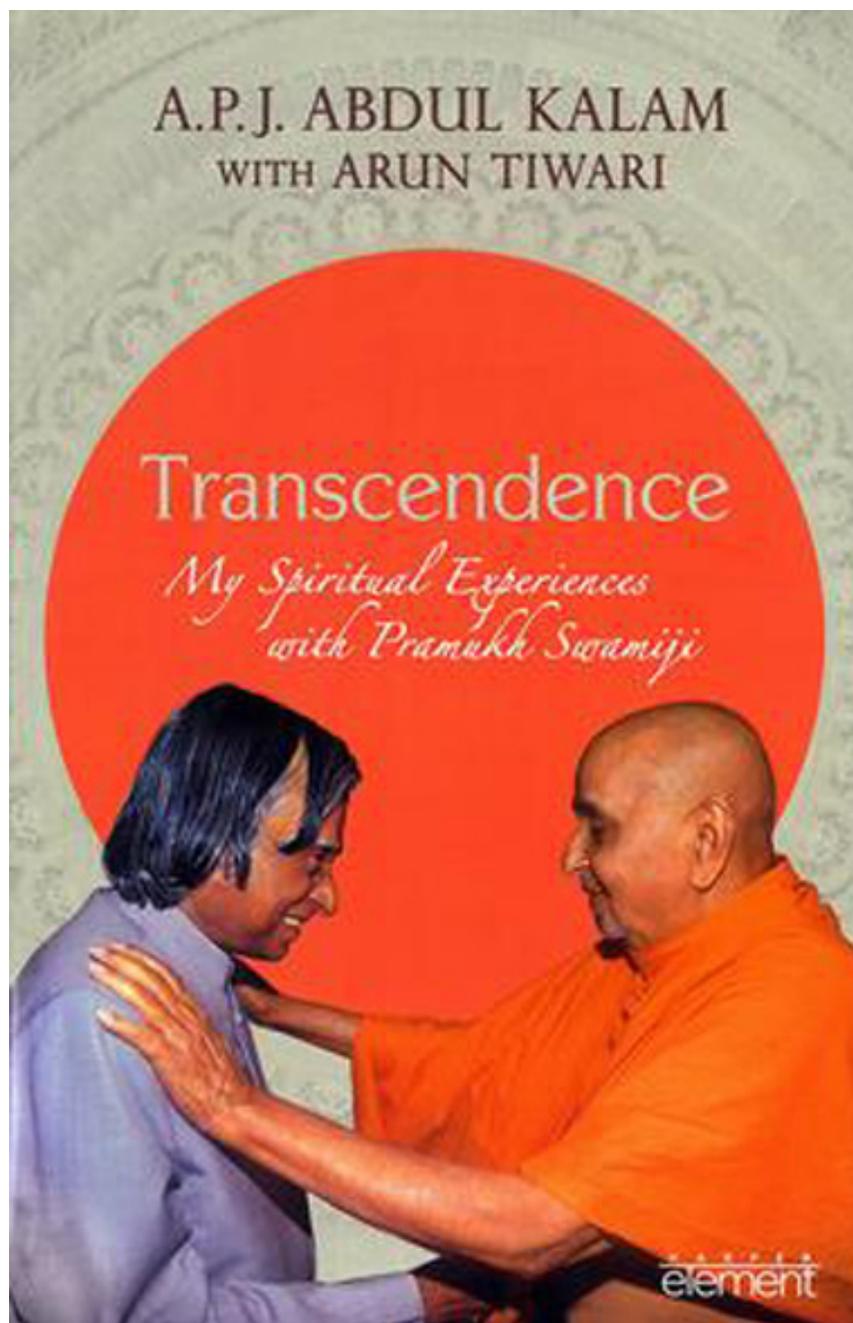


IMPACT

INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS



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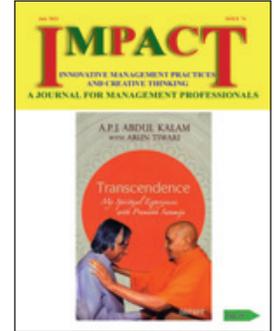
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Dear Readers,

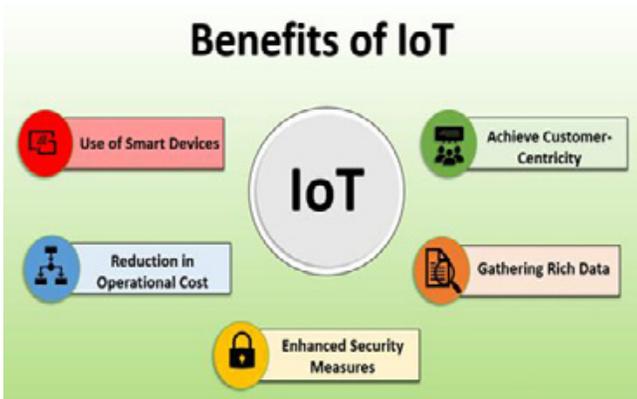
Roman mythologies say how the ego of Julius ceazer and Augustus ceazer made the calendar to have two 31 days!

Ego is the sole proprietary of Humans. All other species seems to have patience, except humans.

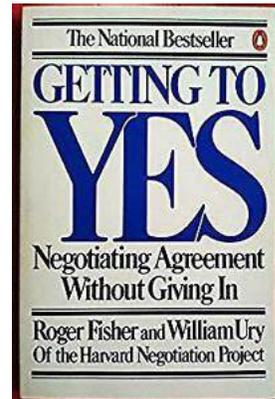
He wants everything today and now! In this process, he loses his vision and mission because of lack of patience, even though he is fully aware of patience is the key to SUCCESS!

Editorial Team

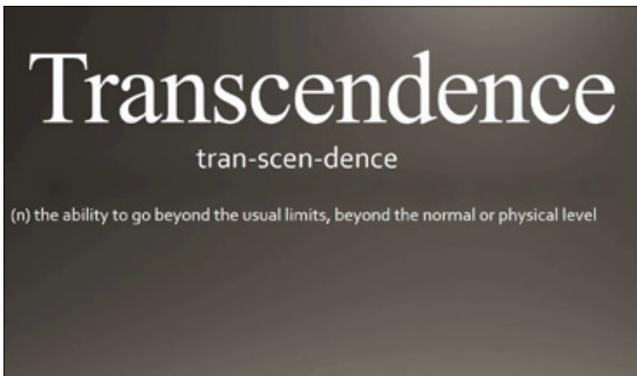
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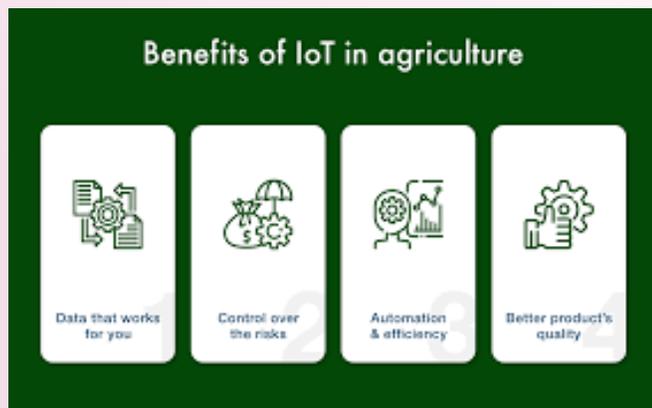
Benefits of IoT

Introduction to Benefits of IoT

Before studying the benefits of IoT first understand the Iot. In today's world, there is a lot of buzz for the trending technology IoT (Internet of things). As the world is relying more on the internet which helps people to communicate across the globe. There is a requirement of some connecting devices for meeting this purpose. The IoT is that technology that is responsible to connect different devices and collected data. IoT technology is increasingly developed for various business purposes. Almost every sector is taking benefit of this trending technology in their business and take advantage of it.

Top 5 Benefits of IoT

In this current scenario, the Internet of Things technology is playing a vital role in the enterprise for their future business. The technology has a significant impact on both common people and professionals work. The IoT has several benefits and perks which can help enterprise, common people to make their life easy. Some of the benefits are highlighted below:



1. Achieve Customer-Centricity

- For any business or any organization, customer satisfaction is a very critical factor that needs to be always focused. By using advanced IoT technology like mobile card readers or smart trackers which can be used to enhance the customer experience. By using mobile card readers it can help to conduct all transactions on smartphones very smoothly.
- The smart tracker can help to monitor products and inventories. Many organizations are taking help from IoT to enhance their future business and improve the level of customer experience. Different IoT solutions are purposed for debugging the issue of customers and solve them to improve customer satisfaction levels.
- When using the IoT technology the devices are interacted and improve business functions. As the feedback is collected from customers by using IoT devices help to improve services and increase the level of customer satisfaction. The product shortcomings can be highlighted easily and can be solved. By using the IoT technologies the qualitative data can be collected and the quantitative data can be replaced which will benefit the organization.

2. Gathering Rich Data

- For any type of organization, the data is termed as the most important weapon. The organizations are extensively using the IoT models and methodologies in their businesses



for gathering a huge chunk of data about customers and company products.

- By collecting this information the organizations perform different analysis and do deep understanding so that they can improve their product quality so that their business can be expanded and can earn more profit. It can be understood better by example. Suppose there is an IoT enabled car tyre which can be used to monitor the tyre condition and usage.
- It can also help to track the tyre health and inform the user when there is any fault in a tyre. IoT technology has opened a new gate of opportunities for new businesses and revenue. The IoT driven models help to increase the business profit, increase return on investments and earn profit from the business.

3. Enhanced Security Measures

- The IoT enables the access control system to provide additional security to the organization and common people. The use of IoT technology in surveillance can help to improve security standards in the organization and also help to track any suspicious activity. In the organization it can be useful to track the activities of an employee, can be used to maintain their daily record.

