



# KNOWLEDGE BEANS



## THIS MONTH

### OD CONNOISSEURS' ORATE



Vivian Alfred discusses the art and science of success.

### OD ENTHUSIAST'S ORATE



Aparna Sharma shares her route to success.

### FOUNDER'S ARTICLE



Niket Karajagi, Founder Director of Atyaasaa gives pointers on winning against odds.

## ABOUT ATYAASAA

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 and 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. These are implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.



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## OD CONNOISSEURS' ORATE | Vivian Alfred

# SUCCESS - WHETHER AN ART OR SCIENCE ?

*Vivian Alfred has traversed an interesting professional path starting from a foray into journalism to now reaching the heights in HR. Professional certifications in NLP, psychometrics, assessment centres and profiling during a career spanning sixteen years has enabled him to facilitate complete development of resources in the organizations he has contributed to.*



I will define Success as, "when you live your life purpose to the fullest to make the world a better place than before for the greater good of all concerned."

"Success" is both a scientific phenomenon as well a creation. Which means that success can be called an art but there is a science embedded within to achieve this art. One common denominator [next page >>](#)



## THE EDITOR'S MESSAGE

The theme for this month focusses on the 'Art and Science of Success'. Success means different things to everybody which can be fame, happiness, wealth, rewards, health, reaching a certain designation in a job, achieving goals, etc. Success, therefore, is a journey to win at different stages in your life. To succeed and win faith, dedication, consistency, hard work in the right direction is essential. Periodic review and mid-course correction is a part of this journey.

The topic for next month is 'Attrition Management'. It is the process to identify key factors that impact attrition and how to control it. Hiring and retaining "Talent" is a challenge in today's era and attrition is often seen as a health check for any business. If you share a passion for the topic, have a flair for writing and would like to share your views, you can send us a 300 word article with your brief profile along with your photograph in jpeg format to [atyaasaaeditor@atyaasaa.com](mailto:atyaasaaeditor@atyaasaa.com)

**SUCCESS – WHETHER AN ART OR SCIENCE?** - Vivian Alfred

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which segregates all successful people is – the sheer belief in what they desire to achieve and the intense emotion associated of having achieved the desire.

Visualization is the act of creating compelling and vivid pictures in your mind, a success tool that every human possesses as it accelerates the achievement of any success in three powerful ways:

- ❑ Visualization activates the creative powers of your subconscious mind.
- ❑ Visualization focusses your brain by programming its reticular activating system (RAS) to notice available resources that always existed but remained unnoticed.
- ❑ Visualization, through the Law of Attraction, magnetizes and attracts you to the people, resources and opportunities you need to achieve your life purpose.

Successful people have been known using visualization by allowing the brain to make new connections or wiring. In fact, as per neuro-science, the brain within 24 hours begins to get activated when it starts focussing on a new goal. This is called neural plasticity, which



describes the brain's plastic like ability to develop new 'wiring' and connections to get better in any area of human endeavour.

As a first step, geniuses use their conscious mind and prioritize what goals and challenges they intend to specifically surpass and then use the conscious minds ability to break down the bigger goals into the minor chunks needed to achieve the bigger goal. Second step, they use the power of visualization where all they have to do is close their eyes and see, feel and hear that their goals are already achieved.

Research has indicated that the process of visualization, works fantastic and manifests your predetermined goals like a miracle, when you continue visualization diligently in the above manner consistently for minimum 66 days and at the most until you actually achieve the goal.

Success, therefore, is a blend of art and science since the element of creativity is encapsulated in the act of visualization which processes your goals scientifically in the brain to accomplish them. **E**

**OD ENTHUSIAST'S ORATE** | Aparna Sharma

# ROUTE TO SUCCESS

*Aparna Sharma is a post graduation in Personnel Management & Industrial Relations from TISS, Mumbai. A career spanning over eighteen years, she has successfully been a learning partner, mentor and coach to leaders and organizations to build competencies, learning abilities and nimble for achieving purposeful performance.*



Success to me is a very relative term and also ephemeral. In today's world, it is defined by where others benchmark you and what they think about you; does having a materially fulfilling and leading a jet setters life can be termed as being successful? Surely, not the way I look at success.

For most people including me, nothing has come easy in life. Today, I consider myself "SUCCESSFUL" – I am clear, conscious, extremely hard worker, possess authentic intent, genuinely care for and help all, can laugh at my own self and I am self motivated to excel in my chosen field. I do not compare myself w.r.t. physical looks, material possessions or personal achievements with anyone. I am my own benchmark and keep

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ROUTE TO SUCCESS - Aparna Sharma

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raising the bar to work harder and do better than I did before. While this is intellectually understood by most, it becomes extremely difficult for many to practise it in real life since their focus of control seems to be outside of self.

I have set personal and professional goals for myself at each stage in life and have strived hard with blessings of the almighty and elders to achieve it. The most recent goal was to write my maiden book in HR to help and guide confused students and young HR professionals. It entailed burning the mid night oil for over eight months with single minded focus and determination to complete it. Today its real - widely read, acclaimed and sought after book in the market.

So, in my own experience, once I put my heart and mind to a goal; sow its seed and visualize it as accomplished. I leave no stone unturned to "MAKE IT HAPPEN". It's my own magic which makes my dreams successful and come alive in real life.

My quest for life, growth and professional excellence continues, as I believe "The road to success is almost always under construction." **E**



FOUNDER'S ARTICLE | Niket Karajagi

# WINNING AGAINST ODDS IS NOT A GAME OF THE FAINT HEARTED

When push comes to a shove in life it is not logic that bails you out. There are some abstract truths, which need to be understood and practiced. The first eternal truth is that we are all born to win. Our process of birth itself has been against all odds; the memory of which remains in our deep unconscious realm only. It is imperative to understand this process of life to gear up mentally for the subsequent turbulence, which is root trigger for any success to come.

It is also important to know that the process of life initiates lows and challenges so that our brain can get wired to use its intelligence. Every new creation arises only from nothingness and then chaos. Life as a process is not designed to remain calm. If a human is in the journey of evolution the intelligence has to be activated and matured with passing of time. Only challenges help us evolve as a better person.

The next eternal truth is that the absolute intelligence is feeding to its awareness through our experiences. So everything that happens is an eternal game of experience. What is thus expected is to play this game hard; after all wisdom is applied only during trying times. To believe that one is not controlled by the process that controls this universe, is rather naïve.

Since we are born to win, the rules of the game are fairly simple. At the outset, we need to know time can change anytime. After a high there shall be a low and after a low there has to be a high. Impatience does not help. But application of wisdom surely does. A lot many give up without a fight. Perseverance is the key. Grit only comes when we kindle a hope in us and keep it alive that future will be different. If one is surrounded by too many problems close one at a time. Also a belief, that there is always a way out helps. Competence and strength of the mind always support.



*Niket Karajagi, the Founder Director of Atyaasaa which contributes to the top corporate brands globally. He is a business psychologist, a coach and an organization transformation facilitator with niche areas of expertise and contributions. Niket is an authority on creativity and innovation, emotional intelligence and statistical methodologies apart from his operations background in understanding management processes.*



Faith is very important in the game of winning. There shall always be times when we feel helpless. At that point our competence and intelligence fail. Unstinted faith in the process of life and higher intelligence assist. It is important to understand here if we are clear of the future we envision, miracles do happen. One may also wait for a coincidence to happen. And they do happen. So the bottom line for winning the game of life, use creative power and surrender to the process of life; things will happen for sure. **E**



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## BEAN STATEMENT

To wire your brain for success, keep searching for challenges.