



## Founder's Corner



### Ownership Mindset & Operating With the Final Outcome in Mind

My aim for 2024 is to inspire every associate to develop an ownership mindset and understand the benefits of starting a project with the result in mind. Aligning taking ownership of your projects and the desired outcome in sight will foster personal responsibility, the habit of planning, and a focus on outcomes, leading to more successful project outcomes.

Let's explore how these two concepts are interconnected:

- 1. Taking Responsibility:** An ownership mindset involves taking full responsibility for the success or failure of a project as if it were your own. When you adopt this mindset, you inherently prioritize understanding the end result because your actions directly contribute to that outcome. On the other hand, having the result in sight from the beginning makes you more likely to take ownership of your role in achieving the outcome and driving your actions to work towards its realization proactively.
- 2. Planning:** Planning is crucial to starting every project with the result in mind. It involves anticipating results from your actions and working backward to identify the necessary steps, resources, and timelines. An ownership mindset plays a significant role in this process, encouraging proactive problem-solving and decision-making. When you take ownership of a project, you are more likely to engage in planning, ensuring its success and keeping the expected outcome in sight throughout.
- 3. Alignment of Efforts:** Seeing the outcome helps align efforts and resources towards a common goal. When everyone involved in a project understands the desired result, they can coordinate their efforts more effectively. An ownership mindset leads to fostering a sense of teamwork and collaboration. It will encourage you to communicate, collaborate, and support each other in achieving the shared objective, resulting in teams working cohesively towards the result, leveraging their collective ownership mindset to overcome challenges and drive success.

An ownership mindset and having the result in sight for every project reinforce each other and foster a commitment to continuous improvement. When you take ownership of a project, you are motivated to seek opportunities for optimization and refinement to enhance its outcomes. Similarly, by keeping the result in sight throughout the project lifecycle, you can identify areas for improvement, adjust your strategies accordingly, and work effectively with your team members, ultimately increasing their likelihood of achieving successful outcomes.

Below is what I mean by starting every project with a well-defined outcome in mind:

- 1. Define the End Result:** Clearly define the project's desired outcome. Depending on your project, the outcome could be a specific product/feature delivered by a deadline, expected marketing activity results, or employee retention for HR. Ensure the expected outcome is realistic, measurable, and relevant to the project's objectives.
- 2. Visualize Success:** Envision what success looks like and create a mental image of achieving the result. Visualization can help you stay focused, motivated, and committed to your goal. Imagine yourself celebrating the successful completion of the project and the positive impact it will have.
- 3. Break Down the Project into Measurable Tasks:** Break down the result into smaller, manageable milestones or tasks. This allows you to create a roadmap for achieving the desired outcome and helps you track progress. Each milestone should contribute directly to the overall result.
- 4. Set Goals:** Establish clear objectives and goals for each project phase aligned with the result. Define specific, measurable, achievable, relevant, and time-bound objectives to guide your actions and measure progress.
- 5. Prioritize Tasks:** Prioritize tasks and activities based on their contribution to the result. Focus on high-impact tasks that directly move you closer to achieving your goal. Use techniques such as the Urgent/Important Matrix to identify which tasks are most critical to success. Please remember that businesses grow by addressing important issues. An urgent issue is aspirin, which solves an immediate problem, whereas important issues are vitamins that improve the company and help it flourish.
- 6. Make Decisions:** Evaluate each action based on its alignment with the result. Consider how each decision will impact progress towards achieving the desired outcome and prioritize those that support the overall goal.
- 7. Stay Flexible:** Remain adaptable and open to adjustments as needed. While it's essential to remember the result, recognize that circumstances may change, and adjustments may be necessary. Be prepared to pivot or revise your approach while keeping the ultimate goal in sight.
- 8. Monitor Progress:** Regularly assess progress towards the result and course-correct if necessary. Track key performance indicators (KPIs) and milestones to gauge how close you are to achieving the desired outcome. Use feedback loops to identify areas for improvement and make necessary adjustments.
- 9. Celebrate Milestones:** Acknowledge and celebrate milestones and achievements. Recognizing progress boosts morale, motivates the team, and reinforces commitment to the result.
- 10. Reflect and Learn:** Reflect on the process and outcomes after completing the project. Identify lessons learned, what worked well, and areas for improvement. Use this insight to inform future projects and continue refining your approach to operating with the result in mind.