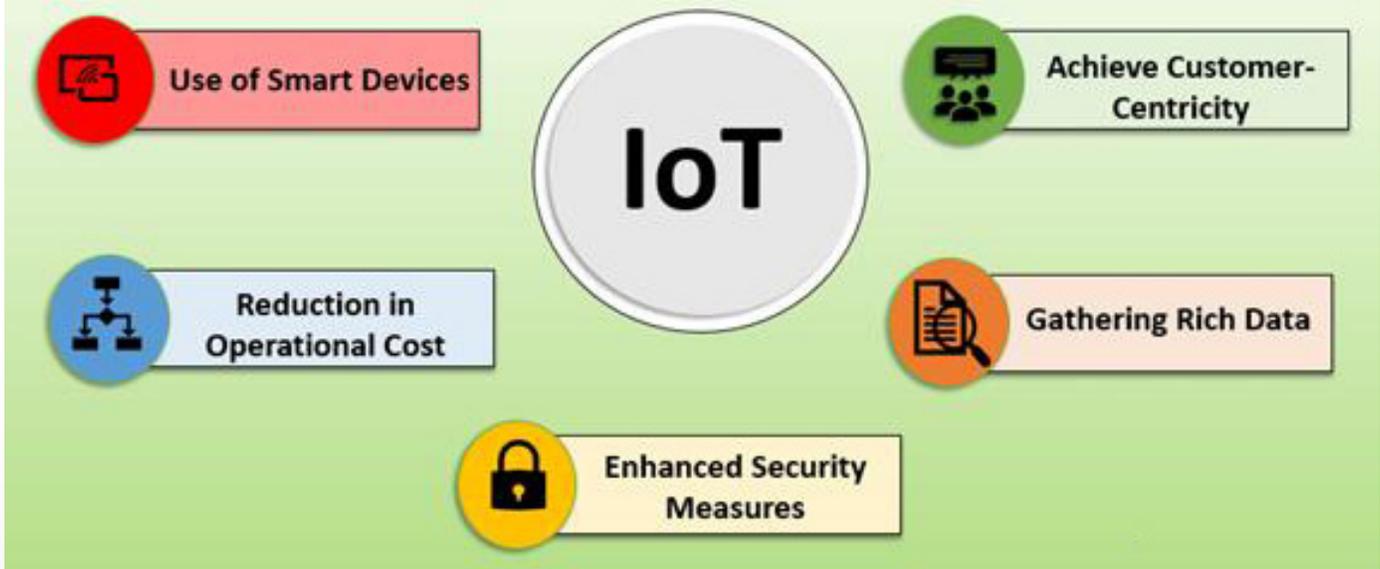
- And with the help of the internet, it can be controlled from anywhere. By this, the purpose of maintaining security standards in the organization can be achieved. Using of IoT technology in the business can boost the security standards and help to eliminate the risk of security concern. By using advanced gears, sensors and wearable can be used in construction type organizations so that alerts can be generated against dangers.
- By using various advance IoT solutions can help to raise the security bar and there is also a need for a device that can decide on their own. The devices should analyze data and then take appropriate decisions. The IoT technology can be treated as a shield between the outside world and the business organizations and common people.

4. Reduction in Operational Cost

- Advancement of IoT technologies can benefit the organization to reduce their operational cost and other costs to earn maximum profit. Every organization tries to reduce their operational cost but only that enterprise becomes successful which uses maximum use of IoT solutions for their purpose. There is a need for constant connection to the smart device and organization so that operational costs can be reduced for the organization.



Benefits of IoT



- For example in manufacturing type industries, the use of IoT devices can help to track and monitor equipment and also reduce the downtime of equipment because by using the smart devices the future failover or errors of equipment can be predicted easily. The power consumption can be also reduced for the industry by using advanced IoT solutions so that the overall cost of an industry can be reduced.

5. Use of Smart Devices

- Across all enterprises, the use of smart devices has increased the insignificant amount and it is accepted by the organizations. There is an advancement in smart device applications and used in different sectors like transportation, hospitality, healthcare, and education.
- All these sectors are using these devices for their business and take maximum advantage from them. The use of smart device help to increase productivity level which brings the surety to an organization that they will earn profit from those devices. The use of IoT

devices can be used in the manufacturing sector where there is a need for managing the resources and do real-time monitoring of different product stage.

- The IoT devices also used to automate a daily routine task. The devices can use to find the technical problems in the system and then eliminate them from the system.

Conclusion

As the new IoT devices are developed it will help the enterprise to get more advantages from these latest IoT technologies. For the betterment of the organization, the correct IoT methodology needs to be selected and needs to be implemented in the enterprise.

Source Courtesy: <https://www.educba.com>

Book Review

Getting To Yes

Negotiating Agreement Without Giving In

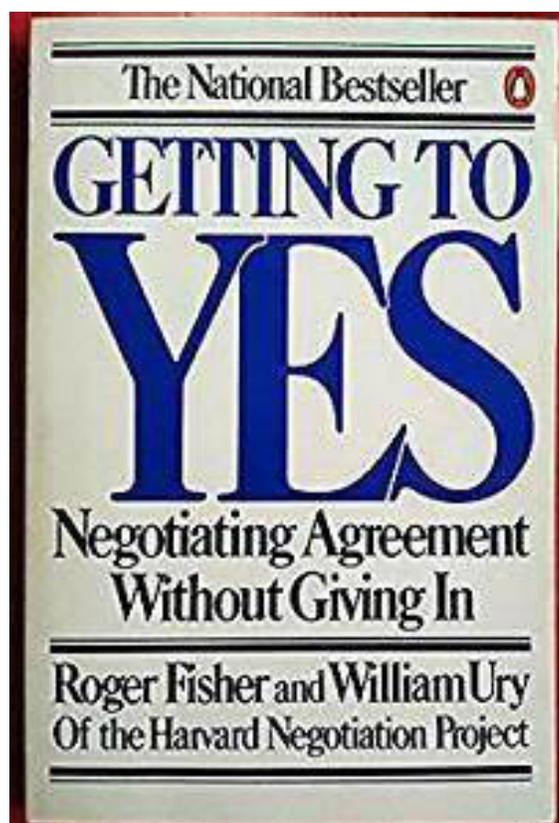
By

ROGER FISHER & WILLIAM URY

And for the Revised Editions

BRUCE PATTON

OF THE HARVARD NEGOTIATION PROJECT



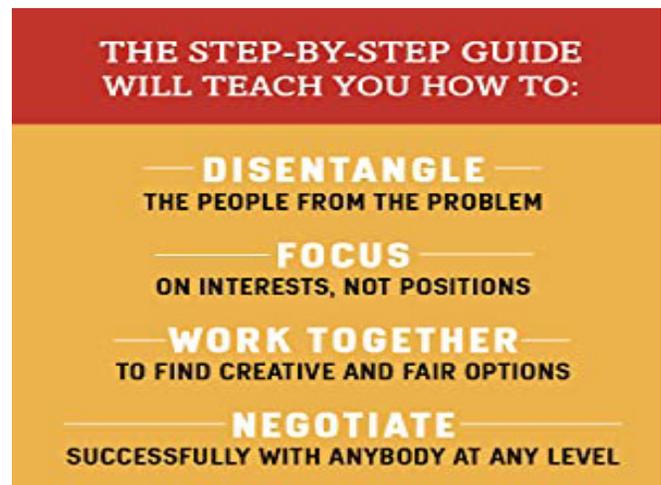
Published by the Penguin Group (USA) Inc., 375 Hudson Street, New York, 10014 USA.

Price- US Dollars 16.

Like it or not, you are a negotiator. Negotiation is a fact of life, whether it is a raise in your salary, rent for a flat or a law suit on a car accident or talks with the Union. All are negotiations. Why even which restaurant to go for dinner or when the lights are to be off at night are also negotiations with your wife and children. More and more occasions require negotiation. Conflict is a growth industry. Everyone wants to take part in decisions that affect them. Fewer and fewer people will accept decisions dictated by others. Even when people go to Court, the Judge himself suggests negotiation between the Parties before finally filing a Case.

Although negotiations have become a part of life, many are not good at it. They find themselves in a dilemma. There are two ways to negotiate- soft or hard. The soft negotiator wants to avoid personal conflict and makes concessions readily to reach agreement. He wants an amicable solution and often feels cheated or exploited. The hard negotiator sees any situation as a contest of wills in which the side that takes the more extreme position and holds out longer fares better. He wants to win and often ends up producing an equally hard response and harms the relationship with the other side. Other standard negotiations fall between hard and soft but each involves an attempted trade off between getting what you want and getting along with people.

There is a third way to negotiate- neither hard nor soft- but rather both hard and soft. The method of **PRINCIPLED NEGOTIATIONS** developed at the Harvard Negotiation Project is to decide issues on their merits rather than through a haggling process focussed on what each side says it will do and it won't do. It suggests you look for mutual gains wherever possible. And where your interests conflict, you should insist that the result be based on

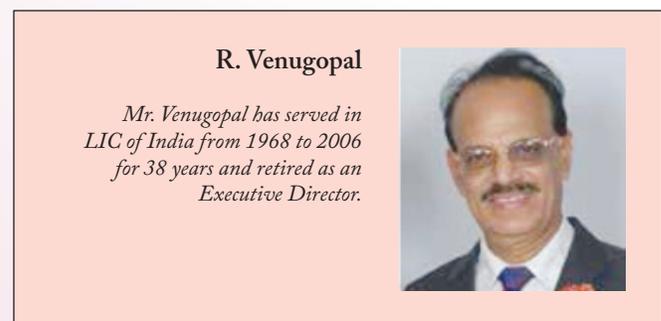


some fair standards independent of either side's will. This method is hard on merits and soft on people. It employs no tricks, no posturing. It shows how to obtain what you are entitled and still be decent.

This book is about the method of Principled Negotiation. Describes the problems in using the standard strategies of positional bargaining, the four principles of the Method and the most commonly asked question about the Method – what if the other side is more powerful, what if they don't play along or what if they use dirty tricks.

Principled Negotiations can be used by diplomats in arms control talks, in corporate acquisitions, in getting the kidnap victims released and in divorce cases.

This Method applies whether the other side is more experienced or less, a hard bargainer or a friendly one. Principled Negotiation is an all purpose strategy. Unlike all other strategies, if the other side learns this one, it does not become more difficult to use. It becomes easier. If they read this book, all the better.



