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Context to the nugget

How do individuals stay relevant amidst all the change and opportunity around them? Atul shares his perspective around how individuals should think about their future when the current education system is preparing children for jobs that possibly don't even exist today.

Transcription

Deepak Jayaraman (DJ): Any one or two things in conclusion, that you want the listeners to walk away with for them to play to their potential?

Atul Kasbekar (AK): I think whatever choices people are making right now they really need to be careful. I mean, there is that WhatsApp post going around, which is also on Facebook, in terms of, how most lawyers will be redundant, this will be redundant, etcetera. So, I think, it's extremely important, to understand whether your passion realistically has a future, because just like one had the industrial revolution, we are in the middle of a revolution, and you need to be extremely careful that you are not selling horse carriages when there are cars, to use a metaphor. Like I said, if someone comes to me saying I want to do photography, I'd say, please do, but do consider first being a cameraman shooting video, because the prospects of a successful life... and you're still taking pictures.

The other thing is there are just far too many human beings out there. Whatever it is you are looking to do, there is someone who is willing to do it cheaper. I don't know about better, but certainly cheaper. Not many clients out there want to pay for Louis Vuitton. So, either you have to be so good that '*woh chahiye toh uske paas jaana hi padegaa*'. Then, whether you are a *kadia* placing marble, but what you do, you are a freaking artist, great! You will get money and you will get paid your due. If not, then you better be the guy who is literally everywhere and you are the Coke can, you are 30 feet away from whoever. That in-between guy is going to get wiped out if you are not careful. So, you just need to sort of be everywhere. That's a very simplistic level. I am no economist, but it seems like that's the way.

So, your choices, I think, you need to investigate what the future is likely to hold, because again I don't think that there are any experts who absolutely, for certain, know. So, *thodasa, be careful*.

Reflections from Deepak Jayaraman

DJ: There were a couple of takeaways for me here. First is that I guess, in every industry we see around us, there is disruption and the key question for businesses and for leaders is how do I stay

relevant given what is happening around me. No easy answers here but I really liked what Atul said earlier about not resting on the past laurels and treating each new day as a new fight. One of my professors at London Business school, Lynda Gratton, in her book 100 year life, says that earlier if you knew somebody's age, you knew their stage of career. Life was that predictable. That is not the case anymore given the pace of disruption in the digital world we live in. The second takeaway was that given the explosion in market places and gig economy and other such trends, there is an explosion in supply of services from around the world. If you are in any business or a profession, the future prospects of being an average, middle of the road Joe are quite bleak as the tsunami of supply hits each industry. It is arguably super-critical for each one of us to find a niche where we have a distinct edge and passion where there is market opportunity and go after it. The era of coasting along which was a decent survival strategy in the Industrial era might be over. I hope you found the conversation purposeful. I look forward to having you at one of the subsequent conversations of the Play to Potential podcast series. To see some of the other nuggets or conversations please visit playtopotential.com. Bye now.

End of nugget transcription

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Atul Kasbekar - Nuggets

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- 12.04 Atul Kasbekar - Staying relevant over the long term
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- 12.08 Atul Kasbekar - In Summary - Playing to Potential

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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