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Context to the nugget

So we know there is a digital world out there, vastly different from the analogue one we have been used to. This digital world demands new kinds of leadership, culture and relationships. We need to have a digital mindset to navigate this new world but how do we go about it. In this nugget, Abhijit gives you simple tips to start the journey and formulate digital habits.

Transcription

Deepak Jayaraman (DJ): *Maybe just wearing a coach's hat, if we talk about where does one start? What have been your thoughts on just triggering this shift? One understands that there is a different world out there. Second, is recognizing the polarities and the 'and' world. But really, how do you start moving the needle?*

Abhijit Bhaduri (AB): The first thing that you do is, build it around your daily routine. This is not a world where the rules are documented, where you attend a five-day class and you are coming back completely prepared to face the world. This is the place where you will have to really learn to carve out your own dirt road, and that means, creating forums. I have seen people who will, actually, in their office, spend lunch time every day with a different person, trying to learn something. Once you start demonstrating that curiosity and you've actually built it into your routine, then every day you are picking up something. It's a part of the way that you operate. You read something online, you post something online because this is the other thing that a lot of people believe that if I were to just lurk around on Twitter or Facebook or any platform I'm not even going to mention Snapchat because most people beyond 30 do not understand Snapchat that you are looking at, and even if it's not necessarily through social media, just to be able to get a bunch of people together and try and have conversations.

Learning today in the digital world is through conversations and that conversation... Technology platforms are really helping you connect to a very large audience. So, when you distributed prints of photographs, you could only do a finite number, you could do 100, 200, 500, but today you can upload a digital photograph, and a million people can see it in like a couple of seconds. So, this opportunity to scale up... Now, you may not be able to learn from a million people at the same time, but if you curate the ideas well, you will be able to actually start getting insight about the languages. It's really about learning new a language, so you learn the alphabet first and then you really try and form small words, and then you kind of get onto sentences and do that. So, it is the same principle that would work, trying out different things on a sustained basis, whatever takes you're fancy. Pick a subject that you are deeply passionate about and try and teach that to people. So, social media is not just about getting... A lot of people look at that as a megaphone: now that I can potentially reach three billion people, I am going to really use it like a megaphone and announce my presence. It

doesn't work like that. It's not a medium to speak to; it is a medium to listen. It's a medium to learn, it's a medium to teach. So, you learn the fastest when you try to teach people something.

DJ: And what would be an example of that?

AB: For example, look at some of the most popular YouTube stars, and by that I don't necessarily mean the paid stars who have got like 50 million followers, I am talking about the average Joe, who is sharing his or her interests in life. It could be you're a great cook; share a recipe. You've learnt a particular skill? Share that. You know how to draw? Teach us how to do it better. Help me become better and that's the value add you can do to me. Or you are a business leader; you understand a sector and a particular industry very well. Help me make sense of this: why is that company doing ABC? Put out a commentary. I mean can you become someone like the John Oliver of the business world? Let's say, in a particular sector or maybe at least even of your company, even if you don't want to do it on Facebook, can you do it internally in the company? Maybe hold a weekly conversation, just say, this is so and so person's view of the last seven days as life has unfolded. You may start off with only two-and-a-half people in the room, but believe me, once the word of mouth happens, you will run short of room space.

DJ: I think it goes back to the earlier point you made about showing up time after time after time, so sort of the consistency.

AB: ...Consistency! A brand is about consistency. You don't do one thing today and then wait for six months and then do something else nobody notices.

Reflections from Deepak Jayaraman

DJ: The key takeaway here is that one needs to pick a topic that one is deeply passionate about and find ways of connecting with people around it, whether it is teaching, learning or sharing. Given that this game is about consistency over a prolonged period of time, the only way to make this happen is if you are deeply curious about the topic and you will not run out of steam in a few days or weeks. Thank you for listening. For more please visit playtopotential.com

End of nugget transcription

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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](#).

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