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Transcendence

(My Spiritual Experiences with PramukhSwamiji -BAPS)

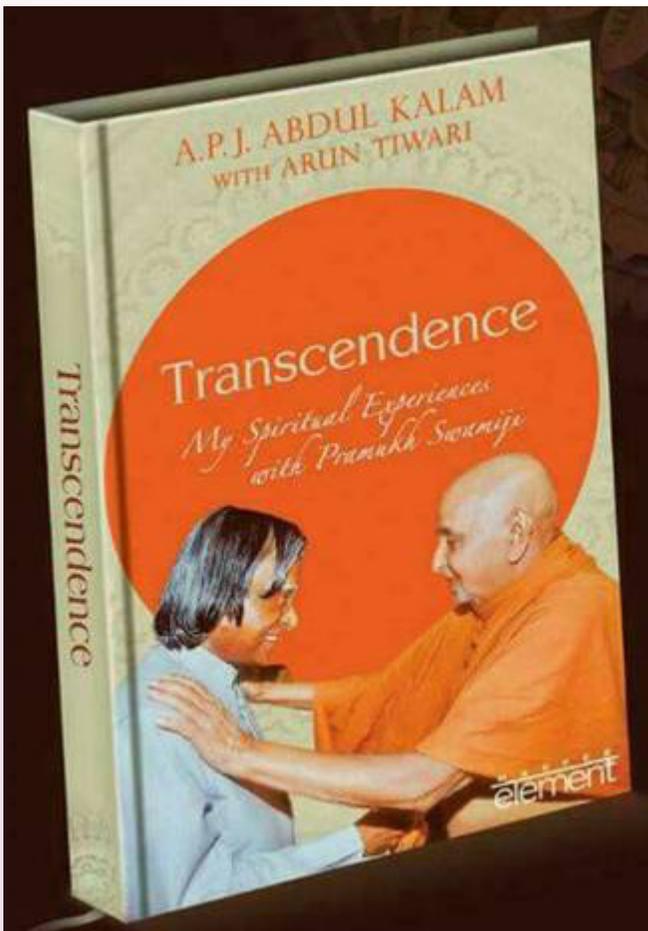
Is a book written by A. P. J. Abdul Kalam, the eleventh President of India and a pioneering scientist, Co-authored by Professor Arun Tiwari and published by HarperCollins India, the price of the book is Rs. 499. The book describes Kalam's spiritual experiences with and reflections on Pramukh Swami Maharaj, the guru and spiritual leader of the BAPS Hindu organization. Kalam recounted the spiritual transformation he experienced during his fourteen-year association with Pramukh Swami, described the inspiration

he obtained from Pramukh Swami's leadership of BAPS, and expressed his vision for a society in which science and spirituality are fused. Kalam stated that he saw in Pramukh Swami "a true embodiment of transcendence," and titled the book to reflect his belief that Pramukh Swami is gunatit, a term signifying transcendence of ephemeral qualities and the modes

The book is divided into four parts, Experiencing the Presence, Spirituality in Action, Fusion of Science and Spirituality, Evolution of Creative Leadership and is a spiritual journey in itself for the reader. It provides not just insights into DrKalam's childhood, life and career, but also the pivotal role that PramukhSwamiji played in inducting, inspiring, mentoring and motivating him.

Interspersed with anecdotes from his childhood and career, Dr. Kalam confronts experiences with success and failure in a down to earth manner that brings alive the great man's limitless humility.

After training as an aeronautical engineer, A. P. J. Abdul Kalam worked at India's Defense Research and Development Organization and the Indian Space Research Organization as a rocket scientist who was responsible for India's first Satellite Launch Vehicle and India's ballistic missile systems. He was later appointed the principal scientific adviser to the government of India, with the rank of cabinet minister. In 1997, he received India's highest civilian award, the Bharat Ratna, and in 2002 he became the eleventh President of India.



He is widely acknowledged as the most popular President in Indian history.

Kalam had often expressed that he was proud of being an Indian Muslim. During his childhood, his father, A P Jainulabdeen, an imam in a mosque in the South Indian town of Rameshwaram, would have tea every evening with the heads of the town’s main Hindu temple and Christian church and discuss local issues. Kalam wrote how this secular mindset broadened his thinking, inspiring him to seek out truth without being hindered by mundane boundaries. This helped lead him to choose Pramukh Swami, the Hindu head of the BAPS Swaminarayan Sampradaya as his guru, with whom he enjoyed a close relationship for the last fourteen years of his life. Just a month after this book was released, Kalam died of cardiac arrest on 27 July 2015 at the age of 83.

The co-author of the book, Arun Tiwari, had been working under Kalam since 1982, first as a missile scientist at the Defense Research and Development Laboratory and then as the program director of a defense technology spin-off. In 1999, Tiwari co-wrote Kalam’s autobiography, ‘Wings of Fire’, which has become a modern classic, translated in eighteen languages and sold more than a million copies in eighteen languages. Since then, Tiwari has written twelve books, with this, his latest book, having taken him about a year to write together with Kalam. Tiwari is also an adjunct professor in

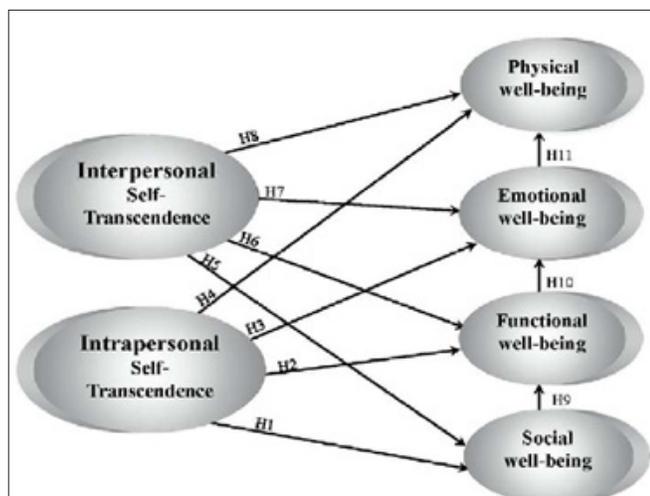
the School of Management Sciences, University of Hyderabad.

The book comprises thirty-two chapters, equally divided into four major sections, preceded by a Prologue and followed by an epilogue. In the Prologue he reveals that on March 11, 2014 after meeting Swamiji he read a philosophical book ‘The Book of Mirdad’, he felt spiritually elevated and got the inspiration to write ‘Transcendence’ with the idea of unifying the divisive tendencies prevailing in the world. The first part ‘Experiencing the Presence’ deals with self-purification and the sanctification of society. In it Kalam, beautifully describes his first meeting with Swamiji. He met Swamiji on June 30, 2001. It was an enlightening experience and Swamiji “resplendent in saffron robes ... was radiating divinity” The first section describes Kalam’s spiritual experiences with Pramukh Swami Maharaj. The second section highlights notable works of BAPS. The third section advocates for a fusion between science and spirituality, and highlights the examples of leading scientists in history who also held spiritual beliefs. The fourth section reflects on the ideals of creative leadership.

Part 1 “Experiencing the Presence” – Kalam’s interactions with Pramukh Swami Maharaj

The first section, entitled “Experiencing the Presence,” describes Kalam’s spiritual experiences during his interactions with Pramukh Swami between 2001 and 2014.

During these years, Kalam often spoke with Pramukh Swami on the phone and personally met him on seven occasions. Kalam recalled that upon his first meeting with Pramukh Swami on 30 June 2001, he “felt a strange connection with something that exists in the realm of spirit—the part that is closest to the Divine” and felt he “had acquired a sixth sense.” Kalam put on record how, since that day, many of the problems or vexed questions



he faced while in office were resolved with the blessings of Pramukh Swami. For example, Kalam discussed his “Vision 2020” plan for India with Pramukh Swami, who suggested, “Along with your five ideas to transform India, add a sixth one - faith in God.”

This section includes eight chapters, titled: (1) Lead India; (2) You Are Not Who You Think You Are; (3) Peace Grows When It Is Shared; (4) Children Are Everyone’s Future; (5) The Confidence That We Can Do It; (6) Self-Discipline Is the True Path to Dharma; (7) Nothing Less Than God’s Best in Our Lives; and (8) Change Alone is Eternal, Perpetual, Immortal.

Part 2 “Spirituality in Action” – Kalam’s observations about BAPS

The second section, entitled “Spirituality in Action,” includes Kalam’s observations regarding the activities and accomplishments of BAPS, the global religious and civic organization within the Swaminarayan branch of Hinduism, under Pramukh Swami’s stewardship. Pramukh Swami is the guru and spiritual leader of BAPS.

Kalam studied the history of BAPS, and narrated how the organization has grown to become “a spiritual force connecting millions of people [in India] and abroad.”[4] Kalam describes BAPS mandirs, or traditional places of worship, and the two Akshardham complexes in Delhi and Gandhinagar, India as the “sanctuaries of pious

and virtuous living.” Kalam noted that a key lesson taught by BAPS is to “remove I and me. Ego will vanish. If ego vanishes hatred will vanish. If hatred vanishes, peace will come.”

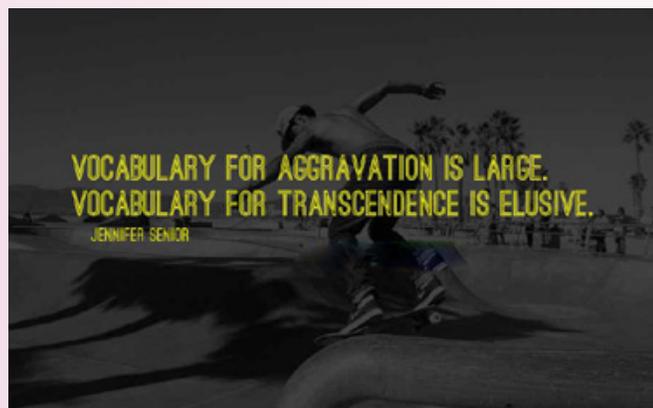
The book’s co-author, Professor Arun Tiwari, also notes that BAPS’ achievements include reconciling communities in conflict, engaging in anti-addiction public campaigns, and promoting intra-household spiritual meetings, called Ghar Sabhas. According to Professor Tiwari, BAPS’ activities are “very revolutionary and, in sociological terms, I do not see any parallel.”