I am asking the leaders to help develop the culture of ownership mindset, start with the expected outcome in mind, adopt it in their daily work, and, hence, lead by example.

## Featured Associates:



### NEHA:

"I'm Neha (A girl from Begusarai). I got my MBA in Dual Specialization (Marketing & Banking), SAP (Sales & Distribution) from Bangalore University, and Leadership & Change Management (Executive Program) from IIM Raipur. Currently, I am pursuing Journalism from AAFT.

I joined the Team as a Social Media Specialist. Beyond the world of hashtags and engagement rates, I find joy in a variety of pursuits. I keep abreast of the latest iGaming trends and am always ready to discuss the newest releases and industry updates.

Outside of work, I lead a multifaceted life. I find solace in Satsang, seeking spiritual growth and balance. A keen traveler, I take every opportunity to explore new destinations, soaking in the local culture and cuisine. Whether trying a new dish or honing my skills, I approach each experience with curiosity and enthusiasm.

With a brilliant charisma and a devotion to perfection, I am a natural collaborator. As a strong believer in teamwork, I bring dissimilar abilities together to create symphonies of productivity, promoting a culture of mutual respect. Thank you!"



### ROSHNI KUMARI:

"Hello everyone, I'm Roshni, and my journey from the "City of Dreams" to the "City of Love" (Where my family and I have put down roots) has been quite an adventure.

After completing my MBA at NAEMD Mumbai, I step into the vibrant World of Events, exploring various roles along the way. From organizing grand Events to managing Projects, each experience shaped my skills. I also had the exciting opportunity to work in production houses specializing in Reality Shows, where I witnessed first-hand the behind-the-scenes magic of Unscripted Entertainment.

Beyond work, you'll find me immersed in the joys of cooking, gardening, and capturing life through caricatures. Writing also holds a special place in my heart, as it allows me to express my emotions through words. Okay Bye."

## HR Speaks

Thank you, Ajay, for the annual merit increase. Best wishes to the below mentioned Associates for continued success in their career. It is another wing they added to their success-ladder. Keep it up.

Dear Team,

I extend my heartfelt gratitude to each one of you for your unwavering dedication and exceptional contributions throughout the year. Your hard work has not gone unnoticed, and I'm thrilled to announce the annual merit increase.

Congratulations to **Sonu Sharma, Sumit Verma, Vivek Kumar, Amit Ranjan, Rahul Anand, Vipul Kumar, Vishal Kumar, Kirti Bala, Ratnesh Kumar Sinha, Tarannum Fatma, Ritu Kumari, Anand Raj, and Akanksha Kumari** for this well-deserved recognition. Your commitment to excellence has truly elevated our team's success.

To **Sanchita Kumari, Chandan Kumar Gupta, and Niranjan Kumar**, your contributions are valued immensely. I have no doubt that your dedication will lead to even greater achievements in the future.

Let's continue to strive for excellence and support one another as we journey towards even greater success. Here's to another year of growth and accomplishments!

## Welcome, New Hires!

Let's extend a warm welcome to **Smriti Chandra, Vivek Kumar, Md. Sami Uzzuwan Khan, Satakshi, Abhishek Kumar & Niketa Kumari** for becoming valuable additions to the Marketing Team.



Smriti Chandra  
Marketing Team



Vivek Kumar  
Marketing Team



Md. Sami Uzzuwan Khan  
Marketing Team



Satakshi  
Marketing Team



Abhishek Kumar  
Marketing Team



Niketa Kumari  
Marketing Team

## Work Anniversaries Celebrated:

PRABHAT PRASAD  
VISHNUVARDHAN CHOLKAR  
SURAJ KUMAR  
ASHISH ANAND  
SHREEKANT  
BINOD PRASAD  
AMARJEET KUMAR SUDHANSOO  
POONAM KUMARI

## 🎂 Birthdays in May 🎂

ABID HUSSAIN  
AAGASTYA  
MD SOAIB ANSARI  
GULAB PRASAD  
AMIT RANJAN  
VISHAL ANURAG

## New Projects Signed up in Apr 2024

Sr No	GMR Projects	India Projects	Stratosphere Projects
1	Elite Primary Physicians Inc	-	-
2	Well Endocrinology	-	-