



FOUNDER'S CORNER



Are you motivating your employees?

Every thriving business needs constant improvement in the productivity of every associate, and our business is no different. We get paid for staying on top of the latest trends and improving results for our clients on an ongoing basis, and we cannot ask for additional fees from our clients to do our work.

However, we give regular raises to most of our associates, so how do we become profitable? The answer is improved productivity of associates, which improves output per employee and enables companies to pay regular raises to everyone. One way to improve productivity is to create a process for project execution, and the other is to motivate employees to become more productive. I will focus on motivating employees in the V-Rock contribution.

So, how do you motivate employees? Below are some ideas that we should weave into the culture of the company:

- **Set a clear vision** of their role and how their efforts will help the company grow. People want to do work that has a direct impact on some aspect of the business, and nothing demotivates more than doing work that they feel has no value.

- **Set specific and achievable goals** for everyone with a well-defined deadline. People need to know what is expected of them to stay motivated.

- **Provide regular feedback** on their performance that recognizes good work and provides constructive feedback when their work needs improvement. Most human beings want to do well at whatever they do, including work, and their bosses have the responsibility to help them achieve it.

- **Encourage career development** by understanding their individual career goals. Understand that everyone has unique needs and aspirations, so become aware of them. Help your direct reports achieve their goals by

- identifying the required skills
- ensuring that they are on the right career trajectory by assigning them appropriate tasks and
- helping them acquire additional skills required to reach their goals.

- **Create a positive work environment** that fosters mutual respect for everyone without discrimination.

- **Provide autonomy** to perform their tasks by trusting employees to do their job and never doubting their commitment. Nothing demotivates people more than a boss who doesn't trust them to do their job.

- **Keep the communications line open** and foster the culture of "no question is a dumb question." Listen to employees' feedback and explain why or why we should do what they have suggested.

- **Lead by example** by doing what you expect them to do. If you expect your people to show up at 8:00 a.m., make sure you are there at 7:45. Your direct reports will respect you and take your suggestions for improvements seriously.

- **Support your direct reports** by showing concerns about their physical and mental well-being and helping them when they need your involvement.

- **Encourage team building** by regularly meeting and fostering open discussion about their ideas or concerns for improving the company's performance.

- **Encourage innovation** by asking for their opinions about the processes and doing regular brainstorming sessions to discuss any new tools we can use or develop to improve our performance.

Leadership in any capacity is a solemn pledge to help your company increase productivity by allowing your direct report to understand how they can help the company while also achieving their desires and ambitions.

KNOW YOUR COLLEAGUES



ANAND RAJ

Hello, I'm Anand Raj. I'm originally from Patna, and I have a Bachelor's in Information Technology and a Master's in Business Administration with an IT specialization. I've worked in IT and digital solutions at Indiamart InterMesh Pvt Ltd and gained fintech insights at Paytm Payment Bank. In January 2023, I joined FirstBit Digital Technologies, focusing on digital marketing. I'm grateful to Vishal sir for his support and look forward to further growth in the digital space. Beyond work, I'm an ambivert, foodie, fitness enthusiast, and love a positive environment.



SANCHITA KUMARI

Greetings, everyone! It's my pleasure to introduce myself to you all. I was born and brought up in Katihar. In 2020, I earned my Master's Degree from IGNOU. I started my career as a freelancer and later got an opportunity to work as a full-time digital marketer and it is indeed a great experience so far. Talking about my hobbies, I like reading books and listening to music. But beyond my professional endeavors, my heart belongs to the captivating world of Harry Potter. I'm a devoted Potterhead, finding relief and inspiration in the tales of Hogwarts. (Still waiting for my Hogwarts letter).

HR SPEAKS

We're excited to announce the well-deserved recognition of our outstanding team members:

- **Beth Worthy:** Co-founder & President at GMR Transcription Services, Inc.
- **Mohammed Abdul Aziz:** Co-founder & VP of GMR Web Team.
- **Lauren Parr:** Co-founder & Product Director at RepuGen, Inc.
- **Sumit Verma:** Co-founder & Project Leader at RepuGen, Inc.
- **Sonu Sharma:** Co-founder of OpenVio, LLC & Project Manager of GMR Web Team.

Congratulations to these exceptional individuals for their dedication and contributions to our company's success!

Welcome, New Hires!

Let's extend a warm welcome to Roshni Sihna, Saurav Kumar, and Sweety Kumari for becoming valuable additions to the Marketing Team, and to Abid Hussain for joining the Development Team.



Roshni Sihna
Marketing Team



Saurav Kumar
Marketing Team



Sweety Kumari
Marketing Team



Abid Hussain
Development Team

Work Anniversaries Celebrated

MAHESH KUMAR
NAYAN PRAKASH
HEMANT SRIVASTAVA
KUNAL SINGH

Happy Birthday!

NISHA KUMARI
SHASHANK SAMDARSHI
SAPNA KUMARI

New Projects Signed Up

Dr. Divyesh Bukalsaria
Dr. Jaswinder Singh
Juhi Fertility Center
Senior Services Insurance Agency
K.C. Maasumi MD