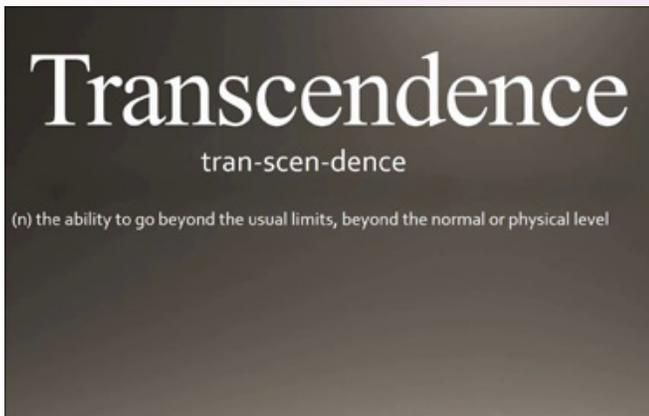
This section includes eight chapters, titled: (9) Portal to the Unseen; (10) Warriors of the Light; (11) The Doctor of the Soul; (12) A Status Without Parallel; (13) From Within I Rise; (14) Walking Over the Waves; (15) Living in the Witness of God; and (16) To Give and Forgive Is Divine.[1]

Part 3 “Fusion of Science and Spirituality”

The third section, entitled “Fusion of Science and Spirituality,” describes the relationship between science and spirituality as expressed by prominent thinkers and scientists, including Pythagoras, Galileo Galilei, Albert Einstein, Gregor Mendel, Baruch Spinoza, Srinivas Ramanujan, Jagdish Chandra Bose, Subrahmanyam Chandrasekhar, and Francis Collins. As Kalam expressed, the vision of a fusion between science and spirituality “shows the way ahead for humanity.” In Kalam’s view, science has advanced and provided much to humanity, but spirituality is also an essential component of human life. The book’s co-author, Professor Arun Tiwari, has similarly stated, “Looking at science and spirituality as two separate processes is a big mistake. I think both are the same. Both are two faces of the same coin.”

This section includes eight chapters, titled: (17) In Contemplation of the Beauty of Creation; (18)





Religions Are the Signposts of God; (19) Mind is the Matrix of All Matter; (20) Growing into Highly Evolved Physical and Spiritual Beings; (21) The Highest Virtue Is the Intellectual Love of God; (22) A Dimension As Vast As Space and As Timeless As Infinity; (23) The Unique Throb of Life in All Creation; and (24) God Is the Source of the Universe.[1]

Part 4 “Evolution of Creative Leadership”

In the fourth section, entitled “Evolution of Creative Leadership,” Kalam shares the lessons on leadership he learned from Pramukh Swami. As co-author Professor Tiwari has described, “If you look at the leadership of PramukhSwamiji... his management, his leadership I have not seen anywhere.” In this section, Kalam enumerates “eight facets of creative leadership, namely – fearlessness, courage, ethical living, non-violence, forgiveness, compassion, vision and cooperation” through the stories of Nachiketa, Abdul Qadir, Abraham Lincoln, Thiruvalluvar, Mahatma Gandhi, Nelson Mandela, the Dalai Lama, Vikram Sarabhai and VergheseKurien.”

This section includes eight chapters, titled: (25) A Fearless Look Into the Face of All Facts; (26) What Prevented You from Prostrating When I Commanded You?; (27) Purity is the Feminine, Truth the Masculine Terms of Divinity; (28) There Is No Such Thing As Defeat in Nonviolence; (29) Forgiveness Forces Us to Grow Beyond What We

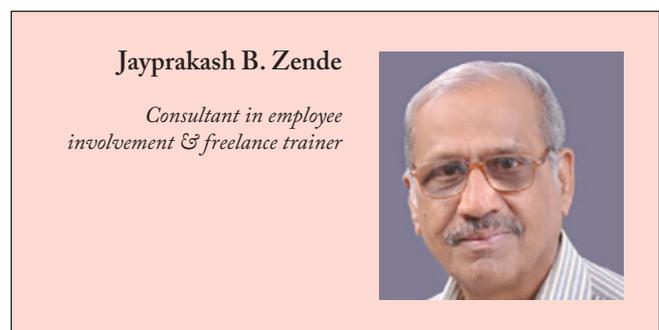
Are; (30) The Best Name for God Is Compassion; (31) Vision with Action Can Change the World; and (32) The Most Powerful Force on This Planet is Human Cooperation.

The book narrates how Dr. Kalam’s pursuit of spirituality grew vigorously on meeting PramukhSwamiji in 2001 when presenting Vision 2020, on how to turn India into a developed country. Swamiji’s advice was invaluable he said, “along with five important areas to transform India: education and healthcare, agriculture, information and communication, infrastructure and critical technology, add a sixth one faith in God and developing people through spirituality. This is very important”. Their relationship was based on mutual respect and understanding, and resulted in the creation of ‘Transcendence’.

The book concludes in summarizing the life and messages of PramukhSwamiji, which is like a scientific formula of spirituality. ‘In the good of others lies our own, in the progress of others lies our own, and in the joy of others lies our own.’

I think, conclusion of the book is ‘Go and tell the world that all life forms are inseparable from God, as God is everywhere, in everything and in everyone.

An excellent read by an author who continues to inspire mankind through his words.



How to Do Storytelling With Your Images

As a photographer of people and cultures, I spend a lot of time thinking about storytelling with my images – how I can convey emotions and narratives through a few simple frames.

Beginners often fail to think about the storytelling aspect of photography, and that's okay. When you're just starting out, it's important to focus on lighting, composition, and camera settings. But once you've familiarized yourself with those key concepts, what's the next logical step? How do you hook people for more than just a few seconds?

Storytelling.

In this article, I share eight tips to get you started with storytelling in photography, accompanied by my own images to help illustrate the points. The photos may be taken in far-flung locations, but I promise you: the tips I offer can be applied anywhere on Earth.



1. Include small details to tell a story in a single frame

Imagine your task is to tell the story of a person. A parent, or even yourself.

How would you do it?

A standard portrait wouldn't tell the full story. A person's full story is often in the details: a picture of their desk, travel books strewn across a bedroom floor, a close-up of their hands dirty from working in the garden, a wide-angle portrait of them surrounded by a few of their favorite things.

So the next time you're photographing a person, try to include small details that add to their story.



I didn't visit India to focus my lens on poverty alone. However, when trying to tell the story of Mumbai, it would have been dishonest of me not to include it. Confronted with the scene above, I saw the gap between the rich and poor. The small details here are my subject's plastic bag, the skin condition on his arm, and his frail body. A big (and still important) detail is his juxtaposition with a backdrop of expensive high-rise buildings.

2. Aim for variety in a series of shots

This storytelling tip is related to the last point:

You must take a variety of different images of a single situation. Whether you want to photograph a camel market in India, a farmers' market in a Chicago suburb, or your niece's birthday party, just creating one type of photo won't tell the whole story.

Instead, you need portraits, wide-angle shots, shots from up high, shots from down low, action shots, zoomed-in details, and more. All of these perspectives combined tell the whole story.

In the image series below, I tried to tell the story of a sunrise hot air balloon flight over the ancient, temple-strewn plain of Bagan, Myanmar. Capturing a variety of images was key to my success.



3. Take control of the entire frame

Now that you're thinking about telling stories, you're not just a photographer; you're a storyteller, too. And that role involves taking control of the whole frame.

In other words:

Don't just think about your subject, their lighting, their positioning. Be aware of the whole scene in front of you, including surrounding details, backdrops, shadows, bright areas, etc.

Sometimes, I lie flat on the ground with my camera. Why? I want to include environmental details in the frame that improve the shot through storytelling. I get strange looks, but I don't care; it's the price of telling the real story.

The Holy Man of Umananda Island (Assam, India).



Here, I wasn't just thinking about the position of this gentleman's face. I was also aware of his three-headed Hindu spear – a key detail in his story – and the flowers on its tips.

I tried to tell the whole story of this chaotic riverfront by zooming out and including multiple subjects (Dhaka, Bangladesh).

4. Plan ahead with a shot list

Whether you're heading out into your hometown for some street photography or to the Eiffel Tower for some vacation photography, why not create a shot list? I'm talking about ideas for specific shots, angles you want to try, and people you might include in the frame.

Research the kind of shots that other photographers have taken at your destination. Seek out new angles that'll produce fresh storytelling even at well-known locations.



A traditional Taj Mahal composition that I just had to include on my shot list. I focused on capturing beautiful light and clean lines instead of a brand-new angle.

Sometimes seeking out fresh angles is a real pain in the neck, especially when you're photographing buildings like the Taj Mahal. I jumped for joy when I saw this dog showing the Taj some serious love at sunset. I'd like to think even animals can appreciate how awesome this building is.

5. Learn to narrow down, trim, and exclude

Uploading a hundred photos to Facebook, all of a similar setting and taken from the same few angles, is a surefire way to lose people's attention. Those 100 photos could easily be narrowed down to the 10 essential storytelling shots.

So learn to be selective! Start sharing only your best images.



Loktak Lake (pictured below) was so spectacular that I wandered around a single hilltop taking hundreds of images. It was bliss. A lot of the results were great, but would I really want to dump them all online for friends, family, and followers to sift through? No, I would not!

Instead, it's important to find a few favorites that tell your subject's story:

Manipur, India

6. Emotions are an important part of storytelling

To capture emotions, you'll primarily need people and faces. Emotion can also be communicated through body language, so capturing whole bodies works sometimes, too.

At the marvelous Mother's Market in Manipur, India, I met these lovely ladies (above) animatedly



playing a board game. I broke the ice by asking if I could join in. They said "No," but it made them laugh and I got permission to shoot away. The best photos came after they'd forgotten about me; their natural expressions returned and I was able to capture their emotions.

7. Don't forget about the basics

In your bid to learn storytelling, don't forget about settings, composition, and lighting. It's all too easy to fall out of touch with photography basics, especially when you're first learning to tell a story with pictures.

After all, when you're thinking about storytelling, you might start to drift away from photographic fundamentals.

So instead of replacing composition, settings, and lighting with storytelling, make sure everything



works together. A shot with beautiful light, excellent composition, perfect exposure, and a great story? That's how you capture people's attention!

A lady on a train in Shan State, Myanmar.

8. Use narrative structure

How does a traditional novel or movie work? Novels and movies are stories, so they contain beginnings, middles, and ends.

