

The banner features the 'play to potential' logo on the left. To its right are contact details: a WhatsApp icon with the number '+91 85914 52129\*', a Twitter icon with the handle '@PlayToPotential', and a globe icon with the website 'playtopotential.com'. Further right, under the heading 'Also available on:', are icons for Spotify, Apple Podcasts, and Google Podcasts. On the right side of the banner is a portrait of the host, Deepak Jayaraman, with the text 'Podcast Host Deepak Jayaraman' below it. A small note at the bottom left reads: '\*Just send us a Whatsapp with your name, number and email and we will add you to our distribution list.'

## Context to the nugget

Culture is contextual and non-transferrable. Know the culture of the organisation and industry you are planning to join. Amish talks about the Chandravanshi and Suryavanshi cultures and discusses how organizations could think about their culture?

## Transcription

\*\*\*\*\*

Deepak Jayaraman (DJ): What are the lessons that business world can learn from some of these works, first is about culture, what's your take on how one could strike that balance in the context of creating culture?

Amish Tripathi (AT): One of the themes I tried to communicate again and again in my books is there's no way that is better or worst each path works for a different time for a different atmosphere and this is true of countries, this is true of companies, this is true of families, ideally you should be true to yourself, for example in the case of our country there are so many Indians who think we have to be like china, we cannot be like china we are not like them because they are compliant people who follow what their government tells them to do. We are a rebellious race Indians will not follow what, we by nature are very rebellious race, even when we say yes our gestures are such that you are not really sure whether I will actually do what I have apparently accepted doing as an order given to me so we are a rebellious race we are more Chandravashis if you will, no one exact Chandravashi or Suryavanshi but we are more Chandravanshi the chines are more Suryavanshi, we should be true to who we are? Now each way of life has its positives or negatives the Suryavanshi way of life are its best are very efficient very just very focused, at its worst it can be very rigid it cannot handle change at all it can become fanatical. The Chandravanshi way of life at its best very freedom loving, very creative, very Passionate very protective, especially of its weak but at its worst it can be very irresponsible, decadent, you have to be aware of the strengths and weaknesses of your way of life and this will apply in your company as well your company will have a natural culture the industry which your company is in will have a natural culture there are some industries which are naturally more Suryavanshi there are some industries which are naturally more Chandravanshi it attract the certain type of people and your customers are coming in and expecting that as well now you as an individual may be exactly the same but when you walk into a party and if you find a guy or a girl with the hair dyed blue and with piercings and tattoos and god knows what not, and you will find that guy fun and you will chat with him and you will but if you walk into your bank, you don't want to see a guy like that, you want to see a guy with the perfect knot tie, you don't want a crow cut, you don't want any ear ring, no tattoos, you just want to see a sober straight guy, because that's what you expect in a bank every industry has its own culture you have to be an alignment with what that

culture is and try and do the best that you can do within that culture, organizations don't lay enough important how crucial culture is? And try and do what the best you can do within that culture, organizations don't lay enough importance on how crucial culture is.

## Reflections from Deepak Jayaraman

DJ: The key insight for me here was that the notion of culture is extremely contextual. It's driven significantly by the industry one operates in and the inherent characteristics of the people in the company. Given this and the goalpost ahead, as a CEO, one needs to evolve a culture that's fit for purpose and consistent with the specific context. Just because a certain culture worked in a certain environment or a context doesn't mean that one should replicate that. It's a little more nuanced than that. Thank you for listening. For more, you might want to subscribe to the Twitter handle Play to Potential. Bye now.

## End of nugget transcription

\*\*\*\*\*

## RELATED PLAYLISTS YOU MIGHT LIKE

**Culture:** Culture eats Strategy for breakfast but how does one build it. Leaders across domains (Academics, Armed Forces, Silicon Valley, Bollywood, Venture Investing) talk about the notion of culture and how they go about building it in their organizations. You can access the playlist [here](#).

## SIGN UP TO OUR COMMUNICATION

**Podcast Newsletter:** Join 1000s of leaders who benefit from the Podcast newsletter. Not more than 1-2 emails a month including keeping you posted on the new content that comes up at the podcast. High on signal, low on noise. Sign up for the podcast newsletter [here](#).

**Nuggets on Whatsapp:** We also have a [Podcast Whatsapp distribution group \(+91 85914 52129\)](#) where we share 2-3 nuggets a week from the Podcast archives to provoke reflection. If that is of interest, please click [here](#) and send a message stating "INTERESTED". Do also add this number to your Phone Contacts so that we can broadcast our messages to you when we share a nugget.

\*\*\*\*\*

### **Amish Tripathi - Nuggets**

- 02.00 Amish Tripathi - The Full Conversation
- 02.01 Amish Tripathi - Where the seeds of transition were sown
- 02.02 Amish Tripathi - Writing for self
- 02.03 Amish Tripathi - Transitioning from Financial Services to Writing
- 02.04 Amish Tripathi - Dealing with failure
- 02.05 Amish Tripathi - Harsh realities of Writing
- 02.06 Amish Tripathi - What does it take to be an Author
- 02.07 Amish Tripathi - Driving Deep Work
- 02.08 Amish Tripathi - Marketing innovations around the first book
- 02.09 Amish Tripathi - Building culture in a company
- 02.10 Amish Tripathi - Three things they do not teach you in B school
- 02.11 Amish Tripathi - In Summary

### **About Deepak Jayaraman**

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

### **Disclaimer and clarification of intent behind the transcripts**

This written transcript of the conversation is being made available to make it easier for some people to digest the content in the podcast. Several listeners felt that the written format would be helpful. This may not make sense as an independent document. Very often spoken word does not necessarily read well. Several of the guests have published books and the language in their books might be quite different from the way they speak. We request the readers to appreciate that this transcript is being offered as a service to derive greater value from the podcast content. We request you not to apply journalistic standards to this document.

This document is a transcription obtained through a third party/voice recognition software. There is no claim to accuracy on the content provided in this document, and occasional divergence from the audio file are to be expected. As a transcription, this is not a legal document in itself, and should not be considered binding to advice intelligence, but merely a convenience for reference.

The tags that are used to organize the nuggets in the podcast are evolving and work in progress. You might find that there could be a discrepancy between the nuggets as referenced here and in the actual podcast given this is a static document.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission.