



## CEO CORNER



I have forwarded the [TED talk](#) by Simon Sinek about why businesses should start with "why?" Simon consults with some of the most successful companies in the world, and his speeches are followed by millions of people trying to improve their business and career.

I attended his talk in a massive auditorium in Los Angeles designed for 1000s of attendees, and I also purchased his book where he talks about the same with some details. So here are some nuggets that we can use:

- His main message is that businesses start to focus on "why" before moving to "what" and "how" to align the company with the values of their ideal clients' beliefs to motivate them to take action. Every GMR & First Bit associate can implement this idea by questioning why they are doing whatever task is assigned and ensuring that the output is consistent with the "why" of the company and the project.
- He talks about the Golden Circle that starts with "why" (the purpose), then "how" (the process), and finally "what" (the product or service) to align the business output with its customers.
- Everyone in the company needs to identify their "why" to understand the purpose behind their work and that of the organization to align their actions. Thus, leaders need to take responsibility for communicating and reinforcing it.
- He explains that emotions are more important than the stats and logic in customer decision-making when purchasing a product or service. Therefore, tapping the emotional aspects of the company's message and aligning it with the values of ideal prospects would inspire them to buy and become loyal customers.
- He explains that the sales & marketing messages need to adjust for customers at different levels of the adoption cycle and their willingness to embrace change. He talks about innovators, early adopters, early majority, later majority, and laggards; and suggests identifying specific "why" for each segment. This suggestion is especially relevant for GMR & RepuGen because we meet prospects at every level of adoption regularly, with the obvious exception of laggards. @Marketing Team – let us identify motivations for the four segments and devise a marketing strategy for reaching out to them.
- Companies need to build a culture of trust among associates and with customers through transparency, setting clear expectations, measurement of results, and a focus on supporting each other to generate consistently good results.
- Leaders can foster a culture of trust, collaboration, and innovation in their organization by listening to all points of view, understanding the perspective & motivation of employees, and showing empathy.

We should continuously evaluate our activities to stick to the ideas used by most successful businesses.

-AJAY PRASAD

## KNOW YOUR COLLEAGUES



### HEMANT SRIVASTAVA

Hello, everyone! I was born and raised in Patna, Bihar. I pursued my B.Tech in Computer Science from DCRUST University, Murthal Haryana. In October 2021, I joined First Bit Digital Technology as a UI/UX Designer. This opportunity allowed me to learn new skills under the guidance of my seniors and colleagues, which helped me sharpen my skills and gain confidence.

Besides my professional life, I enjoy playing games, exploring new places, and trying new dishes.



### DEEPAK KUMAR

Let me introduce myself. I come from the wonderful city of Patna, where I grew up and finished my schooling. I followed my passion and earned a degree in Mass Communication from Aryabhata Knowledge University. In November 2022, I embarked on a new professional journey at FirstBit Digital Technologies, where I had the privilege of learning and growing under the guidance of esteemed professionals like my reporting manager, Kirti Bala, and project manager, Rahul Anand. During six rewarding months, I have acquired invaluable experience.

Outside of work, I find joy in indulging in motorsports, exploring new destinations, creating videos, and immersing myself in captivating movies.

## HR SPEAKS

We are excited to celebrate the success of our recently concluded Photo Contest, which brought out the incredible talent and creativity of our team members. We were overwhelmed by the participation and the exceptional quality of the submissions we received. The contest featured three distinct categories: Ideation, Conceptualization, and Aesthetic Appeal, and after meticulous evaluation, we have chosen the top three photographs that exude brilliance in all the mentioned categories. Furthermore, we introduced an additional category, the Popular Award, where employees had the opportunity to vote for their favorite photograph. This category allowed us to involve the entire team and gave a voice to the collective opinion of our talented individuals.

We extend our warmest congratulations to all the winners for their exceptional achievements. Your talent, dedication, and artistic expression truly made a lasting impression on all of us. We would also like to express our sincere appreciation to every participant who submitted their photographs for the contest. Thank you for your continued dedication and contribution to our organization's success.

Here are the winners of the Photo Contest in each category, along with their respective photographs attached for your reference.



### RAHUL ANAND

Aesthetic Appeal



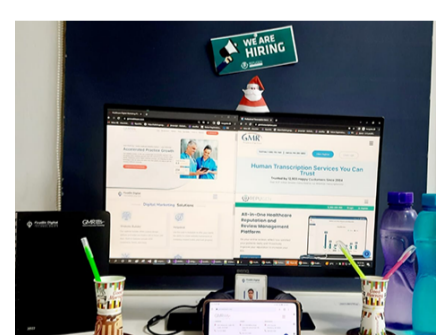
### CHANCHAL KUMAR

Ideation



### RAKESH NANDAN

Conceptualization  
Popular Award Winner



## Welcome, New Hires!

Please join me in welcoming & extend Congratulations to Sakshi Sinha on joining the Marketing Team.



### Sakshi Sinha

Marketing Team

## Work Anniversaries Celebrated

CHANCHAL KUMAR  
JUHI AFREEN  
AVINASH KUMAR ( Development Team)

🎂 Happy Birthday! 🎂

SHISHIR KUMAR  
VIKASH KUMAR  
C SAI KIRAN

## New Projects Signed Up

CAI - Orange County  
Total Program Management (TPM)