You can do the same with your photos!

If you're just starting out taking a series of storytelling pictures, try creating a chronological narrative. It's by no means the only or even recommended narrative structure to follow, but it's a fun and easy way to practice.

You might tell the story of a single day in a place you know well. Start with sunrise, then take photos



throughout the day as the light changes. Conclude the series with sunset and night shots.

Here, I attempted to tell the story of day and night on the rivers running through the cities of Chittagong and Dhaka:

Telling a story with pictures: final words

Now that you've finished this article, you're ready to begin telling stories with your photos!

So remember these tips, get out there with your camera, and have fun.

Source Courtesy: <https://digital-photography-school.com>

Ben McKechnie is a photographer, writer, and editor. His work is driven by a fascination in people, and the relationship they have with their culture.



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The 25 Best Productivity Apps

Web, desktop, and mobile apps to get more done on any device

The flywheel effect is an amazing thing. You know how when you ride a bicycle, the first few pumps of the pedal are always the hardest? Then it gets easier, as your inertia builds up and the energy from your previous hard work combines to let you casually pedal around.



Productivity apps and software can bring the same compounding results. Other tools—often, the writing, programming, and designing apps you rely on for your core work—will always take hard work, creativity, and mental effort. Meanwhile, productivity apps are the extras you use alongside (like extra gears on your bike) to help you type faster, save notes for easy access, work paperlessly, and plan your work projects. The best productivity software works everywhere—on any desktop, laptop, or phone you use—to level up your performance no matter where you work.

Here are 25 of our favorites, tools we've relied on for years to work faster and more efficiently.

Note: We didn't include built-in apps, such as Google Calendar on Android or OneDrive on

Windows, because you already have them. For even more options, check out our lists of best productivity apps for Android, iPhone, iPad, Mac, and Windows.

Notes

In an ideal world, we'd sit down to work and finish our projects right from our head without needing to look up anything. Reality's far different. Most of the time, you'll need a list of references and ideas to pull together into your work. These tools will help you save references and use them whenever you need.

Evernote (Web, Android, iOS, Windows, Mac)

To save anything as a note

Evernote is the notebook app for everything. Write your ideas and format them with rich text, with checklists for quick to-do lists and reminders for more essential notes you need to remember. Drag in files or use the built-in camera tool to scan documents and keep track of tickets, receipts, forms, and more. Then organize everything with notebooks and tags to build a custom productivity



system—or rely on its search tool that recognizes text inside images and scans.

Find things online you want to save? The Evernote Web Clipper can clip articles, recipes, and online references to your notebooks. Or use Evernote's mobile apps' camera tools to pull data out of business cards, turn paper post-it notes into digital notes, and tag notes with their location to retrace your thoughts and steps.

Learn more in our Evernote overview, and automate your notes with Evernote integrations.

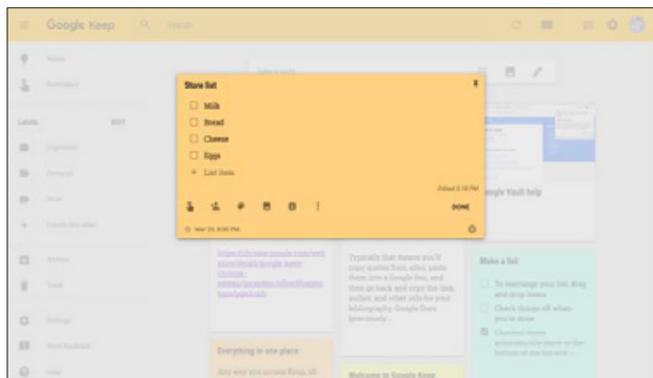
Another great option is Microsoft OneNote, which is especially good for handwritten notes with text recognition. Compare them and others in our roundup of the best notes apps.

Google Keep (Web, Chrome, Android, iOS)

To jot ideas down on virtual sticky notes

Do you remind yourself of important tasks and motivational quotes with sticky notes on your desktop monitor? Or maybe you've replaced those with Stickies on your Mac, or Windows 10's Sticky Notes. Google Keep is your next best alternative to keep those notes on all your devices. It's a sticky note app that works everywhere, with digital copies of the standard sticky note colors.

Add its extension to Chrome, then whenever you come across a website you want to remember—or



have an idea you don't want to forget—you can add it to Google Keep. List tasks and shopping lists with bullet points, or add reminders to the most important things so you don't forget them. If you want to use the notes in your work, the Google Keep sidebar in Google Docs lets you drag notes into your documents to pull research and ideas together into a finished piece.

Google Keep Price: Free

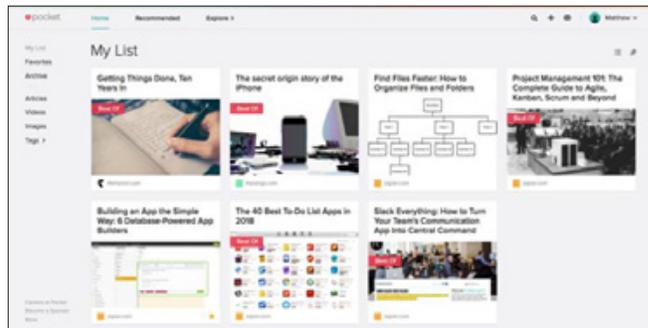
Pocket (Web, Chrome, Android, iOS, Mac)

To save anything online for later

Bookmarks are broken. They started as a way to save your favorite websites—and over time, we favorited so many sites, it got tough to find stuff in our bloated bookmarks menus. It's almost easier to Google things each time than to search for their bookmark.

So put your essential sites in the favorites menu, or let your browser decide and show the sites you visit most. Then add the rest to Pocket. It's a to-do list for websites, a place to save the articles you want to read and videos you want to watch. Tap the Pocket button in your browser to file something away. Then when you have time, you'll always have something to read or watch without searching for a nearly-hidden bookmark.

Pocket Price: Free for core features; \$4.99/month for no ads, permanent website archive, advanced search, and suggested tags



Learn more in our Pocket overview, and automate your bookmarks with Pocket integrations.

MindMeister (Web, Android, iOS)

To mind map your ideas

You have ideas, but you can't quite figure out how to put them all together. MindMeister's mind maps make that easier. Double-click anywhere on its canvas to add a new idea. List everything in your mind. Get your team to help, adding as many solutions to a problem as they can.

Then group similar ideas together, link related concepts to each other, and before long you'll have a detailed map that traces everything back to a central thesis. Mind maps are a great way to sketch your ideas and figure things out on paper, and with MindMeister, you can take your ideas anywhere, collaborate on them with your team, and turn your finished ideas into action plans with its companion MeisterTask project tool.

MindMeister Price: Free for 3 mind maps; from \$4.99/month Personal plan for unlimited mind maps

Documents

Have stacks of documents cluttering your desk, and a desktop filled with dozens of files? These tools will help you organize everything so you can find the records you need wherever you are.



Google Drive (Web, Android, iOS, Windows, Mac)

To sync files and OCR scanned documents

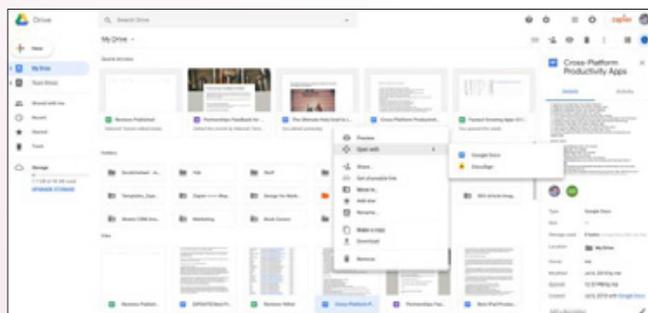
You need somewhere to store all your files and make sure they're everywhere you need them. Google Drive is one of the best options especially if you rely on web apps for work. It's integrated with many of the most popular web apps so you can open diagrams in LucidChart or sign documents in DocuSign directly from Google Drive, for example. And it comes with Google's own G Suite apps with Docs, Sheets, and Slides to handle your office needs.

The important thing is that it's great at managing files. Drag-and-drop files between folders, open your most recently viewed files in a click, and search through all of your files and Google Docs documents together. It works great with teams, with shared folders and Team Drives for collaborative files. It can also recognize text in scanned PDF documents and images with its included OCR tool so you can search through their text or edit it in Google Docs.

Google Drive Price: Free for 15GB storage; from \$1.99/month for 100GB

Learn more in our Google Drive overview, and automate your files with Google Drive integrations.

Dropbox (5GB free; Web, iOS, Android, Windows, Mac, Linux) is Google Drive's closest competitor and may be the best for you, depending on your needs. It's fast, works well with every platform including Linux, and powers many apps' built-in syncing (1Password, for example)—though it



doesn't include a built-in office suite or OCR tools like Drive.

HelloSign (Web, Android, iOS)

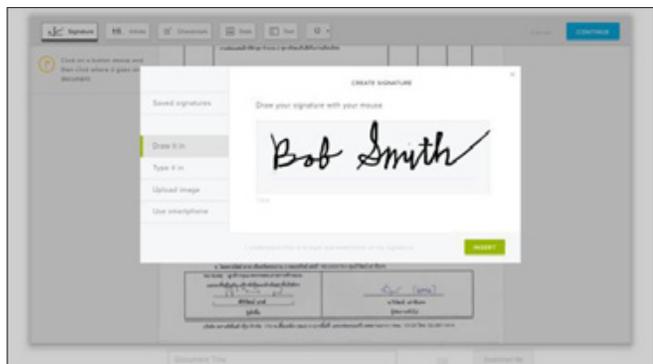
To digitally sign documents

Need to sign a document—or dozens of them? Don't print them out, pull out a pen, then scan the signed documents. Instead, HelloSign helps you sign every page that needs your signature in a few clicks. Draw your signature on HelloSign's mobile apps, or type your name and let HelloSign generate a signature if you'd prefer, then click each signature field to add it. You can make template documents in HelloSign, too, so you don't waste time in Word making new contracts and agreements every time you need someone to sign something.

