



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' and his name '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

KV Sridhar (Pops) talks about how came to Mumbai to pursue commercial opportunities and cast his net beyond Hyderabad – where he grew up. He also talks about the fact that very quickly he got himself three offers (on the creative and commercial side) but decided to go to Goa to learn and reboot. He talks about how he led the life of a vagabond for a few months and how he landed the next role at Ulka

Transcription

Deepak Jayaraman (DJ): You talk about getting three offers for the job at that stage but really going to Goa for a break instead of picking any of those offers, so tell us a more about what's behind that? And what's the reflection from that?

KV Sridhar (KV.S): The reason was, I came to advertising to really learn, advertising used to be into compartmentalize, it used to work into compartmentalize way, somebody gives a brief and then somebody writes a copy, lines, clever lines, and somebody visualizes it and somebody art works it and then it goes and then there is no little interaction between any two of these departments. So, I was little frustrated that I don't want to be in that chain. Without even knowing in *modern times, the Charlie Chaplin* only and the assembly line doing it he does not know, what happens before and what happens later, so I never wanted to be like that, so I broke away, I had to fight with the company saying that you know while I was doing well in creative, I wanted to be on the business side also to really learn so once I came to the business side of the business I have learnt quite a lot of problem solving ability of an agency and then how creatively you can solve the problem for marketers so it was all very good and then we started, me and couple of friends started our own agency then suddenly I found myself chasing money, so I said this is not the reason why I, once you come here of course money is important but you know that's not the only thing, you need to really understand and you need to learn instead of learning at the young age of whatever 25, 26 and then you really feel that you are making far more money, you can't even imagine the amount of money you are making, then I took a shift, then I said, if I am in Hyderabad this is my reputation people want me to make money for them because I can be a servicing guy, I can be a creative guy, I can set up an office for them and then I bring in people them *I came to Mumbai, with the vulnerability of saying that will I find the job in creative?* I have come to servicing only to understand *to learn the assembly line* not that I wanted to leave creative part of the business so I came to Mumbai and I mate to agencies pretending to be a creative guy, and third agency I went to pretending to be a business guy, wearing a tie, so I got job in all three then my vulnerability has gone, I said this is piece of cake, you can find a job wherever you want even with the big agencies, so I said let me take a break before I joined any agency because you will never get a break to do things, so I went to Goa

which is the obvious destination sitting at Mumbai, so I went to goa to take 10, 15 days off, that's what I have told everyone that after 10 days, I will be comeback.

Objective of the break being that you have been doing certain thing and then you have come back to Mumbai, and then everybody is welcoming you and giving you a job, so job insecurity is not there, you can find a job anytime you have got the confidence, now let me think and then let me learn because learning faded in the past couple of years, I said let me learn, let me enjoy life and then go back fresh so I wanted to refresh and reboot to myself to the new job so I went to goa I lived in a, those days only four star hotel Goa International at Panajim, it was charging some 500 bucks a day then I went on a little tour on a bike and then at Bagha Beach I really found let's say advertising curiosity, there will be a board which say 'Villa for hire' so I went there as and said how much you want this 500 rupees a month too expensive for you, you look like a little boy what will you do with this I said no I want it and then I gave him money there and then because I made a lot of money so I made them three months advance and then said three months I am taking it so three months became six months but I took the bungalow which was on the beach then I came back to Mumbai, then I went to stand bookstall and then I bought lots of books, then I went to Himalaya and then bought a lot of art material, so now where to put all this, my hotel reception the guy was screaming every day you are bringing so many stuff every day, so many boxes I can't put anywhere, and then with the help of the hotel I went and hire a truck at Dhobi Talaab so it was a matador with a back, so I had put all my stuff there and then I said *Chalo Goa chalte hai'* sitting next to that truck driver we left somewhere in the evening and then we reached there next day afternoon and the truck even couldn't take all the Ghat sections.

DJ: How do you Justify something like this with your Parent or community was that an issue at all?

KV.S: It was an issue and first my mother was very scared that what I was doing is wrong that I am one blowing up all the money and second not taking a job and taking a, those days taking breaks and holidays was never, but one thing my father always believed saying that "he always found a job so why are you worried in find a job? So they never knew that I am going to stay for very long time, so almost three months which became six months, six months I lived their without a newspaper, radio, there was no television any way and any news from outside, I was secluded completely, I cut myself off from the world, only world I have is reading and painting, these are the only two things, so I gave Calangut post office the number so my father used to drop a card, I used to go and then collect it and then drop another card saying that I am fine not to worry.

DJ: That's a great story Pops and I guess in a lot of ways in the world we live in today there is just so much noise around us that probably the need to go and listen to ourselves is much harder and there for it's probably a lot more important today than it was may be around the time you did it.

