



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 '@PlayToPotential', and a globe icon with '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 Deepak Jayaraman, with the text 'Podcast Host' and 'Deepak Jayaraman' 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

Venkat speaks about how we can approach our journey in Giving as a marathon and not as a sprint. He speaks about how we need to take baby steps in a certain direction, reflect on our experience, make course corrections and then move forward rather than taking a sudden plunge into a new domain. Such an approach could lead to disillusionment.

## Transcription

\*\*\*\*\*

Deepak Jayaraman (DJ): The other piece I was curious about Venkat was even giving, you know, there is a... you can run it as a sprint or you can do it like a marathon, back to your point about your hours in Eklavya, at some level, you know, as we think about giving as a career, any thoughts to people on how they should think about their approach to giving both time and money? Once again, do you see people trip up in the way they run it over the long term versus short-term, any thoughts there?

Venkat Krishnan (VK): So, first is, I try not to preach on this for a variety of reasons. I think, it's like some of these things have to evolve, so you have to learn through experience. No amount of somebody else telling you is going to make these things happen. When you start any journey and giving like any other thing is a journey that you will have in your life, it will be one of the multiple journeys you will have in your life, right, giving being one of those kinds of journeys that you will take. It's, I think unrealistic to expect a person at the beginning of a journey to make a long-term commitment. Somebody who says okay, I have bought a new car, I want to take it out for a spin and you say okay let's go to Agartala from Bombay, mad, right? It's a stupid thing to ask the person. Let him take it out for a 5km spin and come back, let him get used to driving the car, maza aane lagega apne aap dheere dheere kisi din Agartala bhi pahunch jayenge, right? We have to get people to enjoy the experience, that's the natural evolution of it. So, I would like not to prescribe on this. I think, let people get started on their journey, whatever it is, right? And that's why I am saying that even if you can't do one hour a month it's okay, you can do one hour a year wahan se start karo, jitna kar sakte ho karo, get started on your journey, enjoy it, get into it, reflect about it. So, I gave Rs 20,000 last year kuch maza aaya kya? And the point about reflection is that's the other thing, right? If you don't reflect, you gave Rs 25,000 last year, kuch nahi hua, nobody... lot of people will discontinue giving, in GiveIndia we used to do a lot of surveys with people who had discontinued their giving and the answer used to be, I gave so much money to this organisation, they never sent me a report, I don't know what happened so I stopped giving. And I would say, you know, so that's the wrong thing, right? If the journey starts with the assumption that my giving must get me this immediately then you are not going to but can we build an experimentation journey into giving? Start, reflect, so I gave this guy, he never got back to me horrible, that doesn't mean I had to stop giving. What does it mean in terms of how I give next, right? So, the next person I give to can I ask them before I give what are

you going to tell me? What are you going to come back to me with and then give? And then your next experience is he promised this but he still didn't give it, right? They still don't get disillusioned, so I will still give but the next time I am going to be even smarter about it. So, I am going to say ok, I am going to give you this money, but I am going to give it to you only in instalments and after this instalment you give me this then I will give you the rest and then you give me the rest and stuff like and you gradually evolve your giving journey that way.

## Reflections from Deepak Jayaraman

DJ: I am reminded of the book Give and Take by Adam Grant where he divides the world in to Givers, Matchers and Takers and says that there is significant variance in terms of where Givers end up. They could end up at the bottom of a pile and be used as a doormat and end up feeling used in the process. The smart ones are thoughtful about how they give and how much they give. That's a book you might like if you haven't read it. He also speaks about the notion of Generosity Burnout and has some tactical examples around how we can guard against it.

I really like the point Venkat makes about experimenting your way through this. I think it is a great idea in general in terms of how we approach transitions. A lot of times, the leaders that I work with who are in transition think of big jumps from one domain to another. Rather than big shifts, if we can start small and reflect and move forward, that would be a more fulfilling and an impactful journey. My journey started with Social Venture Partners, thanks to my ex-boss and mentor Govind Iyer. That took me to Antarang Foundation and that it turn led me to hire from them and use this podcast as a fund raising and an awareness building platform for them and so on. All I can say is that it has been an enriching and fulfilling journey thus far.

## End of nugget transcription

\*\*\*\*\*

## RELATED PLAYLISTS YOU MIGHT LIKE

**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](#).

**Mid-career:** Some leaders talk about how they changed course from one trajectory to another mid-career. This can be an unnerving passage of play where there is a chance of the individual feeling “stuck”. 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.

\*\*\*\*\*

### Venkat Krishnan - Nuggets

- 63.00 Venkat Krishnan - The Full Conversation
- 63.01 Venkat Krishnan - Formative years
- 63.02 Venkat Krishnan - The IIMA years
- 63.03 Venkat Krishnan - Early career choices
- 63.04 Venkat Krishnan - Setting up Eklavya
- 63.05 Venkat Krishnan - Eklavya to GiveIndia
- 63.06 Venkat Krishnan - Misconceptions around giving
- 63.07 Venkat Krishnan - Giving time versus Giving money
- 63.08 Venkat Krishnan - Our relationship with money
- 63.09 Venkat Krishnan - Raising "Giving children"
- 63.10 Venkat Krishnan - Giving over the long term
- 63.11 Venkat Krishnan - Dreaming big
- 63.12 Venkat Krishnan - Givers that inspire
- 63.13 Venkat Krishnan - 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.

Podcast Transcript [63.09 Venkat Krishnan - Raising “Giving children”](#)

Also available on Apple Podcasts | Google Podcasts | Spotify

[www.playtopotential.com](http://www.playtopotential.com)

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.