



FROM CMD'S DESK.....

CORRECT TIMING

“Timing is everything in life”. It is that special moment in time when everything seems to come together perfectly. Timing is that compelling force apparent when chance and coincidence collide.



The stream of our lives is like a dance. To be a good dancer of life, we must develop rhythm. We focus too much on the task instead of the rhythm required to best accomplish the task. So, you must know the role of timing when you deal with people. You don't ask for a raise when business is not going well or when things are tense around the office. You don't try to correct someone who feels threatened by you? You don't ask for a favor when someone is under a lot of stress or angry.

Timing is important in finance. When you invest and sell a particular stock; will make the difference between whether you make money or lose it. Knowing when to borrow and when not to borrow is the key to financial independence. A picture can turn out to be the coolest, funniest or even the most interesting photo ever all because of timing.

We are comfortable when we are in charge of our lives. We do have complete control in dictating our desires, in stating our ambitions and in following our well laid - out plans. However, at times, life has a way of throwing a **googly** when we least expect it. Eventually, there is a delay in an outcome which we were hoping to produce or the timing doesn't work out as we planned. We're not where we think we should be - financially, socially, professionally, creatively, or romantically.

In business, I used to feel many a time that things are not happening fast enough. With all that I was intending, coupled with planning and doing, I expected more results to happen and much faster. We have a tendency to plan activities in our life- when it should happen, how it should happen, with whom it should happen, etc. But do we have complete control over **'by when'** we will achieve it? When our mental timing diagram does not match with what is happening in reality, a feeling of inadequacy crops up and every inadequacy disturbs us.





For every huge successful startup you can name, there's someone who tried to do it before and failed. Sometimes they failed on their own, but often they failed because they were just too early. They had everything but the market just wasn't ready. It must be the worst thing ever for these entrepreneurs to watch others make billions thanks to an idea and product they had. But that's life.



Having spent the better part of my career engaged in business activities, the advice I would offer in this regard is to be aware of the changes that impact your industry and try to cultivate a feel for the timing involved in whatever you do. By that, I mean make sure you're living and breathing whatever business you're in, where it stands, the trends that motivates clients / consumers at any given point in time and any proposed legislation which could affect the business. Brainstorm with your team and decide which angle has the best potential to reach your goals. Your goals will differ from time to time.

At the end of the day, timing is merely a function of finding the right balance between supply and demand and these are merely techniques for accomplishing that goal. You need to find the sweet spot when demand exceeds supply to make your job easier and provide the runway you'll need to take off, before a market consolidates.

So, "Timing" is actually directly proportional to the 'time' invested. Choosing the right time is an exercise of good judgment as it provides an opportunity to explore conditions conducive to victory. It is a way of fine tuning our use of our time and the way we make the most of it. Timing is a big part of life but sensing it and learning to work accordingly can help you on life's journey. Even if it does not work in your favour, you can still appreciate the lessons learnt. Always remember that timing is always right to learn and grow. The more time and consistent effort we put in, the more skilled we become in the sense of timing. By doing this, one's ability to pick up on the little signals will build our confidence and say that the timing is right. So think of your priorities not in terms of what activities you do, but when you do them. Because **"Timing is everything"**

WORTHY RISK

I came across a person who was put in the list of "to be retrenched" in his company about 5 years ago. The news was a kick in the guts and he was highly disturbed. He thought to





himself that why he is working in a place where he is not wanted anymore and felt like an uninvited guest. He was a believer that if you love your job, you should first love the place where you work. Eventually, he stopped loving the organization once his name popped up in the list.

He came to me for advice. I told him that the market is dim after the recession. Moreover, he has to safe guard his middle class family's financial position. So, play safe and don't act in haste was my mantra. But, he was very adamant. His self esteem had taken a beating.

Seeing his spirit, I told him that sulking in self pity is not going to help you. **“Go to an organization that will not fire you. Make your own institute”**, I suggested. He took this advice seriously and started his own unit. His hard work paid off. There were a few hiccups at first but he grasped the tricks of the trade quickly.

After 5 years, he came to thank me for boosting his morale during his turbulent period. And what a wonderful change I noticed in him. He carried himself with an aura, confidence in his voice, strength in his eyes and effortless in his walk.

I asked him what he learned from his experiences. He replied that he is living in a dream. He said that that it is in the moments of darkness, stars are found and he found his lucky star. It is worth taking a risk if it is still in your mind. After all, the most dangerous thing you can do in life is to play it safe. When we stop taking risks, we stop living life. So, taking a risk was worth it.