HelloSign works great with your other web apps, too. It's integrated with Google Drive so you can send documents to get signed as soon as you make them. Add its Gmail extension to sign documents from your inbox. If you need to fax the signed files, don't pull out an old fax machine—HelloSign's companion HelloFax app can fax the signed document free for up to 5 pages a month.

HelloSign Price: Free for 3 signed documents per month; from \$15/month Pro plan for unlimited documents and 1 template

Learn more in our HelloSign overview, and automate your document signing processes with HelloSign integrations.



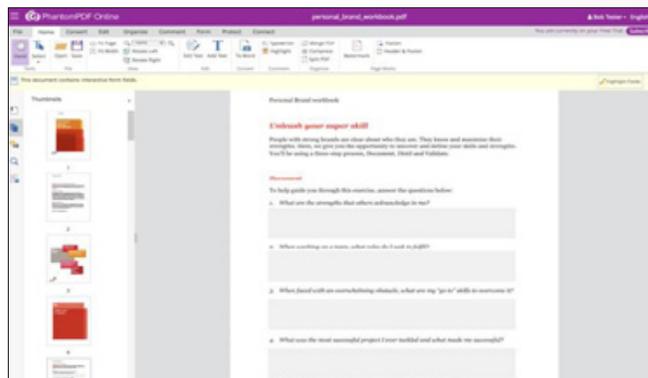
Check out other great options to sign and fax documents in our roundup of apps to sign, scan, and fax documents.

Foxit (Web, Android, iOS, Windows, Mac, Linux)

To view and edit PDF files

PDF files are the digital equivalent to paper, the most common way to share legal documents, forms, briefs, design drafts, and formatted eBooks. You can open PDFs on most devices, and Chrome includes a PDF viewer for online files. If you need additional features, Foxit's core apps let you work with PDFs from any device.

You can view or edit PDF files in Foxit Online's editor, convert existing files to PDF format, or sign PDF forms without downloading Acrobat. If you need to fix something in an existing PDF, you can edit it online or in Foxit's desktop and mobile apps, with a variety of PDF-powered apps for different business needs. They're a handy way to do more with PDF files from anywhere.



Foxit Price: Free Foxit Online or Foxit Reader for desktop to read and sign PDFs, or convert Word and Excel files to PDF; from \$7.99/month for core online editing features

Scanbot (Android, iOS)

To scan and fax documents from your phone or tablet



Scanbot's not a universal app. It doesn't work in your browser, or on a desktop or laptop. But those aren't best for scanning documents anyhow—your phone's a far better choice. And there, it's a great scanning tool.

Open Scanbot, point your camera at a document, and it'll snap a clean scan even if your phone isn't perfectly level. You can then save the file to Google Drive for free OCR—or use its in-app purchases to recognize text, annotate the scanned document, and even fax it directly from your phone. It's a great companion to the other productivity apps that do work great on your computer.

Scanbot Price: Free for core scanning tools; \$4.99 in-app purchase for OCR and search; \$6.99 in-app purchase for Scanbot Pro with full features including annotation and signatures

Check our roundup of apps to scan and fax documents for other scanning apps—including ones that work on Macs and PCs.

Media

Email and writing are easy to do everywhere, as there are so many apps for those tasks that work on tablets, mobile, and the web. It's graphics apps that most people reference when talking about why they need to use a PC or MacBook for their work. These tools can help you tweak images and record video from anywhere.

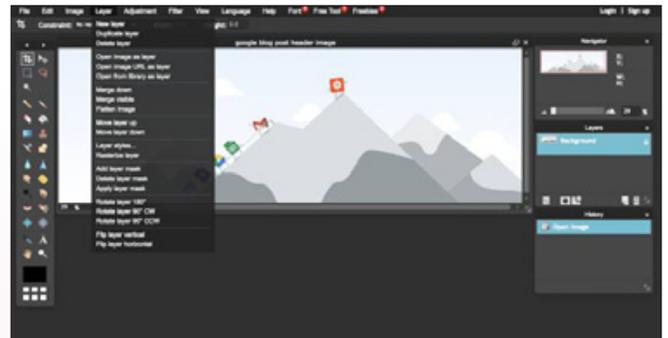
Pixlr (Web, Android, iOS)

To edit images

Photoshop's still king at photo editing on Macs and PCs, but often it's overkill. Need to crop or brighten a photo? Want to remove a small dot, blur out text, or add annotations to tell a story with the image? Pixlr's your best call. It's a suite of photo editing apps for web and mobile.

Pixlr Express is the easiest to use. It come with core adjustment tools to crop, resize, rotate, sharpen, blur, heal, and otherwise fix images—with Instagram-style effects, borders, stickers, and text to make fun graphics from your photos. For professional editing, Pixlr Editor and Pixlr Pro include layers, editing history, Photoshop-style tools, smart healing tools, and other advanced editing options. The Pro version can even import Photoshop and Sketch apps to edit from your browser.

Pixlr Price: Free for core editor and express tools; \$5/month Pixlr Pro for advanced templates and editing tools

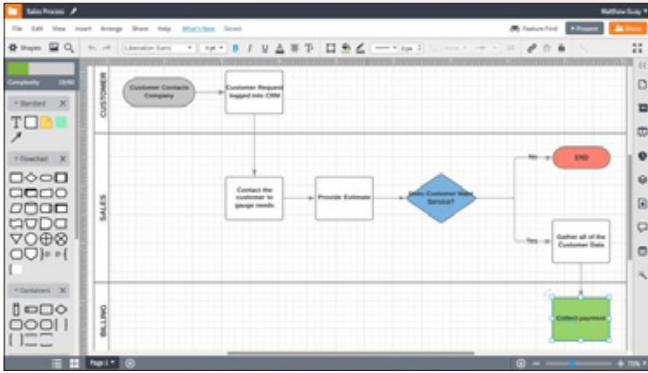


Tip: Pixlr's web app requires Flash Player, so in Chrome, you'll need to enable it from Pixlr's site settings.

Lucidchart (Web, Android, iOS)

To make charts and diagrams

If a picture's worth a thousand words, then a chart or mockup could be the best way to present your idea.



Lucidchart makes that easy with its comprehensive library of templates and standard graphic elements. Need to build a flowchart to make sure you don't miss anything in a workflow? Drag the item you want from the left sidebar, type in text to customize it, then click the red dot to connect that element to others with arrows.

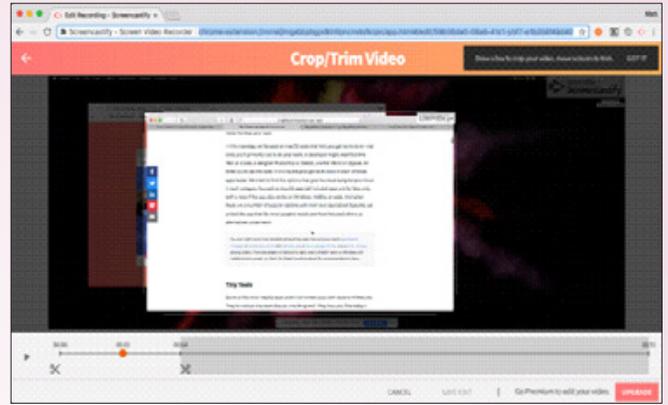
Want to mock up an app idea? Open a device template for web, mobile, or tablet apps, then drag in pre-made buttons and menus to build a fake app—and duplicate that design to show other parts of the app. Lucidchart can even turn your data into a chart automatically to map your Salesforce relationships or AWS infrastructure, or to build a mockup from your mindmaps.

Lucidchart Price: Free for documents 3 active documents with up to 60 objects; from \$11.95/month Pro plan for larger documents, templates, and Visio import

ScreenCastify (Chrome)

To record your screen

Every platform includes screenshot tools to take a picture of what's on your screen. If you need to make a video, though, ScreenCastify is the simplest option. Install its Chrome extension to record a video of your desktop or any individual app—complete with video from your webcam and audio from your mic. You can record a screencast or presentation or to show a support team a bug you've found from your browser.



Once you've finished recording, use ScreenCastify's editor to crop the video and trim its length to precisely show what you want, or add other annotations with the paid version. ScreenCastify will then save it to Google Drive automatically so you can share the recording with anyone.

ScreenCastify Price: Free for 10-minute videos and fifty recordings per month; \$24/year for unlimited video length and GIF export

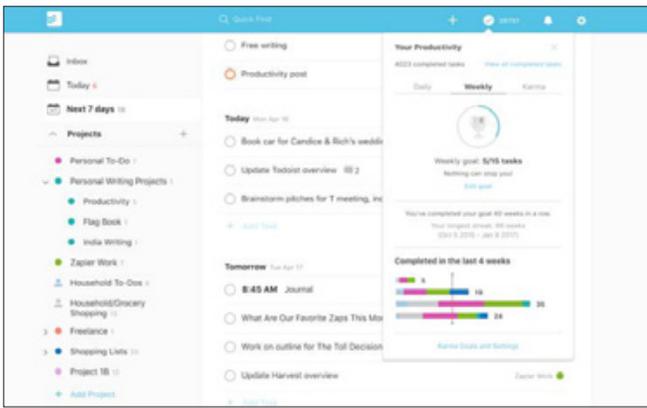
Productivity

All the apps in this roundup will help you be more productive as they save time and make it easier to do your job. You'll still need dedicated productivity tools, too, that track your time, see how much you've saved, and make sure you don't forget an important task or message. These apps will keep you focused.

Todoist (Web, Android, iOS, Windows, Mac)

To organize your tasks and stay productive

Todoist is a fitness tracker for your productivity. It tracks your tasks as you check them off, then shows how productive you've been today and this week—and if you're improving or not. That data comes together into a personal Todoist Karma score in the top corner of your app—and just like the step counter in a health app, you'll be motivated to keep the number going up.



It's also great for planning your work. Add tasks with the Quick Add tool that recognizes dates, project names, and tags with @ symbols. View what needs done now in the Today view, or peek at the week ahead with the Next 7 days list. Then organize projects into a hierarchy, view all of their tasks and sub-tasks at once, or open a single sub-project to focus on those tasks and finish them one at a time.

