



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 his name and title 'Podcast Host' written below it. A small disclaimer 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

Ambi talks about his first interaction with Pradipto Mohapatra (a legend in the retail industry with the RPG group and ex-Chairman of Coaching Foundation of India) and how he had a very unusual client meeting where everything except the “work on hand” was discussed. He talks about the notion of what it takes to develop and build trust with individuals.

Transcription

Deepak Jayaraman (DJ): Trust is an interesting thing indeed Ambi in one of the other chapters you talk about Pradipta Mahapatra an individual who I had the bonnet of learning from in the context of the coaching certification at CFI. You describe a meeting with him where you don't discuss either advertising or business or marketing but he decided to give you work at the end of the meeting? So, may be just double clicking on what takes to build trust and may be taking the cue form that particular meeting? What's been your experience if you really look at situations where you really have deep trusted relationship is there a pattern around? What it has taken to go there?

Ambi Parameswaran (AB): This chapter which I have written about our late guru Pradipta Mahapatra and I have called it a pitch which wasn't a pitch I think. So, a common introduced me to Pradipta Mahapatra and we were sitting in the hotel Taj Connemara bar and the friend left after 10 minutes and I was left to talk to Pradipta Mahapatra and we spent 2 hours you know I think discussed about business, about economy, about various things he never asked me what I will do for him as an agency. I don't think he even ask me for my specific credential anything that's what. But at the end of 2 hours he said “are you interested in working in our business” and I said “of course I'd love to” so he said “ok come tomorrow morning and take the brief”. So, I asked him “look don't you need to meet the team” he said “no I have meet you, I have talk to you for 2 hours, I know what kind of guy you are”. You will work on the business, right? So, I said “yah”. That what I wanted to know. So, I think Pradipta Mahapatra was I think that a lesson learnt from him that in 2 hours he could gauge me and figure out that I can trust this guy with my advertising business. now that a great skill you know I don't know have I ever had that kind of a skill but I realized that all relationship which you have with you know in advertising you end up working with various kind of people Photographers, Film Makers. You have to develop a sense of trust with the guy. So before you give him the business it could be because of the show-reel or whatever but sit and have a 1 hour chat with him. At 1-hour chat will be more useful than any credential he can give you. Though you will understand a lot you just let them talk, you listen and you can figure out. So, I think this whole thing is we have to develop an ability to gauge a person whom we can you know then trust right. I mean there are 2 ways looking someone says look at trust someone and then I reevaluate some other say no first establish whether I can trust him and then I start trusting him both are you know which ever works for you can work yaa.

DJ: But back to that meeting I am sure its several years back but anything to be said about how Pradipta spend those 2 hours with you? If he wasn't talking advertising or business or marketing?

AB: I really don't know what we talked about we talked for 2 hours right but you just chatting about where are you from? What do you do? You know what do you like to do? What do you read? You know all kind of stuff. He never for once asks me how big your office is. Actually, I had no one in my office it's only me and my peon right. He never asked me, he didn't ask me where is my office. How big is my office? Do I have anyone in my office? No, we talked about everything where are you from? Oh, you studied here? Ok great? This that you know. What would you like to do? How do you know so and so? How do you know so and so? We talked about a lot of friends you know. And he somehow he realizes that I can trust this guy and that's great you know.

DJ: And he was a... are very fascinating story teller as well. I fondly remember him from the CFI days.

Reflections from Deepak Jayaraman

DJ: I came across this recent HBR article by Rasmus Hougaard and Jacqueline Carter published in Dec 2017 which essentially talks about doing less and being more. And I feel that captures the essence of the point Ambi makes here. Whether it is leadership or parenting, I guess people start paying attention to who you are being in various situations and how you come across and not just on the what you are doing or what you are saying.

If I go back to my days at EgonZehnder, if I wanted to see if an individual was open to feedback and learning, one approach could be to ask the question directly. People often have rehearsed answers to such questions. Another, more effective approach would be to give micro-feedback during the conversation. "You seem to be a little disappointed with that outcome?" or "Looks like this stint was not as productive as you wanted to be" and then see how the person responds. The way they respond tells you a lot more about their open-ness to input than what they say.

Back to the point Ambi was making, I guess leaders have a knack of figuring out how people are "being" in different contexts and quickly decode if individuals are being authentic or not. While competency and "doing" is necessary hygiene, it is nowhere near sufficient to build a trusted relationship with an individual. That is often built based on people's perception of who you are being.

Thank you for listening. For more podcast content curated by theme, please visit playtopotential.com. To know more about the Coaching and Transition Advisory work I do, please visit transitioninsight.com

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

Building trust: Becoming a Trusted Advisor is often the Holy Grail for a lot of Business Advisors. This issue is as relevant for businesses as they think about how their consumers interact with their brand. Leaders talk about what it takes to build trust with an individual. You can access the playlist [here](#).

Authenticity: As we move into a Digital world where leaders are a lot more “out there”, there is a greater premium on authenticity today than possibly a few years ago. Leaders across fields talk about what the word means to them and how it influences their behaviours and choices. 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.

Ambi Parameswaran - Nuggets

- 35.00 Ambi Parameswaran - The Full Conversation
- 35.01 Ambi Parameswaran - Making early career choices
- 35.02 Ambi Parameswaran - Listening as a leader
- 35.03 Ambi Parameswaran - Smoke Signals in a relationship
- 35.04 Ambi Parameswaran - Influencing without authority
- 35.05 Ambi Parameswaran - Building a trusted relationship
- 35.06 Ambi Parameswaran - Trusting the expert
- 35.07 Ambi Parameswaran - Judgment - Balancing head and heart
- 35.08 Ambi Parameswaran - The art of story telling
- 35.09 Ambi Parameswaran - Building a powerful personal Brand
- 35.10 Ambi Parameswaran - CEO connect with end consumer
- 35.11 Ambi Parameswaran - 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.