

---

# Tips to Get Optimum Results

**M.V. Sastry**

Retd. DG(RD), MoST

*The Author is Receiver of 'Shri Ram Award' for one of his articles*

## Introduction

*Victory tends to go to those who try to accomplish their tasks come what may. They have relentless enthusiasm and confidence in themselves. They do not get disheartened with a failure but they learn a lesson and make a stronger plan. When they undertake a work, they are clear about their goal. When faced with difficulties on the way, they find solutions and move ahead with stronger determination and greater enthusiasm. They are neither egoistic/arrogant nor are they afraid of making a mistake. They try to take care to see that the mistakes are not repeated. They always carry a positive attitude and put in sustained effort. With such an approach, they are certain to achieve all reasonable things they desire. An attempt has been made to cover here some points that will help to get optimum results, be it in facing an interview, carrying the people along, being courageous, facing difficulties / reality, carrying the company to great heights etc.*

**Complete Individuality - Need for Success :** To achieve anything, one should make a mental picture of his effort, obstacles on the way and how to overcome them and the related individuality needed. One should develop the necessary personality completely by improving mental courage to face obstructions and devising means to tackle them. Such a personality will have a clear goal, proper understanding of the work to be undertaken, courage, self-confidence and self respect. He will be able to recognise properly the strengths and weaknesses. He is ready to face realities even if the planning fails, learn a lesson and move forward. He has the necessary courage and belief in himself to achieve the goal.

**Those who are Happy Achieve what they want :** A person who is happy is capable of remarkable achievements. With his positive attitude and optimistic approach, issues do not look like problems, and he converts any situation as an opportunity to grow and moves forward with a happy disposition, firm determination and good intention keeping well-being of all in view. Such an attitude fills his heart with happiness and is a source of unimaginable strength.

**Motivate Your Employees :** Low employee morale, poor attitude and a negative working atmosphere - can make even a healthy company slip into the red. If employees start complaining and gossiping about work conditions it is time for the management to sit up and do something. If stark surrounding are putting off the employees, renovating the interiors may make them more enthusiastic. It is not always cash awards that employees hanker after. Sometimes, just a pat on the back can have the desired effect. Recognising worth of employee and its contribution boosts his morale, as well as builds his loyalty. One has to motivate first and then expect results. Offering sops; arranging indoor / outdoor games, picnics / movie shows / parties / get togethers ; handing over appreciation letter to the best employee of the month are some of the steps that motivate employees.

**Change Management :** During change management, executives must know what to clone, customise, discard or translate from the old stock of ideas. Alternating periods of change with periods of stability (during which a business can recover) may be helpful. The following should be kept in view:

- Use the right technique with the right recombinants (Think of creative recombination as a mosaic of focused changes you make over a period of time, rather than a linear series of discrete changes).
- Use a new vocabulary to talk about change
- Be or hire a chief memory officer (Look back over past projects before any innovation is launched or relaunched. Avoid repeating mistake)
- Encourage messing up (Mistakes while causing some damage, often yield new insights that turn out to be valuable when applied to a different situation)

### **What Competitive Intelligence can do for a Company**

- Enable you to anticipate market place changes
- Foresee the actions of your competitors
- Discover new or potential competitors
- Learn from the successes or failures of others
- Increase the range and quality of your acquisition targets
- Learn about new technologies, products, and processes
- Tap new business opportunities
- Examine your own business practices with an open mind
- Help implement the latest management tools into your business

### **Personality and Grooming**

As competition heats up in the job market, personality and personal grooming could make the difference between a Yes and a No. Companies are looking for eloquence and fluency in language, a certain element of assertiveness and the enthusiasm to work. Personality development has two aspects. On the one hand, it is an integral part of the internal environment of any organisation. It is not just about technical knowledge but the ability to get along with people and deal with different cultures. On the other hand, personality development plays a vital role in the external front as well, in client interactions where the first impression is very critical. It blends with the technical knowledge of an employee in order to promote sustainable growth. A good dressing sense, clean attire, neat look and a smile on the face could make all the difference. Personality development plays

very significant role in front end jobs where good communication skills are imperative. Today's society looks for over all development than mere academic brilliance. Personality development plays a crucial part in dealing with customers, colleagues and bosses alike. Good communication skills and the ability to remain calm under pressure are integral parts. Employees should be adept at judging situations and ensure that clients are completely satisfied. To handle all these, in addition to technical knowledge, personality development has become a significant aspect of any job.

### **Strategy for Sales**

Get the right people on the bus, the wrong people off the bus, and the right people in the right seats. Put more emphasis on character attributes than on specific experience, skills or background. Do customer segmentation that encompasses both demographic and behavioural factors. Key customers purchase with greater frequency. Prime customers will be more concerned with price. Selling to prime customers costs four to five times as much as selling to key customers.

### **Become an Employer of Choice**

Attract and hang onto the most valuable workers. A company cannot become an employer of choice unless it has managers of choice (MOC) throughout the organization.