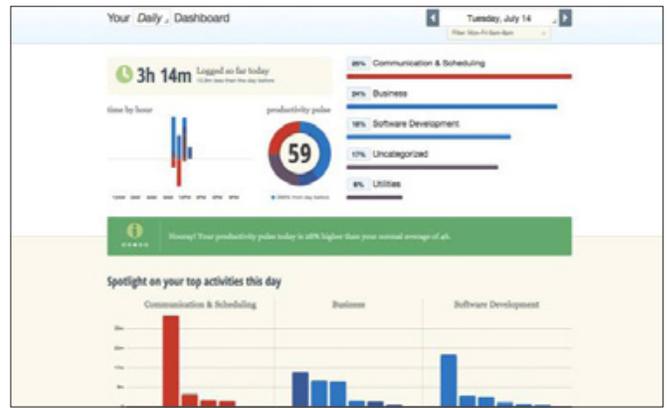
Todoist Price: Free for core features with unlimited tasks and 80 active projects; from \$29/year Todoist Premium for 200 projects, 20 people per project, labels, reminders, task comments, and productivity tracking

Learn more in our [Todoist overview](#), and automate your tasks with [Todoist integrations](#).

RescueTime (Chrome, Android, Windows, Mac, Linux)

To track your productivity

It's hard to know if your apps help you work faster if you don't know how productive you are usually. RescueTime can track that. It watches every app you use and website you visit, logs the time you spend in each, then tells you how productive you've been that day. It includes a database of apps to know which are productive (say Word or Google Docs) and which are distracting (including social networks and video sites). Then it can show you a graph of your productivity today and this week, as a subtle reminder to stay focused during the workday.



Need more help? RescueTime's premium plans block distracting sites, notify you when you've spent more than a certain amount of time on unproductive apps, and give you detailed reports about your time.

RescueTime Price: Free for core tracking features; \$9/month Premium to block distracting sites, track time away from computer, and make detailed reports

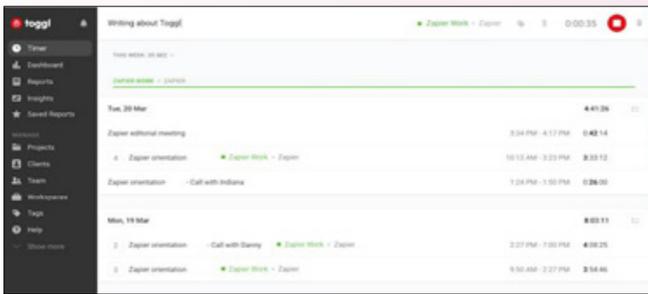
Learn more in our [RescueTime overview](#), and automate your time tracking with [RescueTime integrations](#).

Toggl (Web, Chrome, Android, iOS, Windows, Mac, Linux)

To track your time

Need to track the time you spend on projects, not in specific apps? Toggl's a time tracking app that keeps up with your tasks and how long each tasks. When you're designing and coding for clients, Toggl's desktop and web apps track each task you do. Meeting with a client or working on a job site? Toggl's mobile apps can monitor that time, too.

It's handy as a timer with details about the time you log. Then, for the most detail and to keep you productive, Toggl can monitor for idle time to only track when you're working. It also includes a pomodoro timer to remind you to take a break once you've worked for 25 minutes at a stretch, so you don't burn out.



Toggl Price: Free core time tracking features for 5 users; from \$10/month per user Starter plan to add billable rates, create reports, estimate time

Learn more in our Toggl overview, and automate your time tracking with Toggl integrations.

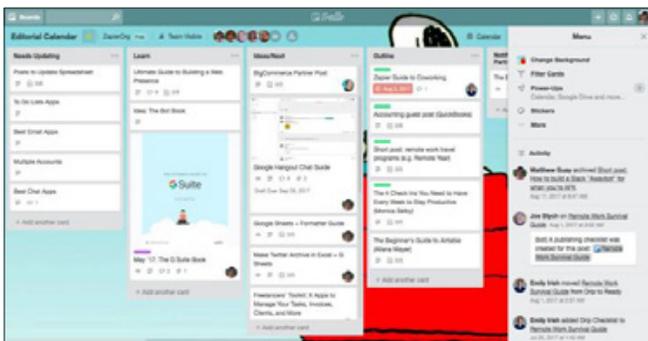
Find more options in our roundup of the best time-tracking apps.

Trello (Web, Android, iOS, Windows, Mac)

To plan your work on a virtual bulletin board

Trello changed the way we think about organizing ideas. Instead of a standard list of tasks, its built around kanban boards with cards that hold your ideas and lists to organize them. You could have to do, doing, and done boards for projects; outline, writing, editing, and published boards for writing; or dozens of other specialized lists to organize anything on a kanban board.

It's especially handy for brainstorming. Trying to think of the next feature your team should build or the next series you should run on your blog? Jot down every idea on a Trello card, then drag them into lists



to group similar ideas. It's a tool that can help you at every stage from ideas through completion.

Trello Price: Free for core features with unlimited boards and cards with one power-up per board; from \$9.99/month per user Business Class plan for unlimited power-ups and management tools

Learn more in our Trello overview, and automate your projects with Trello integrations.

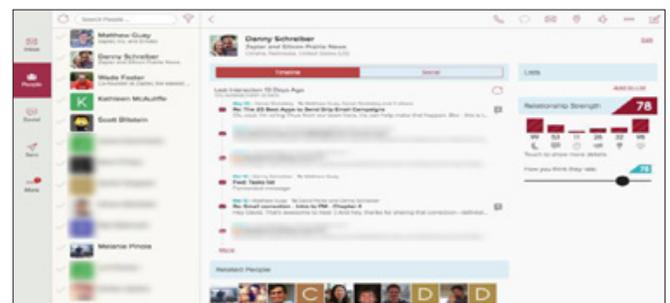
Cloze (Web, iOS, Android)

To get more details about your contacts

Address books are notoriously messy. You start out well, adding details about every new contact—but before long your contact's list is bulging with duplicate contacts or random email addresses and phone numbers you can't remember why you saved. Cloze can bring some order to the chaos. It's a smart address book that pulls all your contact info together automatically from social networks, emails, and dozens of other apps.

Like a CRM, Cloze will then figure out who's connected and let you search through contacts smartly. Can't remember the name of that marketer you talked to last week? As long as you remember some detail about them, Cloze search can find their info. It'll also remind you to get back in touch if you haven't in a while to make sure your business connections don't forget you.

Cloze Price: Free for core features; from \$19.99/month Pro plan for reminders, smart context, call history, and more



Automate your contacts with Cloze integrations.

Need more contact management tools? Check our roundup of free CRM apps to track everything about your business connections.

Utilities

Computers come with built-in tools, but most of those are specific to your device. Sometimes you need little tools that work everywhere. These are the apps you'll want to keep around no matter which device you use. They'll help you convert values and manage devices and get notifications everywhere.

Zoom (Chrome, Android, iOS, Windows, Mac, Linux)

To make reliable team video calls

Video calls have vastly improved over the years, and for large team calls, Zoom is the one the Zapier team and many other remote teams use. It's a reliable tool for meetings with 100+ people, with built-in call recording, text chat, and screen sharing. It scales video quality to avoid dropped calls if your internet is unreliable. On mobile, it includes a virtual whiteboard to sketch ideas together on a call.

The only holdback is that it's not a web app—though you can use it in a browser with a Chrome app, and it includes apps for every other platform to make video calls from anywhere, complete with screen sharing from mobile devices.



Zoom Price: Free for up to 100 participants and 40 minute long meetings; from \$14.99/month per host for unlimited meeting length

Other great options include Google Hangouts and GoToMeeting—get the detailed comparison in our roundup of the best video conferencing apps.

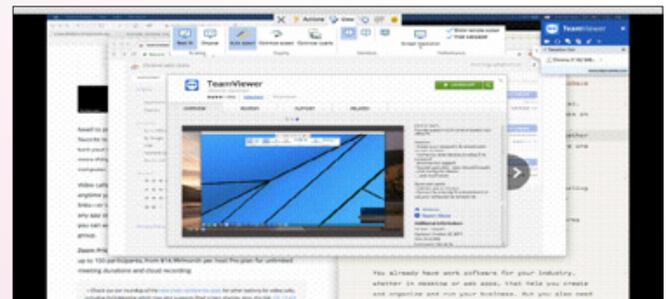
TeamViewer (Chrome, iOS, Android, Windows, Mac, Linux)

To remotely access other computers

Need to use an app that doesn't work on your device? Or need to fix something on your office computer while you're away? TeamViewer is the easiest way to do that. Its apps work everywhere—with even a Chrome add-on to control PCs from a Chromebook. Keep the TeamViewer app running on the computer you want to access, then whenever you need to use something from that computer, open TeamViewer on your other device, log in, and use the remote computer as you would if sitting in front of it. It'll be somewhat slower with lower quality graphics, but for the most part, you can get stuff done on a work computer from anywhere.

It's also handy for tech support. If you need to help someone else with their computer, have them install TeamViewer and you can guide them through using software or fix the issue from anywhere. With a business plan, you can even remotely print from anywhere.

TeamViewer Price: Free for personal use; from \$49/month for business use with device management and remote printing



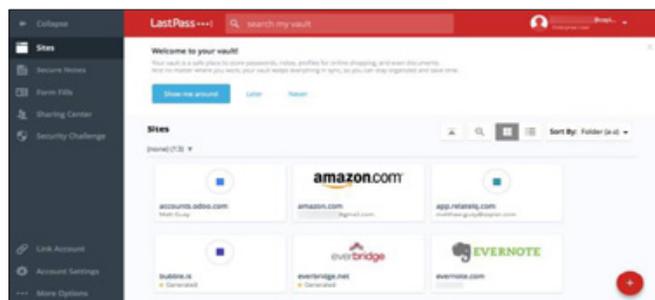
Need to print from your office or home printer remotely, for free? Check out Google Cloud Print for an easy way to make any printer a smart printer.

LastPass (Web, Android, iOS, Windows, Mac, Linux)

To manage your passwords

Don't try to remember all of your passwords. It's next-to-impossible if you use a secure, unique password on each site. Instead, a password management app can keep all of your private info secure—and LastPass works anywhere you need. Set up your account and install its browser extensions, then whenever you make an account use LastPass to generate a secure password and fill it in anytime you log into that site.

