



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 the text 'Podcast Host' and his name 'Deepak Jayaraman' in a red box below it. At the bottom left, a small note 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

Indranil talks about some of the hidden talents that story tellers have. He mentions that a lot of them are naturals in the way they tell stories and over time they have fine-tuned that capability. He lists R. Gopalakrishnan, Steve Jobs and Jeff Bezos as three of the story tellers that he admires and shares a couple of his personal favourites.

## Transcription

\*\*\*\*\*

**Deepak Jayaraman (DJ):** Who are the three storytellers you admire in the business world and what about them stands out?

**Indranil Chakraborty (IC):** What about I will answer the question because I do have favourites what about them stands out is that they have been natural from whenever, no one has come and taught them, they have been using stories and the first name in India that comes to mind is R Gopalakrishnan. Now, RG has been the storyteller I didn't have that label but I knew was one of the few guys I would actually die to go and listen to whether he is sort of lecturing my department or my team doesn't matter because yes I always thought he was inspirational but today when I look at it I know that each of his speeches or each of his presentations were peppered with stories, and what are stories instead of giving you just the opinions I am giving you I am giving you the experience behind that opinion and so he is very good at it and as these people they have figured out this thing about brevity, they have figured out how much of the details of the story you need to keep all the stuff that I teach in the book seems to have come naturally to them, so one is R Gopalakrishnan. The two other are stuff that anyone would vote for as being great communicators Steve Jobs, Jeff Bezos both of whom are intuitively great storytellers and of course you know that Bezos has told that his company has to stop making power points and use only narrative structures so those are the three names that I would talk about.

**DJ:** And with Steve Jobs clearly that convocation address where he talks about three stories that you have mentioned in the book that stands out.

**IC:** That's just one of those examples, he has multiple, he has his beautiful story that's going up in one of my next videos the weekly videos that I do where he talks about how when he was very young he went into the yellow pages and called Bill Hewlett or Packard and I don't remember exactly but I think he was making transistors and he needed some parts and he say those days even the big guys name was there in the yellow pages in the directory he just called his direct number and said I am 12 years old can I get few spear parts? And he said yes and he gave it to me in fact later he brought me in to do my summer training there and on the transistor line I learnt so much and because of that I really believed that one of the difference between people who get it done and

people who don't is the ability to ask he could have just stopped at, Steve do you have an advice? Yes people should ask don't be afraid of asking you will go in through one ear it will go out through the other I will never remember but when he tells that tiny story did you or did you not imagined a 12 year old boy picking up an old telephone and making a call, you did, it went up to that part of your brain that deals with visuals and emotions and that's why you will remember the story.

**DJ: And Moving to Bezos any particular story stands out?**

IC: My favourite is the one that he used in a convocation address, so he says you know Bezos's parent married very early and so the grandparents what they did was every time Bezos would have a summer holiday when he was really young he would go to the grandparents farm so when he was around 12, one day he was in grandparents farm and they were out for a drive, grandfather was driving grandmother was sitting on the co-passenger seat Jeff Bezos is driving in the back and the radio is playing some song and it then had one of those anti-smoking messages and in this one the announcer talk about how each puff makes you lose so many minutes in your life now Bezos sits in the back and starts making estimations, he estimates the number of puffs his grandmother takes because grandmother smokes and is smoking currently in the front seat and how many puffs she takes to finish a cigarettes, how many cigarettes she has in a day how many years she has been smoking and at some point he pops his head in front and says grandma with that last cigarette you just lost seven years x days, x hours of your life and he says the next reaction was something I didn't expect because I expected them to turn and say Jeff you are so intelligent, you did that in your head instead my grandma just broke down crying and my grandpa parked the car on the side of the road he got out and he called me out I didn't know what to expect because he has never raised his voice forget raising his arm he walked to me a little further from the car and then he said Jeff someday when you grow up you will figure out that it is much harder to be kind than to be clever and that's what you need to work on and he gives this advice to people graduating in that convocation address. What a powerful story. I for one will never forget it now he could have said, its important as you become business managers going out you are, just because you graduated from this fancy university you think cleverness is the only important thing you need to be kind and it would have gone through one year gone after the other but as he told the story it stuck.

## Reflections from Deepak Jayaraman

DJ: The beauty of doing these podcasts is that it has served as an interesting repository of stories by a certain theme. For instance if one looks at Resilience in the Curated Playlists section of the podcast, there is

- The Paralympian Deepa Malik talking about how she survived near death and resurrected her life
- The CEO of Nestle India talking about how he dealt with the Maggi crisis
- Amish Tripathi, the well-known author talks about how he handled failure when publishers initially rejected him
- Raghu Raman talks about how they build this muscle in the army
- Avnish Bajaj talks about the resilience in the context of having been an entrepreneur

- Photographer Atul Kasbekar talks about the tough time he had getting his visa when he quit his chemical engineering and decided to go to the US to pursue photography.

Each of these playlists is a story from a different space and hopefully these instances and stories give you a more rounded insight into the topic than somebody spouting wisdom on what grit and resilience is.

Thank you for listening. For more please visit [playtopotential.com](http://playtopotential.com). Here you can listen to content by speakers or by themes in the Curated Playlists section. To be intimated when I upload new content, you can sign up at [bit.ly/signup2p2p](http://bit.ly/signup2p2p). That is bit.ly forward slash signup2p2p. To know more about the Coaching and Transition advisory work I do, please visit [transitioninsight.com](http://transitioninsight.com).

## End of nugget transcription

\*\*\*\*\*

### RELATED PLAYLISTS YOU MIGHT LIKE

**Storytelling:** Perspectives from practitioners and thought leaders on how we could use the power of stories at the work place in order to build a stronger culture. 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.

\*\*\*\*\*

### Indranil Chakraborty - Nuggets

- 37.00 Indranil Chakraborty - The Full Conversation
- 37.01 Indranil Chakraborty - Transitioning to solo-preneurship
- 37.02 Indranil Chakraborty - Demystifying Business storytelling
- 37.03 Indranil Chakraborty - Contextual applications
- 37.04 Indranil Chakraborty - Curse of Knowledge
- 37.05 Indranil Chakraborty - Story listening
- 37.06 Indranil Chakraborty - Building deeper relationships
- 37.07 Indranil Chakraborty - Deliberate practice
- 37.08 Indranil Chakraborty - Building a storytelling culture

- 37.09 Indranil Chakraborty - Story tellers that stand out

### **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.