



The banner features the 'play to potential' logo on the left. In the center, there are social media links for WhatsApp (+91 85914 52129\*), Twitter (@PlayToPotential), and the website (playtopotential.com). On the right, it lists 'Also available on:' with icons for Spotify, Apple Podcasts, and Google Podcasts. A photo of the host, Deepak Jayaraman, is shown on the far right with the text 'Podcast Host Deepak Jayaraman'. 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

Marshall speaks about how one could think about becoming the world's best at something. He speaks about leveraging parallel experts (people who are experts in an adjacent yet related space) and developing one's own point of view and a voice.

## Transcription

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DJ: You spoke about the MG100 program and you have worked with the best, you yourself have been at the top of the coaching profession for several years, several decades and you have worked with the best of the best. For somebody like me who is embarking on this journey I am curious about your take on what excellence looks like in the world of coaching? When you look at the stratosphere of people that stand out including yourself?

MG: I will answer your question, answer this question. I Deepak, I am the world's expert at, what do you want to be the world's expert at, you tell me?

DJ: I am trying to stay focused on transitions and trying to understand....

MG: Let's use you as a case study. Have you read the book Transitions?

DJ: By Bridges right, William Bridges?

MG: Yeah. He's a good friend of mine. I knew him for years before he died. I met with him, every year we had a meeting for 25 years, so I know him very well. Read the book, study all of his materials, study all the experts in the field, there aren't that many and really get to know them like a guy named Michael Watkins who wrote The First 90 Days. Well, it's not exactly about transitions, but it's kind of related. So, get to know. I am a good person; get to know people who are what I call parallel experts. They are experts on topics that are related to what you are doing and then you integrate their work into your own. I am not Peter Drucker, but I learned a lot from Peter Drucker. I am not Buddha but I learnt a lot from Buddha. Again, I am not Alan Mulally, but I learned a lot from Alan Mulally. So, you can learn a lot from me or Bill Bridges or any of these people. And then you develop your own work. Now, okay, you take everything I teach, I will give you a challenge. You take everything I teach; you modify it anyway you want to, use it in any writing or book that you want to and I will support you.

DJ: Wow, thank you. Thank you. Absolutely. I think I have been wandering about how I could sort of develop my capability in transitions. It's happening slowly and I know it takes time but I have been... and in the podcast series I have had the opportunity to talk to Michael Watkins in the past and a lady Herminia Ibarra who has also done quite a bit of work on transitions.

MG: Good.

DJ: Point well taken.

MG: Yeah, you would write your... but you got to write your own book. Get your own voice.

## Reflections from Deepak Jayaraman

DJ: Something similar came up in my conversation with the celebrated photographer Atul Kasbekar (AK). I asked him about how people should think about competing in a world where there is increasing competition. Especially given photography has gotten commodised with the arrival of the mobile phone.

*AK: I think it's extremely important for there is one thing about your passion and to understand whether your passion realistically has a future, because just like one had the Industrial revolution we are in the middle of a revolution and you need to be extremely careful that you are not selling horse carriages when there are cars to use a metaphor I am just saying, like I said if someone comes to me saying I want to do photography I said please do but do consider first being a cameraman shooting video, because I think the prospects of a successful life and you still taking pictures and the other thing is there are just far too many human beings out there, whatever it is you are looking to do there is someone who is willing to do it cheaper, I don't know about better but certainly cheaper not many clients out there want to pay for Louis Vuitton, so either you have to be so good that "wo chahiye to uske paas jaana hi padegaa" then whether you are a Kadia placing marble but what you do, you are a freaking artist you know great, you will get money and you will get paid your due if not then you better be the guy who is literally everywhere and you are the coke can, you are thirty feet away from whoever and then that into between guys are going to wiped out*

DJ: Back to what Marshall says, being the world's best at something has become all the more important in the world that we are growing into.

## End of nugget transcription

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Nugget from Atul Kasbekar that is referenced: [In Summary - Playing to Potential](#).

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### Marshal Goldsmith - Nuggets

- 64.00 Marshal Goldsmith - The Full Conversation
- 64.01 Marshal Goldsmith - Staying relevant over the long term
- 64.02 Marshal Goldsmith - Choosing Coachees and link with ROI
- 64.03 Marshal Goldsmith - The path to excellence
- 64.04 Marshal Goldsmith - Getting behaviours and habits to stick
- 64.05 Marshal Goldsmith - Art of asking good questions
- 64.06 Marshal Goldsmith - What matters in the end

### 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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Podcast Transcript [64.03 Marshal Goldsmith - The path to excellence](#)

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