

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 a man in a suit and glasses, identified as 'Podcast Host Deepak Jayaraman'. 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 conversation

Rajiv speaks about some of the key choices he has made along the way in his journey as a Coach. He speaks about how he kept his North Star front and centre as he thought about various options and possibilities around expanding the practice. He also speaks about how he balances quality of his work with the volume he takes on.

Transcription

Deepak Jayaraman (DJ): I love the distinction between solving for, you know, or maintaining the quality of life, if you will, at the point of exit versus forsaking the upside, I like that nuance, Rajiv. Back to your journey as a coach, Rajiv, you say you have been at this for 15 years, I remember speaking to you maybe a decade back or so when I was at Egon Zehnder and I was probably evaluating some of these choices, if you look at your journey post having made that switch to what you do now, would you call out some of the key choices you have made, what you have said no to maybe as well apart from what you have said yes to in the path that you have chosen?

Rajiv Vij (RV): Oh, loads of choices actually. That has been one of my biggest learnings as well that if you want to say yes to a few things, you have to be willing to say no to many things. And part of it I have been fortunate that that sense of purpose and that north star banner that I was talking about, that has been so clear to me that every dilemma and decision gets bounced around against that. So if it is something that is going to support me in my own personal journey of growth, etc., I will explore it, if it is going to allow me to help others in a meaningful way, I will explore that, but to give you a sense, and that is where, I think, you know, and you may have that experience too, Deepak, in your personal journey, as well as with many of your clients is that, when you are trying to do the right thing, the universe does conspire to help you to support you in that journey. So, I had a bunch of choices I made us a start, one was, for example, that I am going to coach people across Asia but I do not wish to travel for work because I did not like traveling for work, and maybe I traveled too much in those days. So, I said I will coach people over the phone, this is even before Zoom and everything else, it is old-fashioned phone. And initially, my clients were a bit skeptical like how will this work, this is such an intimate personal conversation, etc., etc. and how will this work over the phone, but that is how I designed, that is how I am going to create my life, and that worked beautifully well. I also decided that I am going to have coaching for fixed number of hours in a day. So, I do not have a coaching session before 10 in the morning or after 4 in the evening. That is kind of my discipline from day one and it started actually with the premise because 4 o'clock my kids used to come home from school and I wanted to stop then and spend quality time with them, etc., etc., but that has been my discipline for last 15 years and I have worked with clients across Asia, lots in India of course, Europe and U.S. and so on, it always fits into that 10 to 4, because when you are clear, and I am not being tough or rude or things like that to a client, but they appreciate that you

are trying to walk the talk yourself. I also wanted to keep my practice tight. You know, with this 10 to 4, obviously, there are only so many clients I can work with, and I have had so many approaches, you know, even friends ask me, listen, you want to help more people, why do not you create an Asia-wide coaching organization, you want to help people, that is your stated objective, so why do not you do that. And I have resisted that simply because I know that my ability to help others is directly proportional to my ability to help myself. And not in a selfish way, but it is like when I meditate and when I am more present, I know I am a better coach. So, I need to create the time to be in the best place I can be. And for that, I recognize that if I created an Asia-wide coaching organization, I will become a managing partner and I will be back to running the organization, and it is not going to be necessarily as. So, in many cases, I have let go of the idea that more is better, it is keeping as pure to your intent as possible. The idea that you earn good karma not from how many people you help but with what intent are you coaching your clients every day. If you can keep that intent clear, then that is a healthier place. So many things like that that I have, of course, you know, opportunities to be on boards of companies, on NGO boards, etc., etc., after the first couple of years, I let go of all of that because I just found that my ability to, even with NGOs for example, so 15% of my coaching hours are reserved for leaders of NGOs. And all of that work, I find, is so rewarding because particularly working with small midsize NGO leaders, the work I do with them and when they work through their own challenges, etc., etc., it actually trickles down into the entire organization because these are small midsize organizations. So rather than being on the board of that NGO, I feel I am able to contribute more and in a way that it is more fulfilling for me as well, by coaching the founder. So many choices but they have all been, I mean I just feel thankful for sticking to those.

Reflections from Deepak Jayaraman

DJ: I love the point Rajiv makes about his ability to help his coachees being directly proportional to his ability to have the Mindspace and help himself. That is such a simple yet a profound point. In my instance, I find that I end up using the metaphor of a thermostat in my head. The lower cut off is the economic cut off where I have a minimum threshold on the cash flows. The upper cut off for me is the point where I start feeling time poverty that Ashley speaks about. In a way, the podcast cadence is a good regulating factor for me. I have told myself that I want to have about 15-20 conversations in a year. If I am not able to keep that frequency, I realize that I need to slow down on the Consulting side. Like Rajiv says, to me that frequency represents the work I do on myself.

But the most profound he makes is the point about having the North Star clear. Articulating the Why behind the journey to oneself.

There are several friends, batchmates, colleagues and neighbours who are often financially in a much better place and there are these micro moments where I question myself about the path, I am waling but being clear about my needs and my Why gives me and the people around me the conviction to walk the path I am on as I move forward.

End of nugget transcription

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Rajiv Vij - Nuggets

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About Deepak Jayaraman

Deepak seeks to unlock the 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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