To become a MOC :

- Talent scouting (Have the right people in the right positions. Hone your interviewing skills as sharply as your technical skills)
- Relationship building (Begin to devise strategies to help employees improve).
- Trust building (Focus on the following to build a high-trust unit: Credibility, Respect, Fairness, Pride, Camaraderie. Create opportunities for your people to grow and develop. When you have won the trust of your employees, they are more likely to stand by you during tough times)
- Skill building (Create a learning task force charged with identifying the skills, behaviours and knowledge that the group members need most to do

---

their jobs better and meet unit goals. 30 minutes a day keeps overall learning moving forward).

- Organizational brand building (Enhance the organisation's image. Remind employees the importance of their work to the company's strategic goals. Make sure they know about your organization's efforts to make your community a better place for all)

### **Time-Management**

Time does not wait for us. Speed is the order of the day. If we are late, not only do we miss opportunities but also mental peace. The following are some suggestions to utilise it wisely :

- List of priorities (Divide works into urgent, important, others and make a list in the order of their priority and take up accordingly)
- Discipline (Discipline yourself to make a plan and stick to it with determination and control)
- Get rid of the postponing mentality (Do works at their scheduled times)
- Balance time for family, health, profession, individuality, human relationships, spirituality.
- Allocate adequate time for sleep and meditation
- Cultivate to excuse yourself politely from unnecessary phone calls.
- See TV very selectively (Only important programmes)

**Tips to manage your time** : Adhere to a strict schedule, Complete your work on time. Do one thing at one time, Devote 100% to what you do, Honour commitments. For life to proceed completely, satisfactorily and happily, one should get along ably in all directions. By giving attention to knowledge, expertise, activeness, behaviour, mental development, physical fitness, cordial relationships, spirituality / Godliness; not only mental / phsyical capabilities and happiness will increase but also stress / strain will run away.

### **Concentration**

Mind is very important for a person. By controlling it,

one can achieve anything. Controlling the mind and fixing it on one particular thing at a given time is known as concentration. If concentration gets disturbed, the work will suffer. With concentration, one can get exceedingly good results.

### **Way to Face Difficult Circumstances**

- Do not become a target for fear and anxiety (Be calm, use mind and think)
- Do not get excessively immersed in anything (Do not exhibit difficulties, Strengthen the thought that you can find a solution with the grace of God)
- Cultivate to keep nervousness away (Note down what all are leading to your difficulty and clear your doubts mentally)
- Forget why and how it happened. Understand the issue from where you are now.
- Instead of waiting for the total solution, think of what is to be done next
- Be calm. Go deep into the issue and try to find a solution.
- Go on questioning 'What is the proper thing to do?'
- Keep thinking, keep believing, keep working, keep praying.
- Put into practice proper philosophies / principles.

### **Be An Optimist**

Success is the result of 1% inspiration and 99% effort. Inspiration is mixed up with hard work, integrity and sustained effort. An optimist utilises the obstacles as steps to climb, optimism as a working tool; hard work and integrity as other supplements needed. He looks at the brighter side of every thing, believes that the place is good to live and that everything will go well for him. With coverage and humility as his shields, he talks clearly, looks at any issue positively with a happy heart, overcomes all impediments and reaches great heights.

---

## Desire

Desire opens the doors, searches for good in the heart, tries to know with belief in God and inherent goodness of man what is its capacity and what can be done, accepts issues as opportunities, fixes high ideals, lights a candle and helps to move forward step by step.

## How to keep Tiredness Away

If the work you do for your living is of your liking, you will not get tired. When you cannot get a work of your choice, the following may help to keep tiredness at bay :

- Cultivate a hobby and try to improve in it (That will give new strength and freshness to the mind)
- Do your regular work step by step taking rest in between.
- Art of living depends on intelligent aspects like rest, sleep, relaxation.
- Sleep with a calm (unexcited) mind.
- Prepare a list of works based on priority and go as per that
- Do not work excessively. Do not take many works at one time.
- Develop the habit of concentrating on the work in hand.
- Get rid of the habit of competing with others. Try to do better always.
- Learn to accept the happenings as they come after you have done to the best of your ability.

## To Be Happy

- Utilise to the best the opportunities that come your way.
- Complete your responsibilities with dedication and hard work. The contentment and happiness you get is immense.
- Do not put till tomorrow what you can do today.
- Do not worry about what happened yesterday. Do not fear what may happen tomorrow. Try to utilise today fruitfully with faith in God.

## Requisites for Success

Courage, kindness, hard and sustained effort are the requisites for success. Take the first step, keep moving, work hard and serve others.

## Control The Mind

Those who can control their mind move forward with self-confidence and mark their life happy. One should be inquisitive to learn, cultivate new desires / goals. A person's individually and behaviour depend on the attitude the cultivates. A person becomes successful when, with a positive attitude, makes a firm impression on his mind and utilises his capabilities well. One who sets his mind in proper direction moves from one success to another with optimum utilisation of his talents.

