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## Context to the nugget

Devdutt makes the distinction between the market wanting a certain type of fruit (Phala) and each one of us being a certain type of seed (Beej). He uses this framework to talk about how we could make a choice around changing ourselves or the market we address as we seek to fulfil our potential.

## Transcription

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**Deepak Jayaraman (DJ):** In summary what would you say for people to play to their potential?

Devdutt Pattanaik (DP): I think you should recognize that you are a seed, potential means *Bij* what the market wants is *Phal*, now this is a complex question what will you grow to, what kind of tree are you? And what fruit do you bare and does the market want that fruit? If the market doesn't want to fruit go to another market or figure out the way to change the fruit but you have to be true to yourself you are a Bij, if you try to work hard to be an Apple because market sales the Apple and you are a mango tree you will be in existential crisis all your life, go to the mango market and sometimes mango markets are not big be happy with it.

## Reflections from Deepak Jayaraman

DJ: This is a simple but a very insightful distinction. The only piece I would add here is that often what market wants is quite visible and discernible but figuring out what sort of a seed you are is a reasonably nebulous and unnerving process. Strangely enough, our education often enables us to process the outside world but doesn't give us tools to make sense of the inside world in a meaningful way. I often tell the leaders I work with, instead of asking for feedback around strengths and development areas, ask people "given you know me, what sort of a canvas do you think I will thrive in". That's a very different question which will give you an insight into the kind of seed you are.

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## End of nugget transcription

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### Devdutt Pattanaik - Nuggets

- 25.00 Devdutt Pattanaik - The Full Conversation
- 25.01 Devdutt Pattanaik - Early formative years
- 25.02 Devdutt Pattanaik - Transitioning from Healthcare to Mythology
- 25.03 Devdutt Pattanaik - Being effective in the Gig Economy
- 25.04 Devdutt Pattanaik - Dealing with various life transitions
- 25.05 Devdutt Pattanaik - Effective coaching process
- 25.06 Devdutt Pattanaik - Focus vs Perspective
- 25.07 Devdutt Pattanaik - Building Habits vs Enhancing Awareness
- 25.08 Devdutt Pattanaik - Understanding fear to decipher beliefs
- 25.09 Devdutt Pattanaik - Building perspective and judgment
- 25.10 Devdutt Pattanaik - Building story telling capability
- 25.11 Devdutt Pattanaik - 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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