fun

Example: You may not realize how important trucking is to our daily lives

Selected by: Alison Turner, Ryder System Inc.



This example should be in every content marketing playbook. Heck – it’s on BuzzFeed. It shows how to connect a boring business, namely trucking and transportation, to the average reader.

In Turner’s words, BuzzFeed tells how the trucking and transportation industry impacts the average person’s life in many ways every single day in a digestible, easy-to-understand format. While transportation may not be sexy, it’s a component to nearly every other industry.

Actionable tips:

- Draw product connections for readers. Don’t assume that your readers have your wealth of knowledge. Make connections simple and obvious.
- Get your readers to have fun. Not everyone is a stand-up comic. Take a page from BuzzFeed and find amusing GIFs that connect to your

products and company. It even uses Tim Gunn from Project Runway.

6. Get your audience involved

Example: 20 Amazing Examples of Brand Content Marketing Hubs from B2B Marketing Insider

Selected by: Erin Winker, Aetna

B2B Insider Michael Brenner encouraged members of his audience to share their favorite brand content marketing hubs. It’s a useful example of content curation. You don’t have to do all of the work yourself. The objective is to extend your relationship with your target audience.

Actionable tip:

- Ask your audience directly for input. Brenner made it easy for members of his audience to participate. They just needed to supply the names. Basically, he outsourced the research phase of his content.
- Make it easy for people to participate. Understand that under 10% of your audience will contribute to your efforts. Streamline the work involved to increase involvement.

7. Create a regular curation column

Example: Unverified Voracity Says Let’s Win Football on MGoBlog





Selected by: T.J. Basalla, HP

MGoBlog, one of the most successful and funniest college football blogs, posts a regular feature called Unverified Voracity. Curated content makes for a useful way to build your thought leadership in a specific niche.

Like any good piece of curated content, Unverified Voracity is more than just a collection of links on college football. MGoBlog proprietor Brian Cook adds strong doses of his unique humor and commentary.

Actionable tip:

- Be the tastemaker in your niche. Comment on the news in your category. Take a tip from Cook: Add some humor and personality.
- Gather and organize the information. Curation is more than just a dump of links. Add value for your audience.

8. Gather other people's ideas

Example: 5 Amazing Things I Learned at #CMWorld That You Can Use in Your Content Marketing Efforts on The Connecticut Innovations Blog

Selected by: Brandon Gearing, Connecticut Innovations

This curated roundup should be a staple of every conference producer and attendee. It's a great way to show your love for the people who presented.

Where possible, get a photo of the presenter or some special commentary that everyone else isn't already sharing on Twitter.

Actionable tip:

- Extend the reach of live events with post-event wrap-ups. Curate the highlights or data from a conference or presentation. Of course, it's critical to add your own commentary so that you're not just copying other people's content.
- Add context for your target audience. This is a key aspect of content curation that many marketers miss. You must answer: "Why is this content important for me?"

Bottom line

Content curation done well extends the life of your existing content and enables you to add commentary and context to other people's content.

Take these eight content curation lessons and add a unique piece of content for each to your ongoing content marketing plans by involving influencers and your audience.

The best part about these eight content curation lessons is that they can be used by any type of business, B2B or B2C, sexy or boring.

Author: Heidi Cohen is an actionable marketing expert.

Source: <https://contentmarketinginstitute.com>

Instinctive Superiority!

Mr. C E M Joad, a profound thinker and a leading British writer of the twentieth century, paying rich tributes to the father of our Nation, Mahatma Gandhi wrote “Mohandas Karamchand Gandhi became Mahatma Gandhi because of his moral force that exerts not ‘power’ but ‘influence’ that can be defined as the effect produced by one human being upon the mind and actions of another not through the fear of punishment or hope of reward but by the latter’s intuitive acknowledgement of intrinsic superiority”. That the remarkable outcome of such an influence is a part of the history of this great country India that is Bharat, is well known throughout the globe.

The world is abound with the people with such magnificent influence because of which the world is what we see today with a sense of pride and achievement!

Whether in the field of religion or social reforms, politics or economics, culture or civilization, education or entertainment. the gifted persons with a positive

power of influence have done a world of good to the society.

Any Standard English Dictionary will show the different meanings and connotations of the word “influence”.

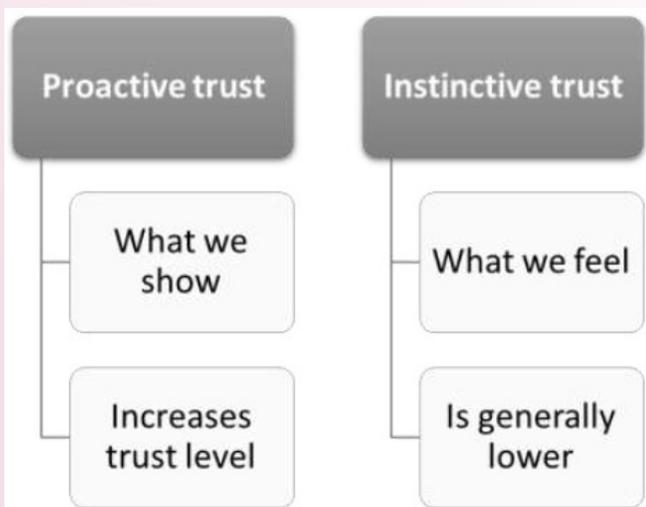
When the power of influence is not positively employed, the society stands to lose and suffer.

