

The banner features the Play to Potential logo on the left, contact information (WhatsApp: +91 85914 52129*, Twitter: @PlayToPotential, Website: playtopotential.com) in the middle, and a list of platforms where the podcast is available (Spotify, Apple Podcasts, Google Podcasts) on the right. A photo of the host, Deepak Jayaraman, is on the far right. A small note at the bottom left says: '*Just send us a Whatsapp with your name, number and email and we will add you to our distribution list.'

Context to the nugget

Neera talks about some of the unique characteristics of the distinctive leaders that have made a lasting contribution in the Social Impact space. She talks about a combination of a desire for large-scale impact coupled with empathy for the consumer whose needs and wants they want to address.

Transcription

Deepak Jayaraman (DJ): Talking about leadership in social impact space, when you look at the spectrum of leaders in this space and when you look at the people that had driven large scale impact what about then stands out? What about these leaders stands out?

Neera Nundy (NN): I think what has really helped leaders be successful in our sector, what I mean by being successful is having scaled their impact is I think they are great story tellers, I think they are able to help and influence folks like what's the narrative in their sector is that they are in and so with that they are able to really influence and engage people whether its funding, whether its hiring people so I think it's one part is that they are really actually good with story-telling and being convincing that there's a need to participate in what they are building I think that passion and sometimes a real sort of aggressive mission being very mission driven can be inspiring so they are very inspiring people by their, sometimes being very dogmatic and almost overly passionate about what they are trying to solve, I think that that is really important and their inherent desire from the very beginning to scale, when you meet some leaders who are may be kind of like we were incremental but they are just kind of going day to day when we kind of first started you are not going to reach that transformational scale that we need these organizations to get to right to solve for a problem the leaders that we have seen be successful, I have thought about it from the very beginning wanting to have really impact millions, I think the other thing is that they can identify with the community ultimately that they are trying to help in and really feel for the empathy with what these vulnerable communities are going through and maybe that's just connected to the person to be able to share that so very strong communicators let's say, very high energy like the fast pace can meet the different kinds of people, manage complexity I think really well but yes still very strong personalities I believe.

Reflections from Deepak Jayaraman

DJ: The one thing I have noticed in my work with young organizations whether it is those in the Social Impact space or otherwise, the entrepreneurs are always knocking on doors that are bigger than themselves. Whether it is fund raising, hiring, mobilizing, building alliances or so on. And the entrepreneurs that build strong organizations flip on their "story telling" switch which makes all the

difference. Not to say that there is a Machiavellian sale going on but in early days, the ability to energize people around you around your mission and vision is arguably one of the key must-haves in an entrepreneur, possibly even more so in the Social Impact space.

Thank you for listening. If you want to listen offline say during a car ride home or during airplane travel, you could also access the Podcast on iTunes, Stitcher, Saavn and several other podcast apps. Google has recently launched an app for podcast listening on Android platforms too. If you went to playtopotential.com, you would also have the opportunity to listen to multiple voices curated by a topic.

If you find the content purposeful, please go to iTunes, rate the show and share a review. It will help others discover it. Thank you for listening.

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

Settling into a new context: Figuring out “where to go” is only a part of the challenge for leaders in transition. How you land effectively in a new context is as critical. Hair line cracks often become full blown fractures if not attended to carefully. Leaders talk about some key lessons Individuals could bear in mind as they transition across contexts (Army to Business world, US to India, MNC to Family Business, and Consulting to Industry/Investing etc.) You can access the playlist [here](#).

Social impact: Leaders across domains talk about how they have thought about Social Impact and where the seeds of giving were sown. They discuss their approach to philanthropy and the underlying principles they have used to get to what they are doing now. 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.

Neera Nundy - Nuggets

- 31.00 Neera Nundy - The Full Conversation
- 31.01 Neera Nundy - Early formative years
- 31.02 Neera Nundy - Changing orbit - HBS, Wall-Street and Dasra
- 31.03 Neera Nundy - Thinking about levers of Impact
- 31.04 Neera Nundy - Role clarity with co-founders
- 31.05 Neera Nundy - Evolving the goal-post at Dasra
- 31.06 Neera Nundy - Transitioning roles within Dasra
- 31.07 Neera Nundy - Leadership Development in Social Impact space
- 31.08 Neera Nundy - Transitioning to the Social Impact world
- 31.09 Neera Nundy - Distinctive leaders in the Social Impact space
- 31.10 Neera Nundy - 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.