

MR. G. BALACHANDRAN CERTIFICATION COMMISSIONER, JCI UNIVERSITY , USA & INTERNATIONAL FELLOW SPOKE ON LEADERSHIP - CHALLENGES OF TOMORROW ON 26TH SEPTEMBER 2014 AT HOTEL AIDA, KOTTAYAM.



Excerpts of the talk

Everyone wants to be great. Everyone wants to get noticed in this world of never ending cutthroat competition. Everyone wants to be at the 'happening' place all the time. How does one achieve that?

All of us are quite happy to be spectators in this world. How many of us are truly the players? Now, do you want to be included in 98% also-rans or would you like to be the noticed 2%? Do you want to be in that exclusive club of 2% who would have the cutting edge to reach super levels?

It is said, “The key to success is not being a genius or winning the lottery or making the one BIG deal! The Law of Small Differences says that success is the result of doing the right things in the right way, the first time, every time.” Today, do one thing that makes a small, positive difference and if you like the results, do it again and again and again. Over a time, The Law of Small Differences will make a huge difference in your results.

Let us look around us. What does the present and future have to offer us? The answer lies in us and nowhere else. For some, tomorrow is the threshold of a new dawn, a dawn of hope, opportunities, and ‘never before possibilities’. And tomorrow is already here. Tomorrow is already here to be encountered, challenged and won. But, we have to bear in mind that the tomorrows we are going to face are going to be significantly different from the ones we have faced in the past. The tomorrows we are speaking of, present you with mind-boggling changes in technology, economy, family and lifestyles.

Life has become comfortable, distances have become shorter, capabilities have enhanced, and the speed of life has accelerated so much that no one has time for trivia. Technology has empowered man to such an extent that it is not only enhancing individual freedom, but also bringing us face to face with break neck competition and speed. Technology will turn the spotlight on the individual, small or big, and these individuals will have access to information.

If one looks at the economical changes, one can clearly discern the fact that economic alliances are deciding the political equations in this world, which is slowly but surely shrinking into a global village. The Mega Corporations are vying with political States to gain control over business and even running of the industry and business. Business has started moving to where people are rather than people moving to where work is. The tremors are already felt by the hitherto protected sectors like Insurance, Banking etc. Liberalization and globalization have catapulted the world on to a roller coaster drive and competition is becoming stiffer by the minute in any product/service area.

Our lifestyles have also changed with the times, but much faster in the recent years. The trends you can see are:

- 🗇 People look for Quality at the right price. They also are conscious of the Labels the products carry. Exclusivity of the products/services is also of concern to the consumers. People are concerned about speed of service and convenience has become a decisive factor in our lives in choosing what to buy and when. Moreover, we have come to accept that anyone in front of us is our customer and every customer has to be treated as the most important person in your premises.**
- 🗇 Families have become nuclear. The speed of lives and careers have had made dents in relationships. In India, the family concept is still considered stronger. The elders are still respected not merely for their age, but for their inherent wisdom. Human values, however, are in for a major shake up. For instance, respect as a value will be there, but it will be behaviour-bound than role-bound.**