Probably the then chief of the World Bank would have continued in his position without the ignominy of resigning under adverse circumstances due to favoring a girl friend- cum- PA, bestowing on her, great monetary benefits and out of turn promotion utilizing his position and influence.

It is indeed sickening to observe that this power of influence acts more often than not detrimental to the interest of the individual or the society. One has a number of experiences to quote on the evil effects of “influence” taking different shapes and size, hue and scent - victims being the really worthy and meritorious! This I strongly believe must be a global phenomenon - may be sure in kind but not in degrees.

Power of influence, in its negative connotation, has multiple and varied sources. May be money, muscle, caste, community, religion, politics, - under any mask, the power plays havoc.

Forty five years ago, a gold-medalist in post-graduation in Mathematics was denied a lectureship in a private college, which is today one of the leading Universities in the south and a just post-graduated was offered the position to the





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annoyance of several observers thanks to the power of influence derived from a particular 'community'. It was unfortunate that the power of influence was stronger than merit. An individual won but the society lost. Both are my friends indeed!

From getting a cinema ticket for a newly released film starring a great set of actors to getting darshan in a famous temple, the one who has some one, to influence gets the things done easily than the one who does not have one or the one who is averse to availing the services of the influential.

An officer at a high level in a public sector undertaking transferred from a different state tried to get admission in a high school class and he was bluntly told by the Principal that there was no vacancy in the class and in a couple of days a similarly placed officer could get an admission for his ward in the same class of the same school from the same Principal, thanks to that power of influence derived from the power of money!

Everyone can recollect and relate any number of such experiences of their own or others.

One should remember in every such instance, someone else who is legitimately due is denied and that drives him to adopt unethical means or create an aversion to the society, people, government and probably the nation! The end of this situation can be well visualized and if a solution is not found to eradicate such power of influence operating in the society, the people affected or having concern for the society will lose faith in the very society. This should be a real concern for the powers that be and all those who can do something to improve the situation - the government, the social service organizations, the change agents in different spheres etc. etc.

Can the following help in this regard?

1. Creation of opportunities to get the things/the needs of the individuals as a matter of routine in a fair and free manner.



2. Changing the mindset of the service providers of various kinds and denominations not to be 'influenced' by any considerations that are unfair, unethical immoral or illegal.

3. Changing the mindset of the people not to seek and solicit the interventions of the 'influential' under any circumstances and get the needs through normal means. This requires sustained efforts by all to educate the society. Right from the infant stage, the right values of life must be injected in their minds. The all-powerful media can play a very significant role in this area. Parents at home and teachers in schools and colleges, social service organizations, religious leaders and preachers all can play a positive role in this matter.

Who is to bell the cat? May be several Mahatma Gandhis have to be born and help or a 'benevolent dictator' can bring out the necessary changes and redeem the society. One does not know at the moment, whether this can be seen in reality or will remain a distant dream of the one who is very sensitive to the issue.

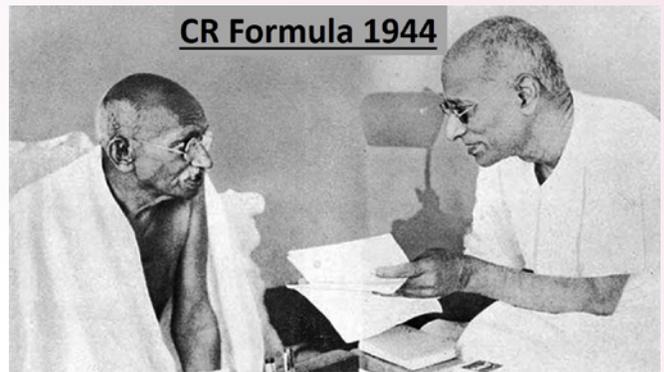
Mr. N V Subbaraman

A bilingual poet, writer, trainer, translator, thinker and speaker from Chennai Mr. N. V. Subbaraman has written 36 books. His paper, "Valluvam inspired Mahatma Gandhi," was approved for presentation in the international Tirukkural Conference held in Washington, USA. His translated works include Thirukkural, Bharathiyar's Kuyilpattu and Ramana Maharishi's Aksharamanmalai. He was formerly the Deputy zonal Manager, LIC of India.



The C.R.'s Formula during Indo-Pak Partition

Gandhi - Jinnah Talks & CR Formula 1944 Study Materials



Mr. Jinnah, when persistently, insisted the partition of India, It was Sri. C. Rajagopalachari (Rajaji) who saw that partition was inevitable in 1943 itself. He suggested that it should be done on the basis of districts and not based on provinces.

Mr. Jinnah, demanded Pakistan consisting the whole of Bengal, Punjab, Assam, Sind NWS Province. Because there was resistance to partition from M.K. Gandhi and others, Mr. Jinnah became diligent and started indulging in violence starting from 16th August 1946. If the decision had been done on the basis of provinces, we would have lost Calcutta, Assam, East Punjab (Amritsar).

Finally, it was based on Rajaji's formula, India was bifurcated and we were able to get Punjab, Assam and Calcutta. If only a thought process had happened before, a lot of bloodshed could have been avoided.



Dr. H.V. Hande

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



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