



highlights of this issue

- Prashant Goyal highlights the emotional aspect of a leader.
- Avinash Murkute lists down the essential components of a proposal.
- Niket Karajagi underlines the importance of Quality - An Essential Focus for World Class Companies.



industry champion

Prashant Goyal

BE (Hons), Chemical from BITS Pilani and PGDM from Indian Institute of Management Bangalore, with specialization in finance, Prashant Goyal is the Chief Operating Officer at Forum Synergies, a successful business leader, with the responsibility of setting up and investing from a USD 250 Million Private Equity Fund.

LEADERSHIP - HUMAN ASPECTS

During the initial years of corporate life, the one place that appeals the most to most of us is the Corner Room, so do all the jokes around the corner. Getting there is fun, but staying requires perseverance.

In my journey as a professional I have learnt a number of lessons that have helped me evolve (hopefully) as an individual and a leader. My approach to successfully nurturing, growing, and sustaining businesses and organisations has been a fairly simple one. It makes me happy to share some of those here. The connection is with the 'Human' and it is not often that this side of the story gets explored.

Lead by example : Do unto others as you would have them do unto you. It will give you the conviction

Listen! Listen! Listen! : An organisation would run on its own if you keep the machinery well oiled, your ears ready to pick the smallest of the creak or groan; oil it right back

Synthesize : It is never either/ or when it comes to customers, employees, shareholders, stakeholders. It is always all

Be in touch with your heart : It is very important to keep the communication going with your heart. It will provide you the right direction when you need it the most

Empathize : We are dealing with people and not machines

Network : Gets you around quickly. Also, allows yourself to retain your sanity. It sure gets lonely at the top
Never lose touch with common sense

Finally, if you stop enjoying, do not drag, take a plunge into something new that allows you to experiment and puts you back on the journey once again. As they say it is the journey that is more important than the destination.

the editor's column

I am pleased to bring Atyaasaa-Knowledgebeans before a broader online audience, as it is now available on the Atyaasaa website. I hope the quality of its writing, the depth and thoughtfulness of its insights will inspire many of our readers to join.

This issue brings forth how Quality is an essential focus for World Class Companies. A technocrat's view of how an individual can lead an organization to success, and how imperative it is to be technically sound and be able to present your thoughts in line with the financial aspects in the form of a proposal. A few components of an effective proposal would be published in the next issue.



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Neha Arora is a young, pro-active, and energetic individual, with a passion for Human Resource Management & Training. She comes with a clear focus on managing HR interventions as a career. She has worked on multiple key projects in training and consulting areas over a period of time in Atyaasaa.

space for everyone

Avinash Murkute

the art and science of proposal writing

Avinash Murkute, is an effective manager with more than 13 years of experience in Advertising, Back Office, Branding, Business Development, Client Relations and Content Development.



Proposal by definition means an act of putting forward or stating something for consideration. It could be a suggestion or business offer.

Proposal is a blueprint of what will be done, the approach to be adopted, the methodology of execution, commercial aspects, timing and reporting, and so on. It stands for commitment and has both legal and professional commitments. Proposal is a sales document.

"Drop everything and get me proposal to develop CRM solution for XYZ organization within three working days!" You hear such orders and are about to buckle up suddenly. And probably, the question

you resist to ask, 'Excuse me, but what should I write in proposal?' But we are used to 'Yes Boss'. Everything that fits like a glove is not a proposal. It is always prudent to ask few questions, before you start writing a proposal.

- Who is the client?
- What is the assignment?
- Who is the buyer?
- What is the competitive situation?
- Do we have competency?
- Is there any brief from client?
- Are there any conflicts or legal issues?
- What is the deadline?

Templates and CAP (Cut and Paste) technology are widely used in proposal making. Does it make the job easy? There are no half-measures in proposal making. Due to over confidence, contents within templates are scarcely checked for accuracy and appropriateness, and errors often creep in. Each proposal should have separate cover letter. Lack of covering letter demonstrates lack of seriousness and professionalism.

Each organization has its unique style in making proposals. The factors involved in this style or document layout are use of graphics, paper to be used, use of colours, logos, company

information, page numbering style, fonts and their sizes, language, spacing, style of headings, confidentiality marks, version history, etc. Remember, this style is often a branding quotient.

The common components or ingredients of proposal are as under.

Executive summary : A well written executive summary helps decision making process positively. The entire proposal document needs to be reduced to the bare essentials that a senior reader will find most relevant

Introduction : Why was this proposal developed? This component describes the genesis of the document

About the client : Have you understood the clients business? It is very important for you to study the client. Most of the information is available on client's website but a smart manager will go beyond such easy means to find out key information which is not in public domain

About us : This is a branding quotient. You should include genesis of your organization, objectives it has achieved, what you offer, and partial list client or few testimonials as per your company policy

founder's note Niket Karajagi

QUALITY - AN ESSENTIAL FOCUS FOR WORLD CLASS COMPANIES

Quality is a value understood by all but practiced by few. It is the key factor the customer now looks for. It would not be an exaggeration to mention that if World Class Companies have been able to create their image and sustain it in the market it is for this focus on the value called Quality.



Niket Karajagi is the founder director of Atyaasaa Consulting Private Limited, Pune which contributes to top corporate brands globally. He is an established international management consultant and an innovative human resource trainer with niche areas of expertise & contributions. Niket is an authority on creativity & innovation, emotional intelligence and statistical methodologies apart from his operations background in understanding of management processes

There are various models and techniques taught and practiced on this subject. However it is not surprising that it is also the most compromised value in today's life. There can be many reasons for this compromise; pricing pressures, delivery pressures, process issues, attitude & choice of wrong outsourced options and vendors. It is however my experience as a consultant that a lot of people do not have Quality as value in their own system. I have always believed it is time now that performance management systems do an evaluation of the individual on Quality being practiced too. Quality needs to be assessed on quantitative factors associated with it. Leaders must practice Quality and there should be no exception. Speed of work and Quality adherence is a tight rope to walk but have to be walked.

There are surely ways to deal with Quality compromises. One of the methods is to promote Quality culture and allow only those individuals to grow to important positions who practice Quality. Managers who deliver performance but do not adhere to quality norms must not be given key positions. This is a painful option but in the long term it surely pays. Create visual symbols & one page reports that bring out quality issues. Continuously identify where & how the Quality compromise happens and make people accountable for it. There also has to be a push on Quality focus during process & product innovations. Innovation and Quality have to go hand in hand.

Quality is a value that surely creates a loyal customer. So do look at your culture, people and processes and identify the norms that would bring quality to evolve as the most important value in your organization.

bean
statement

The only approach that bails us out of uncertainties is quest for opportunities, not visible to a common eye.

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Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst & a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.