

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 far right is a portrait of the host, Deepak Jayaraman, with the text 'Podcast Host' and his name '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 conversation

Tarun expands on what the term Play to Potential means to him. He speaks about how given the human condition only about 7/8th of our potential is being tapped. He speaks about the significant unlock if this could be enabled

Transcription

Deepak Jayaraman (DJ): Tarun, I think, this sort of brings us to the end of the conversation. Once again, this podcast is titled Play to Potential and when we think about some of these institutions that are being built and some of these entrepreneurs that have built some of these enduring institutions, any headline themes you want to leave the listeners with in terms of playing to potential over the long term in building institutions that endure?

Tarun Khanna EP2 (TK EP2): Yeah, so I would say in the world's potential... let me restart. As we are recording this podcast Deepak, Mr. Putin is wreaking havoc in Eastern Europe in Ukraine. It's a surreal situation and still has the potential to spiral out of control so it's very sobering. And that's perhaps an egregious example of how many people today... so there are roughly 8 billion people in the world today. I would say that 7 billion of those 8 billion are kind of locked out of the mainstream of societies. So, when you take the title of your podcast, Play to Potential, the world's potential is completely untapped. We have organised, we as a species have organised that 7/8th of our potential is rendered impotent currently. So, I think the upside is very, very high if we think of what can be done and the people who can show us how to do it are the ones that are profiled not just in this book, but the much broader selection in the Creating Emerging Markets project, which is a life project. So, as we speak, we are adding dozens and dozens more interviews from dozens of countries. These are people who can at least show us how they contributed to a more inclusive way of living that hopefully allows us to bring some of these 7 billion excluded people into the mainstream to society. So, that's the idealist in me, the sappy, naïve...

DJ: That's a wonderful way of framing it. I think there's a huge social impact and inclusion element to the way these businesses have been built and continue to be built.

TK EP2: It's almost, it's almost, I am almost comfortable saying that it's a defining criterion of longevity of reputation and long live success is that most of the benefits of your action don't accrue to you. You may still be a billionaire or a gazillionaire but the fact is that those who are in that category have probably contributed tens or hundreds of billions of whatever the currency is worth of goodness to their societies. So, that seems like almost a defining criterion.

Reflections from Deepak Jayaraman

DJ: Thank you for listening. For more please visit playtopotential.com. This is the question that I ask every guest that's been on the podcast. If you want to get a quick net net view of how different people think about the term Playing to Potential. You can just look up the Curated Playlist in Summery - Playing to Potential. You can go to Playtopotential.com, go to the Curated Playlists section and find the playlist in Summery – Playing to Potential. Thank you for listening.

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

In summary – Playing to Potential: This playlist captures the essence of what the speaker is trying to say in their conversation. In a way, it captures the key principles with which they have approached life which has brought them to where they are today. They share their perspectives on the mindset we need to adopt as we navigate through life. You can access the playlist [here](#).

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Tarun Khanna EP2 - 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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