LastPass can also remember your credit card info, address, and other vital data to fill out forms, so you don't have to retype info every time. It can check your accounts for insecure passwords and update them on its own to keep you secure. And it can share passwords with your family or team to manage shared accounts.

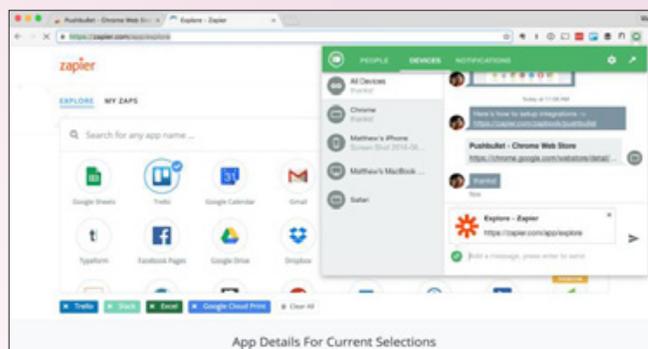


LastPass Price: Free for core features; from \$2/month Premium to share passwords and store encrypted files

Another great option is 1Password (from \$2.99/month; Web, Android, iOS, Windows, Mac)—or find more in our roundup of the best password management apps.

Pushbullet (Chrome, iOS, Android, Windows)

To get custom notifications about anything



Wish you could copy something on your MacBook and paste it on your Windows computer? Or want to get customized notifications from Twitter, news sites, and your to-do list? Pushbullet is the tool you need. It's a notification tool that works everywhere. You can use it to send a push notification with a text note or file from your computer to your phone or another device—an easy way to copy text between anything. If a friend uses Pushbullet, you can send them messages the same way.

It's more deeply integrated with Android and Windows, where with a paid plan you get universal copy/paste and can send or receive your Android SMS messages on your PC (similar to iOS and macOS' continuity features). And with app automation tool Zapier, you can get custom Pushbullet notifications from thousands of apps—with filters to only notify you about the most important new things.

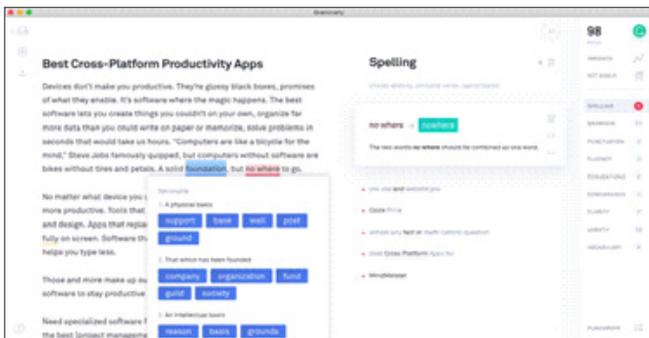
Pushbullet Price: Free for notifications and sending up to 25MB files; from \$4.99/month for 1GB files, universal copy/paste, and unlimited forwarded SMS messages

Learn more in our Pushbullet overview, and automate your notifications with Pushbullet integrations.

Grammarly (Web, Android, iOS, Windows, Mac)

To check your grammar everywhere

Wish every app had smart spellcheck that would find incorrect words, broken tenses, and better synonyms for you? Grammarly is the tool you need.



It can work inside Microsoft Word, any web app with its browser add-ons, and in mobile apps with its custom keyboard. Or you can paste anything you write into its apps to proofread and check grammar and spelling before publishing.

Like any other spelling and grammar check tool, it's not perfect. It may give incorrect suggestions for industry-specific terms and might bug you to replace repetitive words in a tutorial where they're needed. But it'll also help you tighten up your writing and make sure everything from quick emails to detailed reports would make your English professor smile.

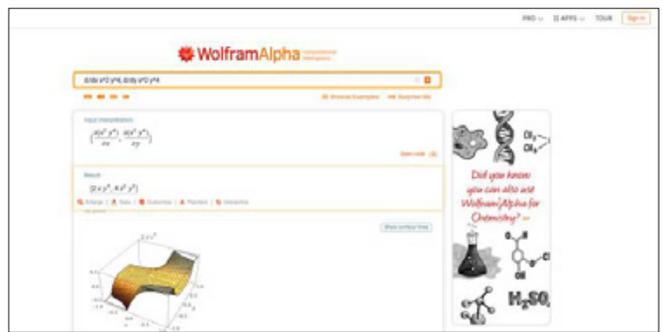
Grammarly Price: Free for core tools; from \$29.99/month Premium for advanced checks, word suggestions, genre-specific writing style guidelines, and more

WolframAlpha (Web, Android, iOS)

To find any information

Your devices likely include a basic calculator to figure out tips or do other quick math. WolframAlpha is what you need for everything else. It's the brains behind many of Siri's answers and can answer almost any fact or math-centric question you throw at it.

Need to know how much caffeine was in four cups of coffee, or how much 23 great white sharks weigh? Or, more practically, the current time in four different cities, the total cost of items in a handful of currencies, or the solution to a calculus homework problem? WolframAlpha's fact database and calculation tools are perfect for that. Its especially



helpful for problems with multiple items, or for math where you'd like to get the solution and see how to solve the problem in the first place.

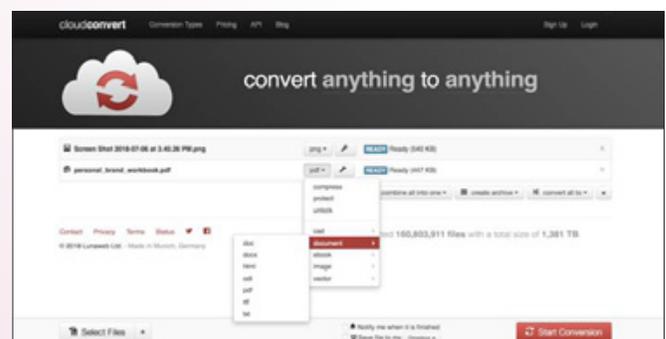
WolframAlpha Price: Free; from \$6.99/month Pro for step-by-step solutions, 2x computation time, and customized graphics

CloudConvert (Chrome, Web, iOS)

To convert files

Have a file you can't open? CloudConvert can fix that. It supports over 200 file types, from popular document files like .doc and .xls to design files including Adobe .psd and .ai or AutoCAD .dwg. Add the files you need to be converted, select the format you'd prefer, then convert and download them individually or save the set of files as a ZIP.

CloudConvert also can convert your files in the background. Connect it to Google Drive or Dropbox with app automation tool Zapier, then whenever you add specific file types, CloudConvert could automatically convert and save them in another format for you. It's a powerful new take on the tiny file conversion apps you'd have to download in the past.



CloudConvert Price: Free for up to 1GB files and 25 minutes of conversion per day; from \$8 for 500 conversion minutes

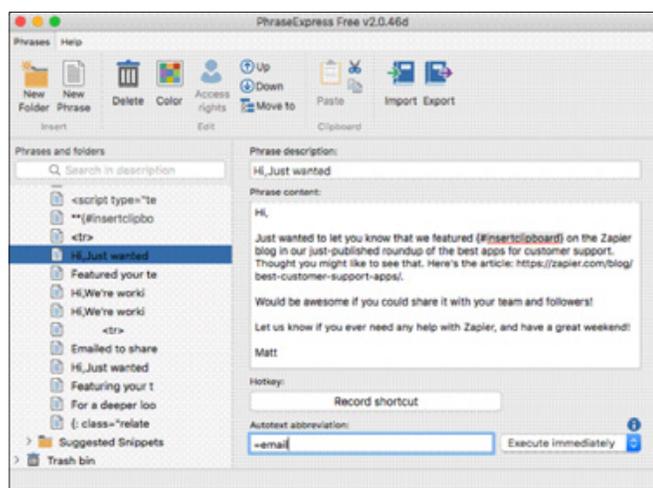
Learn more in our CloudConvert overview, and automate your file conversion with CloudConvert integrations.

PhraseExpress (Android, iOS, Windows, Mac)

To expand text and type faster

Don't type the same things over and over again. A text expansion app can do that for you, turning short snippets of text like =addr into your full address. PhraseExpress is a great option since it works on the most devices. You'll find the most features in its Windows version, where it can fill out forms and include Microsoft Word formatting in snippets. But in all of its apps, you can save formatted text snippets, add your clipboard text into expanded text, and sync your text snippets between all your devices.

It'll take a bit of time at first to build up your library of text snippets—though if you've used similar apps in the past, you can import your snippets to use them in PhraseExpress. Over time, though, you'll come to rely on it to type routine emails, company's info, and more in a few keystrokes.



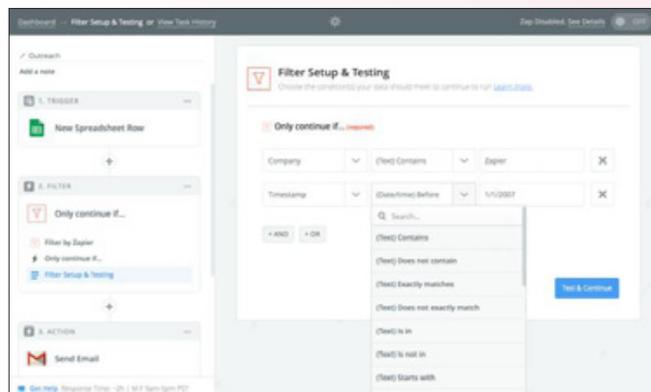
PhraseExpress Price: from \$49.99 for Windows, \$24.95 for Mac, \$4.99 on mobile

Learn more about text expansion and find other apps in our text expansion apps guide.

Zapier (Web)

To connect your apps and automate your work

We're biased. But Zapier's app automations are some of the most powerful ways to boost your productivity. Instead of copying and pasting data between apps, sending the same messages and setting up the same projects every month, and making sure your team knows about every new lead, Zapier can do all of that and more for you automatically.



It connects thousands of apps that you can use in Zaps, or workflows that tie everything together. Whenever something happens in one app—your store gets a new order, your ad or form gets filled out, an appointment is coming up soon—Zapier can handle everything that needs done, sending followup emails and copying data into CRMs and spreadsheets and much, much more. It's a powerful way to automate all your tedious tasks so you can spend more time on your most important work.

Author: By Matthew Guay •

Source Courtesy: <https://zapier.com>

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