KV.S: Probably there is one of the not only few times that's the only time actually in my entire life I had such so much of time to read what I really want to read, somehow I always been fond of reading so that's how you make *friends so each author is such a great friend of mine* and that's how I feel because in my head it's a two way interaction as far as the book is concerned it might just be one way of communication but in your head because you are talking back you are questioning and then you are realizing many things whether you are a Socrates to, Thomas to anyone, the kind of serious books you used to read, because you have the mind space to really read, today sitting in a car can you just open and read a Harman, you can't. On a flight can you actually read? Any of those books? You can't, you need to be at ease with yourself and then you need to have that time and space that to really push and have the answer in yourself or find answers in the future chapters and then be satisfied it's a very different feeling which you can't explain and second thing is taking a bike with any destination in mind so each day you take your bike and then you go whatever destination you

want to as the bike there is no GPS and there is only a map and only way you need to know is humanity if somebody comes and then says something then you ask for a direction and then you head back while going you don't even need anything and then you find a nice stop and then you park your vehicle and then you do your landscape, I have never done landscape before, even in college I use to do it as a subject, as something which you need to do because of the academics reasons but all my teachers some of them were really very good landscape artist so that is the phase when I did lots of landscape work apart from, people is always been my fascination, so I have done a lot of people work, chasing all the markets and fisherman going on their boats and getting things, I mean all that you will never get again, I feel that till you are 10, 11 in your life you live a selfless life and all your friends are also selfless they don't know that tomorrow you are going to be successful they don't even know how much your father is worth they just make friendship so there is certain innocence in that world and as you grow up you know everything you personalized this guy will be useful this book will be useful this thought will be useful this experience might be useful so you collect a lot of things with a selfish motive so again going back to that state of mind selflessness because you have no job, you have nothing else that learning is a pure learning because you are not learning that to apply into something else I think to me that was the most liberating thing to live like a child again at the age of 26 is something which I cherish a lot.

DJ: How did you bring this to an end, when did you think, you said 6 months but how did you draw that line?

KV.S: I figure it out to live my entire life like that, I went to flea markets to sell my paintings and then I made some money so that worked so I went to goa tourism and then showed some of the landscape they said very good you discover a new spot and we will pay you we will buy you some, so I said yes this is the another way of making money, wherever you go into the world there will be a flea market where you can go and then sell on a Saturday or a Sunday and wherever you go there will be a tourism board which will be interested in the local thing, third I figured out I went back at Goa International one day and they said we have got enough but you must catch that there is a new hotel which is coming up may be they might need landscapes so I figured out how to live, probably there was a lot of temptation to live like a vagabond not just in Goa but across the world, you go to any place in the world,

DJ: you had figured a model, which was replicable in any geography,

KV.S: It can be replicable so there is no fear, I can go anywhere without money and then you can make money so two things when I did landscapes and suddenly in one of the letters my mother said that you are doing landscapes your teacher will be very happy, and then he was a very great landscape artist, everybody knows him, so why don't you come and show that to him? Then I went back to Hyderabad and everybody liked the work and I exhibited in Hyderabad and went to Bangalore I exhibited work in Bangalore, so that's how it to an end because the culmination of all that was the work which I did not the knowledge I got but the work which I did ended up being exhibited in many forums so that's how it has ended and Ulka as an agency so they started chasing me to start a branch in Hyderabad so my fate is always been that in Hyderabad my reputation is been like a horse trader the guy who can actually setup everything and do stuff so that's how I did comeback.

Reflections from Deepak Jayaraman

DJ: What struck me the most here was the number of times Pops uses the word Learning and reading. It is fascinating to see the insatiable curiosity he has on a range of topics. The other piece

that struck me was the distinction he made between being employed and being employable. Once you know that you are employable, it opens up all kinds of degrees of freedom to try things that we are often afraid to try. I guess what struck me the most here was the fact that he went to Goa and was with himself without any mode of communication for a few weeks and months. While it might be difficult for a lot of us to replicate that given the commitments at work and home, but the real question is how we create the space for us to be with ourselves and listen to the voice within where there is use a tsunami of stimulus that is hitting us from all directions.

Thank you for listening. Just a quick note on how the content is organized in the podcast. At playtopotential.com, you could access each of the journeys and either listen to the full conversation or a particular nugget. If you want to access specific themes around leadership or transitions, you could visit the Curated Playlists section at the website. To give you a flavour Topics include Women Leadership, Resilience, Re-inventing yourself and so on. If you the podcast purposeful, do take a moment and leave a review on iTunes.

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

Pursuing your passion: “Follow your heart” is an advice that is commonly doled out to individuals that are trying to make career choices. However, the reality is little more nuanced. People who have followed their heart talk about how they have weaved it into their lives or in some cases, how they have been pragmatic about taking the plunge. You can access the playlist [here](#).

Self-awareness: Insights around what it takes to build a better understanding of self. This includes perspectives around how we can deepen our picture of ourselves through a combination of inner work, mindfulness practices and by gathering meaningful feedback from the world around us. You can access the playlist [here](#).

Navigational principles: Leaders discuss their personal frameworks around how they made choices around pivotal moments in their lives. They articulate the set of criteria we should consider having when we are at a fork on the road and have to pick between disparate options. Arguably one of the most critical skills of the future as we navigate a world of abundance. 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.

KV Sridhar - Nuggets

- 23.00 KV Sridhar - The Full Conversation
- 23.01 KV Sridhar - Convergence of Strategy, Creative, Tech and Data
- 23.02 KV Sridhar - Early Childhood and Dyslexia
- 23.03 KV Sridhar - Early career choices - Medical Rep/Painting/Advertising
- 23.04 KV Sridhar - Rejecting 3 jobs and painting in Goa
- 23.05 KV Sridhar - Transitioning from Advertising to the Tech world
- 23.06 KV Sridhar - Advertising as a career option
- 23.07 KV Sridhar - Evolving perspectives on success and impact
- 23.08 KV Sridhar - Developing as a leader
- 23.09 KV Sridhar - Settling effectively in a new organization
- 23.10 KV Sridhar - Secret sauce behind great ads and film-makers
- 23.11 KV Sridhar - Building story telling skills
- 23.12 KV Sridhar - 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](#).

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.