

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, it lists 'Also available on:' with icons for Spotify, Apple Podcasts, and Google Podcasts. On the right side, there is a portrait of Deepak Jayaraman, identified as the 'Podcast Host' with his name in a red box below. A small note 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

Michiel speaks about how Ambition can be a finite resource which could empty at some point in time but Purpose can be a perennially replenishing driving force if we tune into it.

Transcription

Deepak Jayaraman (DJ): The other piece I picked up which I found very interesting in the book Michiel was, you talk about the distinction between ambition and purpose, and I really liked one of the terms you use, you say, ambition is finite but purpose is not, it is infinite. So if we can tap into your purpose, I like that framing, people talk about it but when somebody frames it that way, it captures the essence quite beautifully, so can you expand on that?

Michiel Kruyt (MK): Yeah, no definitely, I mean this is a very personal experience, has been a very personal experience for me as well where I must say the first 40 years or so of my career, I was, you know, I thought I was super passionate about my work and I was, but I was also very ambitious, so a lot of it was around climbing the ladder. So every two-three year, you are talking to Head-hunters to see if there is something more exciting outside, and it is kind of like all about going up the ladder. And then when I got into my first transition moment in the U.S. when I had this thyroid infection, that is when I actually got connected with a deeper purpose, something that I really felt in a way where my passion met the need of the world which is a great way to, I mean if you can actually do something that you are super passionate about, which for me often has to do with creating a lot of personal growth for myself, and if that connects to something that is needed in the outside world, then, you have found a purpose that is also purposeful for others. And that is lasting. I mean, the moment I joined McKinsey due to this mindset and behaviour work, I never looked back, I never looked at any other opportunities, I was just living the dream, I was living my purpose.

Reflections from Deepak Jayaraman

DJ: I can really connect with Michiel's insight here. If I reflect on the first 15 odd years of my life at KPMG, McKinsey and EgonZehnder, it was largely spent with the mindset of "Let me get to Partner and then life will be great". It got me to jump from one hoop to another but it also led to another thing. It made me extremely insecure for a long period of time. I kept asking myself, am I good enough? Do I belong here?

Over the last 7 odd years of running my Coaching Practice and this podcast, I spend my time having good conversations with good people and helping people play to their unique potential and I have

found it to be liberating as there is no finite yard-stick I measure myself by. I broadly look at the day and say, did I take a baby step in the direction of my purpose and it gives me satisfaction.

After spending a lot of time chasing optimization, I am currently going through a phase where I am seeing the value of satisficing and having the fuel to play the long game in a certain direction in the sense of purpose. In this context I also wanted to share something related which I heard in a different conversation and the other person was saying if there's ever a choice between demanding a seat and the table and working towards it verse making your own table choose the ladder. Its often much more fulfilling and liberating and I can totally relate to that. Thank you for listening.

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

Navigational Principles: Leaders discuss their personal frameworks around how they made choices around pivotal moments in their lives. They articulate the set of criteria we should consider having when we are at a fork on the road and have to pick between disparate options. Arguably one of the most critical skills of the future as we navigate a world of abundance. You can access the playlist [here](#).

Pursuing your passion: "Follow your heart" is an advice that is commonly doled out to individuals that are trying to make career choices. However, the reality is little more nuanced. People who have followed their heart talk about how they have weaved it into their lives or in some cases, how they have been pragmatic about taking the plunge. 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.

Michiel Kruyt - Nuggets

- 99.01 Michiel Kruyt - HUL to McKinsey to Transformation Work
- 99.02 Michiel Kruyt - Pausing to Reinvent
- 99.03 Michiel Kruyt - Learning Zone vs Protective Zone
- 99.04 Michiel Kruyt - Accessing your Skylight

- 99.05 Michiel Kruyt - Ladder of Self-Awareness
- 99.06 Michiel Kruyt - The infiniteness of Purpose
- 99.07 Michiel Kruyt - Criticality of recovery
- 99.08 Michiel Kruyt - Collective Icebergs and Team Dominos

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](#).

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.