



Founder's Corner



Hello Associates,

I suggest a counter-intuitive topic for this month: Focus on improving our processes at the expense of innovation can be the worst non-driver of company growth. The single-minded focus on improvement suggests an excessive emphasis on refining existing processes or products without exploring new avenues or innovations that can help us leap to a superior performance can hinder overall growth and development within an organization or system. Below are some negative impacts of too much focus on the improvement of current systems:

1. Missed Opportunities by Not Preparing for Changes:

I agree with Seneca's definition of "luck" that people (businesses) become lucky when their preparation meets opportunity. What I agree with most is that we can only get a lucky break if we are prepared. By solely focusing on incremental improvements, we fail to prepare for the changing environment and technologies and risk overlooking broader opportunities that could lead to significant leaps in growth. The preparations include identifying new tools to improve productivity, challenging conventional wisdom and identifying new approaches and processes, adopting emerging technologies, or fundamentally rethinking the business model. Not preparing to benefit from such opportunities limits our chances of becoming lucky.

2. Less Innovation:

When we fixate on improving existing products or processes, we allocate fewer resources toward exploring new ideas or innovations that could improve results. Innovation and adoption of new technologies and tools are the primary drivers of growth, as they open up new markets, attract new customers, improve results, and improve productivity, which keeps the organization ahead of competitors. Neglecting this aspect can lead to stagnation in growth, or worse, resulting in poorer outcomes.

3. Competitive Disadvantage:

Competitors constantly innovate and evolve in fast-paced industries like digital marketing and online reputation management. Innovative companies can leap over ones too internally focused on incremental improvements. Unless we innovate and adopt new technologies regularly, we may fall behind competitors who are more agile and responsive to changes in the market.

4. Neglect Customers:

Focusing on improving internal processes and relying on past successes leads to disconnecting from evolving customer needs and preferences. Even if refining existing processes enhances their performance, we may not address underlying shifts in customer expectations or emerging market trends. Failing to adapt to these changes can alienate customers and hinder growth opportunities. A good example is the Indian clients' focus on social media vs. our process of ignoring social media for the US clients. We either adjust to the client's needs or lose them to others who would satisfy their needs.

5. Misallocation of Resources:

Devoting excessive resources to incremental improvements leads to misallocating resources on the current processes and neglecting to invest in innovation and exploration. For example, adopting the latest SEO processes may reduce the need for SEO executives and programmers but increase the need for content creators. By not rebalancing and evolving our process and focusing on incremental improvement of our processes, we will either overspend on resources or invest less in talent and tools to pursue potentially transformative long-term growth.

6. Lack of Vision:

Overemphasis on improvement of the current process also reflects a lack of vision or strategic direction within the organization. While operational efficiency is essential, it should maintain the need for strategic vision and bold initiatives that propel the organization toward future success.

The glaring example of the negative impact of our focus on improving processes at the expense of innovative problem-solving is GMRT's focus on adding content and backlinks when its ranking was going down. We doubled down on the process that worked earlier without looking out to the box to identify and address the root cause. We can see the same trend with other projects we have lost lately.

Please note that I am not suggesting that we stop focusing on improving our processes. However, while continuous improvement is essential for maintaining competitiveness and efficiency, it should not come at the expense of innovation and strategic exploration. Balancing improvement with a forward-looking, innovation-driven approach is crucial for sustainable growth and success in dynamic and competitive environments.

Featured Associates



SAURAV KUMAR

I'm Saurav Kumar, originally from Begusarai, and a graduate of B.Tech from Chandigarh. Having honed my skills in e-commerce marketing, I commenced a new journey in PPC - digital marketing at FirstBit Digital Technologies since August 2023. Continual self-improvement is my mantra, as I actively seek avenues for personal and career growth.

Beyond the confines of my professional role, I find joy in promoting positivity, venturing into adventures in hilly landscapes, and spending quality time with friends.



ROSHNI SINHA

Hi, I'm Roshni. I've got a Masters from National Institute of Fashion Technology, and I've been in content marketing for almost 7 years. I love creating, and I'm lucky to have a job that lets me do exactly that! Outside of work, I enjoy exploring new places, digging into their culture and food. I feel there's something about finding inspiration in the unfamiliar that fuels the creative process.

In my free time, you'll catch me experimenting with recipes, watching horror movies, and reading up on conspiracy theories. Just a regular person who found a way to turn what I love into a career.

HR Speaks

Welcome, New Hires!

Let's extend a warm welcome to **Sujit Kumar Singh**, **Jaya Kumari**, **Neha**, and **Roshni Kumari** for becoming valuable additions to the Marketing Team.



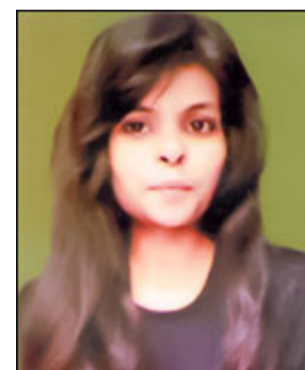
Sujit Kumar Singh
Marketing Team



Jaya Kumari
Marketing Team



Neha
Marketing Team



Roshni Kumari
Marketing Team

Work Anniversaries Celebrated

VIVEK KUMAR
ABHISHEK KUMAR
ROHIT KUMAR
RANI KUMARI

🎂 Birthdays in March 🎂

SONU SHARMA
SANGEETA KUMAR
SHIVJEE PRASAD
SUMIT KUMAR
RITU KUMARI

New Projects Signed Up in Feb 2024

Sr No	GMR Projects	India Projects	Stratosphere Projects
1	Newborn Specialists of Tulsa	Gut Clinic	-
2	Greater Atlanta Pain and Spine	Diva Clinic	-
3	Prosthodontics and Implants NW	-	-
4	Encore Construction	-	-
5	Kasein Gonzalez, MD	-	-