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## Context to the nugget

Campus placements are often a pressure cooker situation with significant sub-optimality in how students end up making career choices. Prakash discusses how one should pick the first job after campus based on some reflection on what they like doing.

## Transcription

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Deepak Jayaraman (DJ): With the wisdom of whatever you've learnt in the 30 years since, if you were to visit that point in time when you passed out of IIM-A, is there anything you would have differently? How would you have thought about careers at that point in time with what you've been through?

Prakash Iyer (PI): I probably would have wished that this phrase 'investment banking' had been created at the time I was graduating from business school; it didn't exist then. On a more serious note, I don't think it was really the auction element in that sense. Sure, all of us were worried about getting a day one job and a day two job and all of that, but I still think I had friends who made decisions which were as much to do with the quality of the work or the challenge that they thought they would get in the roles they were going to be performing. Speaking for myself, I had a job with a bank and with a consumer products company, and no prizes for guessing that the bank would have been paying me a lot more money but I didn't take it.

DJ: What swung the needle for you?

PI: I guess the fact that I could see heroes in my life who were in the consumer products space and it's a world that I used to fantasize about. So, this whole idea of being able to go and sell soap and be the man who next created the girl in the waterfall for a soap brand seemed like such an exciting idea as compared to the boring job of counting money in a bank. So, I guess, there are no right answers in these things, but it's just a matter of saying that is you willing. I think, what the education out there would have done for all of us are to give us the confidence and the courage to take those calls, and, I think, that's just gotten stronger over time. Perhaps, if you would ask me, one of the good things that have happened is to the generation that followed. As I see my own children today, I think, their ability to take risks, their ability to chase their dreams, to do stuff which they just think they want to do and not because of the price tag attached to that task, I think, that's a very liberating feeling. I think it enables excellence; it probably gives everyone a chance to be the best they can be, because they are really doing the stuff that they want to do.

## Reflections from Deepak Jayaraman

DJ: Building on what Prakash says, my view here is that B schools give you all the frameworks you need to analyse the world around you but don't often tell you how to process the inner world. Ensuring that you spend some time reflecting on what energizes you can provide some clarity in direction at that stage when the road diverges in multiple directions.

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## 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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