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## Context to the nugget

KV Sridhar (Pops) talks about the inherent traits one should possess to flourish in the world of advertising. He talks about the notion of story-telling relating it to how children lie but get away with it because of the innocence. He also alludes to the criticality of understanding the client business, socio-cultural trends and a nuanced understanding of human behaviour to flourish in the industry.

## Transcription

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**Deepak Jayaraman (DJ):** How should a youngster of today think about a career in advertising, especially on the creative side, what's your thought on how people should process Advertising as a Profession?

**KV Sridhar (KV.S):** So we are the product of the decisions which we make a lot of people, all your college friends or schoolmates we all sit together why some are successful some are not successful, some are just still working very hard for that success on surface it looks like some people got it easy some people got it, never got it, but I think at every point in life you will have choices the choices which you make or the decisions which you take will shape who you are and then what you do so I strongly believe in you are a reflection of the work which you do, and then the work you do is the reflection of your own self it's a two way combination so a lot of creative people have the search of expressing themselves but somehow that expressing yourself to expressing through somebody else is a difficult task like screen writers they never be seen but each dialogue is uttered by really good set of actors advertising creativity is also like that you need to be invisible in many times and then you need to allow you need to choose all the other elements so that your work will shine so a lot of people don't realize they come to advertising, they want everything of their own, they don't want to be invisible they want to be visible so therefore you lose your ability to really get into any kind of, if you are writing for a Managing Director for a speech you write in a tone of voice which belongs to that person, if you are writing a speech for a creative guy and then the creative guy's tone of voice will be different and his personality is different what he says in the same way the brands are like that so the youngsters who come in today must understand that they should not have a voice of their own they should adopt to the voices of the brands and then the companies that you work for.

**DJ:** What is the question that the person should ask, should say if advertising is a career for me. What are the traits that enable people to able to do this well?

**KV Sridhar (KV.S):** I think about one of the example which we spoke about a lot of IIT graduates, they come to advertising, IIT, IIM, anyway naturally they come, so I think one of the questions people should ask themselves is am I a good story teller? And can I connect with people? So all of us lie and each lie is a beautiful story and depending on how beautifully you tell that lie you will be forgiven

and most often these stories which we create or plausible stories but not but not real stories so that means you are cooking up your line about life, life is good when life is not good but you are lying life is good but you must lie in such a convincing way and you must lie in such a beautiful way such innocent way that people will forgive you it is like a little kid who goes to the school fifteen minutes late and then he can't tell his teacher that I got up late therefore I came in late, he has to actually cook up a story and say that no while coming from there to hear something has happened, my father's car got punctured or I saw a little puppy and then really I put the puppy to safety, some story, some accident has happened, so obviously people know that the boy is lying but they forgive there is that innocence to that lie and there is the purpose to that lie, the purpose is to get the pardon to get into the class, so it is the same way advertising and storytelling is also the same way so you are talking about the things which does not exist but make people believe that they exist and then they know that you are exaggerated your product benefit but if you do it in a tasteful and beautiful manner they don't mind forgiving you for that little license which you take to exaggerate so I think that charm and that ability to tell a story is what makes you as a good advertising person and I believe at the same time continuing rational and emotional part of it, to be successful in advertising you need to understand businesses what a client business is and what is his source of income? How can he grow? How is his category growing? How is his competition growing? What are the policies which have been adopted by the government? How those policies are affecting them? So if you understand the business of your client and also understand the human behaviour and then the socio-cultural things that are happening which is shaping the behaviour of a generation of people if you have way to have insight or understanding or both this two, you can put them together, so I believe that there are a lot of business man who understand their businesses much better than you can ever do and a lot of creative people who understand people better than you Javed Akhtar understand people better than you, politicians understand people better than you, there are a lot of people who understand people better than you, your skill lies in bringing these two understandings on to the table and then use them for mutually beneficial relationship.

## Reflections from Deepak Jayaraman

DJ: As a parent of two children, I must confess that the next time my child lies to me; I will think about it slightly differently given what Pops says. But I guess in any profession, it is so critical to understand the client business before diving into your domain. In my earlier career at EgonZehnder, where we would help companies hire CEOs and Board Members, we would spend a disproportionate amount of time on the business issues and the context before getting into the job description and the specifics of the search. And you can see the difference in which the client engages with you when you do that.

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## End of nugget transcription

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## KV Sridhar - Nuggets

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- 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
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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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