What I learnt from him was that he was successful because he refused to accept a bleak situation before him. He was like an Oliver Twist who told his Master, “Please sir, I want some More” When we decide to bounce back in life, nothing can stop us no matter if life has been pressed by failures for long. The harder you press the spring, the faster it will bounce back. “Fear of facing” kills a person's initiative and turns them into escapist. They live and die within their own shrunken comfort zones. Our comfort zone becomes our prison, a prison where our potential stays locked up. We all must have “fear of excellence” which actually means a “desire for excellence”



As Sachin Tendulkar has said ‘Chase your dream because dreams do come true.’ Let us have dreams and let's chase them every single day. The joy of becoming someone worthy is always addictive. More than the accomplishments of achieving a dream, the happiness of chasing a dream every single day is joyful. Have faith in yourself. Go ahead and discover yourself.





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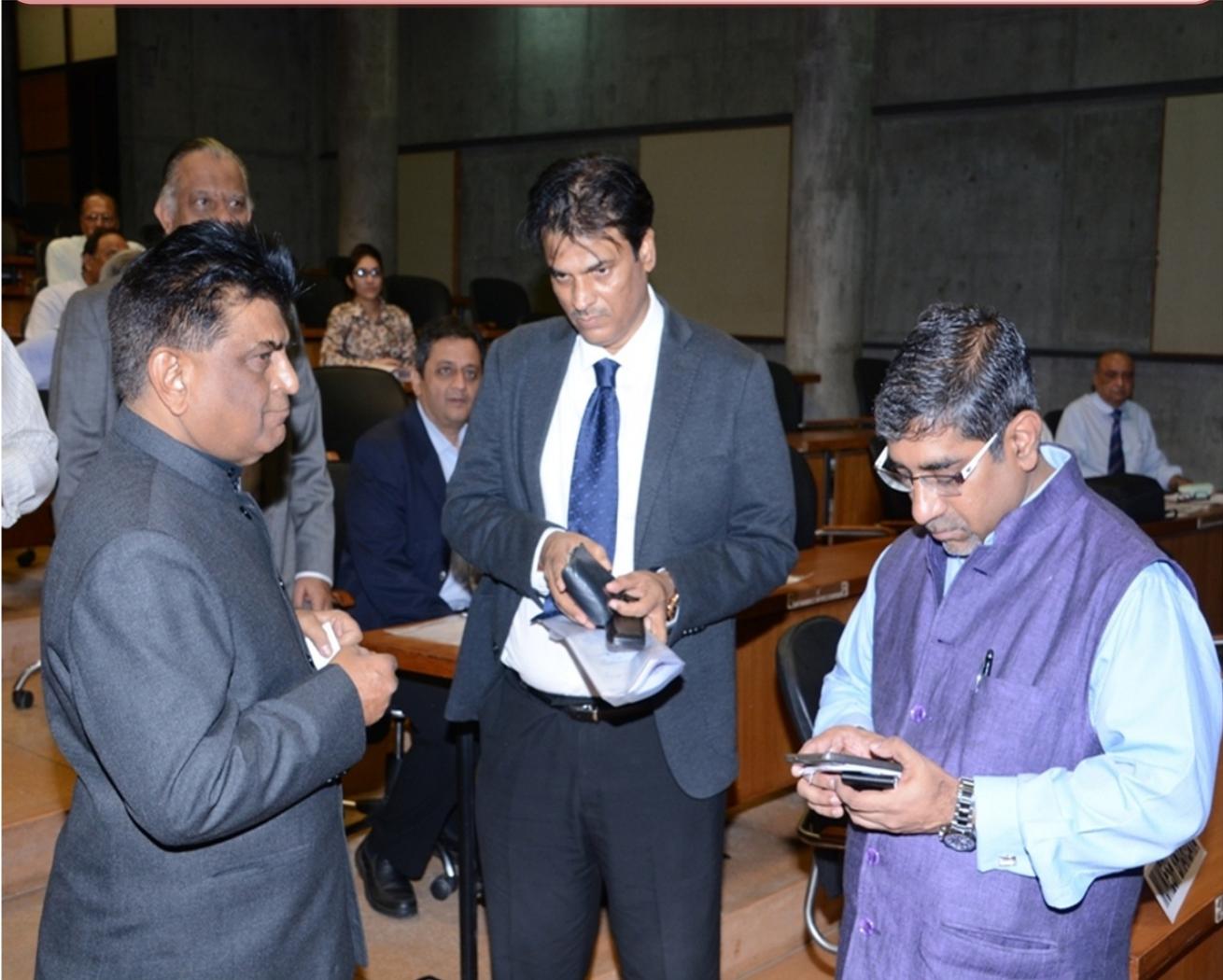
509, 5TH FLOOR, MEGH MALHAR COMPLEX, SECTOR 11, GANDHINAGAR.

079-23222636 careershapers@bhakticonsultants.com





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