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Context to the nugget

KV Sridhar (Pops) talks about how his metrics of success have slowly shifted from business outcomes (brand performance, ad recall) towards the impact he makes on humanity. He talks about the responsibility the advertising industry has in addressing and influencing the biases (conscious and unconscious) that exist in the society today. He specifically refers to the unconscious biases towards girls and women and what he did to sensitize the ecosystem.

Transcription

Deepak Jayaraman (DJ): How have you thought about success and impact at different points in your journey and how's that changed and evolved over time?

KV Sridhar (KV.S): I think first part of your career thirty years of your career out of close to forty years success always measured on how well the brand did, and that is where we used to feel very good success and recall of your add you go and then tell somebody that you did this ad they must recognize there are two majors which you always used to see success when you become older the success which you see is the impact which you make on humanity so today if somebody way to ask me why don't you retire? So why should I retire? Today I have more power than ever because I know media I know people, I know a lot of business houses so if you want to do something good you can do it because you have the wherewithal to really make that happen, so that is the bigger difference, when you are young you try to measure success in a little selfish way, not selfish way but your work having an impact on people so that their products are moving and impact on your clients business that is moving these two will have an impact on your own companies business and then therefore you will be recognized today you don't you do all that the biggest thing which you get satisfaction is the impact which you make on humanity because at the end of the day what you have learnt is how do you change human behaviour? So you understood that trick of changing human behaviour last ten years I have been working with Ladlee which is initiative of Population First which is funded by UN FBA in fact now I am member of their board and trustees trying to help eradicate the gender bias between boys and girls the sex ratios are really dropping and what we did was for fist ten years we said there is no point in going and then telling the entire world, you advertising media you guys are stereo typing the girls and I said the biggest issue in the world is ignorance only if you were to know that you are going to harm somebody beforehand your actions will be different you don't know so a lot of times when you sit in front of a white paper there is no client who actually says that, stereo type a women and then make her as a housewife let her bring the tea and then let the father son decide on the course of life nobody really says that and then you want to communicate that you can make a difference to their family that's the only thing which you wanted to do whether it is insurance or any product then the creative person who is actually staring at a white paper which is the scariest thing and then the most beautiful thing scariest you don't know where to start and what

to put on that and then the easiest thing is you already have your thoughts you are screaming in your own head and then you can write a beautiful story instead of a boy becoming a cricket player to a girl becoming a cricket player, and then go and tell your client that when have you ever seen in a television commercial? They would buy so you are making without knowing or unknowingly we have made so many mistakes one of the biggest mistakes which we have in our country in terms of publicity is when Mrs. Gandhi was there when the population explosion everyone thought that the India is going to explode and all Indians are going to attack the world and eat every food grain from their godowns that was the fear the world had about us, so we had to control our population because we were a very poor country who could not afford to take the burden of so much of the population so ideal family, the family planning I don't know whether you remember the graphic which had a Mother, Father, a boy and a girl which was beautiful "*Hum do, Humaare do*" became agnomen, it worked and then people had only two but during that course of 25 years of journey that communication made it also created a stereo typing saying that in an actual family is to have a boy and a girl in a country where nobody wants a girl even if the first girl way to survive there is only 70% chance of first girl surviving at the worst case scenario, best case scenario yes the 90% chance and the same thing if the second girl if you way to see best case scenario best case scenario 60% worst case scenario 40% so then imagine the impact of that on society in future you will not see as many sisters now instead of having a boy and a girl as sibling playing you way to have two girls playing it changes people's perception, ideal family is not just a boy and a girl two girls, how beautiful it is to see two girls so there is a lot of things, you cannot, I am not Bill Gates to actually 150 billion dollars to somebody but you have the ability to change the perceptions of people by showing consistent image and consistent communication so what we wanted and did was, we did lots of workshops personally going and then talking to a lot of creative people, creative directors, to tell them be sensitive, this is what is happening in the world each time you put a boy and a girl you are responsible for somebody's death, each time you put two boys you are responsible, each time you make a girl do homework and a boy play outside cricket you are responsible, so now if you see there is a lot of social change the is happening in advertising last ten years so that's the impact, people may not know you are invisible but you know that what you have planted and how it is working so that impact is what you seek as you become older, you have got so much from the industry, you have got so much from the society, what are you giving back? So what you really believe in then you can make a difference.

Reflections from Deepak Jayaraman

DJ: When I work with leaders in transition and talk to them about their journeys, a couple of broad patterns emerge. A lot of them take off from campuses with a broad approach of putting their skills to use in the business world and do well in their careers and progress well. When they hit around 30-35, a lot of them start feeling a sense of frustration and that is often around figuring out how you marry your skills and passion in a meaningful way. People often cross that hump, they chug along and they hit around 45 and then they start asking the question – how do I have a sense of purpose around what I do. Then they start looking for answers at the intersection of the three circles– skills, passion and purpose. Again, these are broad average timelines and each journey is different. But when I look around, I find people leading impactful and fulfilling lives having tremendous clarity on those three circles of the Venn Diagram.

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End of nugget transcription

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KV Sridhar - Nuggets

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- 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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