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Context to the nugget

In world exploding with choice, Barry Schwartz argues that consumers are often worse off due to the complexity in decision making and Fear of Missing Out. Rama talks about how one should navigate under such circumstances.

Transcription

Deepak Jayaraman (DJ): How people should process the complexity of the career market?

Rama Bijapurkar (RB): One of the young man actually I know who said to me, and he was a student of IIMA and I said to them that you were very lucky because you could do whatever you want but my generation was told that if you made your bed sleep in it, so my brother went to IIT for two years, hated it was told to finish it and then he went to the Indian Army after that into the public commission so he said mam but you don't understand my anxiety, he said my father has told me you can do anything you ever want to do and he said I am always looking around the corner to see is there something better and I absolutely what you are saying the fear of missing out but I think the more there are choices the more you have to be centred to the world is complex and volatile and I think more complex and volatile which is the more you have to understand your centre and your core, going back to the earlier discussion we were having, you have to really understand, so if you are anchored then you can with stand being buffeted it's a shame for companies too. I tell companies that if you are going to competitive busting and whatever the competitive came up with you are going to reengineer it reverse engineer it and do better, when you have 20 competitors who are putting our 20 products because they also don't know all ready far end then are you going to bust 400, how do you know which 20 of the 400 to bust? So you eventually have to have a deep understanding of who you are and what you are trying to do with your customers and take it from there so if you don't have that who you are understanding or at least the navigational principals, I mean I am willing to sacrifice money for glory or listen I want a certain amount of balance in my life and I think you then figure out that even if the answer is that I have to do this thing because I have to do then though I believe something else, I am saying as long as you know that's what it is you will be able to deal with it better but knowledge is an absolute master what is inside of you.

DJ: Tactically or behaviourally have you seen what people do? To sort of cut the noise out or sort of look in?

RB: Every other CEO I meet is into meditation which kind of worries me a bit. I think this meditation and the other thing is I am also noticing as a consumer insight how many people have spiritual gurus? I mean my own theory is that we as a society in churn because we missed this therapist's phase. I used to wonder when people in America said I go to my therapist or when you watch movies

what the heck are going to your therapist for. But actually now it's a spiritual guru who is actually the therapist of the Indian society and if you look at underneath the Armani suits and whatever other the suits, everybody has got thread around their wrists have you noticed how many people? People that you normally not associate with Pooja and ritual because they are so westernized they don't get threads around their wrists, I think they realized that there is a larger anchor so it's got a religion they may not do it for themselves but all those threads around their wrist means some pooja has been done and the thread has been tied around your wrist and you are not going to cut it the way to in generations where life was easier, the minute you got out of the house you cut it off and let it be, but here you actually want that sucker and that support and that's why I think even the line of business you propose to do is absolutely the need of the hour because there is no other institution that can help you to do it.

Reflections from Deepak Jayaraman

DJ: I quite like the term "Navigational Principles" that Rama uses. I was reading the book *Designing your life* by the Faculty of Stanford's D School where they talk about Design Thinking principles to architect your career and they talk about the notion of "Wayfinding" as against the metaphor of GPS which is possibly true a couple of decades back where you knew where you were going and all you had to figure out was the How. With the explosion of the number of career possibilities given the global canvas, having a clear set of navigational principles anchored around your understanding of your inner self is key. Else like Barry Schwartz says, there is a clear opportunity to experience - FOMO (Fear of Missing Out).

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End of nugget transcription

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Rama Bijapurkar - Nuggets

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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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Podcast Transcript [18.05 Rama Bijapurkar - Careers - Paradox of choice](#)

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