## Working Hard-Secret To Success

One who has the mentality to work hard will come up in life. To achieve anything in life, one should have determination, a clear goal, a burning desire to finish whatever may be the difficulties on the way. With that burning desire, one does not feel obstacles as insurmountable, gets enthusiasm and moves forward happily. The impediments and set backs appear as opportunities to learn. For those who have a passion to progress, issues appear as challenges to stimulate them into further action with better methods. While facing challenges, one has to take calculated risks but as long as he has a disciplined life, self-confidence, self-respect, commitment, continuous effort to learn new things and improve his capabilities, and does not let laziness come near him, he will move from one victory to another.

## Wisdom and Confidence-Root for Success

One who has firm belief in himself and moves forward unhesitatingly, overcomes the difficulties on the way with enthusiasm and achieves his goal. Such people have strong positive suggestions in them. The result will depend on how one estimates his talents and capabilities. Without comparing with others, one should strive to enhance his talents in his chosen field and work hard to become number one in that line. One should conduct himself with wisdom and positive

---

approach. One should analyse failure with proper reasoning. With a clear goal and moving with wisdom, discerning knowledge and self-belief, a person will certainly reach great heights.

### **Mantra For Success**

Winners don't do different things, they do things differently. Inter personal skills, positive attitude, desire for success and high self-esteem, will take a person to places. The mantra for success : Work to achieve your goals. And if you fall short, work harder.

One has to make the right choices. Some say it is a matter of discipline and commitment. Some others say it is intelligence. Wisdom to make the right choices is acquired and imbibed through experience. If you love your work, you will never get tired. Being an achiever is easy if you can push yourself beyond your capabilities. If you are passionate about your work, you don't have to complain. To achieve success, you have to manage your time well and the tips for that are : Prioritise your works and take up in that order. Adhere to a strict schedule. Complete your work on time. Do one thing at one time, Devote 100% to what you do, Honour commitments.

### **Tips for the Interviews**

- a) Direct Interview (Structured, easy to prepare for, not stressful. A challenge to work your agenda into the interviewer's agenda)
  - Concentrate on being an equal player in the discussion.
  - Make an extra effort to work in your asset statements and any other topics you need to address and make your case.
  - Find some common interest on which you can build a rapport so that you are able to make human connection with the interviewer.
- b) Behaviour Based Interview (More stimulating and interesting. Need much more preparation. Requires a solid handle on your skills, content knowledge and personal qualities)
  - Use your asset statements
  - Don't get caught up in describing your past accomplishments - talk about what you could do for the employer in the near future.

- Don't go off on a tangent when talking about your past accomplishments. Just because the interviewer says, "Tell me about a time when..." doesn't mean you have to tell him the whole story.
- c) Conversational Interview (Takes a circuitous route. More relaxed. Rarely stressful. Communicating is in a more casual way. Can pull you into complacency, leading you to forget your agenda and leave with a mere pleasant chit-chat).
  - Make a concerted effort to work your agenda into the dialogue.
  - Use conversation topics as springboards to make your asset statements rather than getting caught in a conversation that goes nowhere.
  - Pay special attention to the questions you ask. Ask things such as, "What qualities do you need in the person who will do this job?" By asking the right question, you force the interview to address the issue of what's needed and how you might meet that need.
  - Watch your tongue. The rapport and comfortable atmosphere in a conversational-interview may lead you to open up too much or say something foolish.
- d) Stress Interview (Designed to intimidate and to find out how you operate under pressure. Your opinions and claims are challenged at every turn. Room seems unusually uncomfortable. Tough question. Keeps you on your toes).
  - Keep a cool head and face the interview professionally.
  - Tact, tolerance and patience help keep a cool head.

### **Customer is the King**

Consumers today have near instant access to all the information they need on virtually any product. As companies yield a strong measure of their marketing control over to consumers, organizations that can effectively harness the power of the consumer to help shape their own products and services are the ones that will dominate. A company should not go for thoughtless automation. While self-checkout lines in grocery stores may provide more satisfying experience for shoppers, a customer ringing up an airlines when trapped in automated systems with menus within

---

menus becomes frustrated and yearns for a higher-quality experience enriched by direct human interaction. Those who make innovative use of IT to generate value for customers, gathering and responding to their needs, will win the race.

### **To get along well with Others**

- Be respectful to others (Look for their good points / deeds and appreciate whenever possible)
- Increase curiosity (Be silent. Give opportunity for others to talk. Remember their birthdays/ anniversaries and greet them)
- Help others (Undertake atleast one good work everyday)
- Perform your work well (Be on the look out for continuous improvement of knowledge/expertise)
- Do not make unnecessary comments.
- Improve self-confidence (Find solutions to the issues with courage and determination)
- Improve gentlemanliness (Try to enhance qualities like integrity, trustworthiness, pure conscience and keeping to the word)

### **Art of Conversation**

To live successfully in society, expertise in conversation is necessary. The following would help in this regard :

- Be a good listener and give opportunities for others to speak.
- By being a friendly / caring listener, you will know their interests, hobbies etc. People like those who give a patient hearing.
- Know what is appealing to the other person and talk about that.
- Keep friendliness, kindness, selflessness and generosity in view.
- Keep quiet for sometime in between. It gives opportunity for the other person to think and talk.
- Convey the thoughts without getting into competition or without pride.

### **Facing Reality**

Do not get disheartened at a failure, accept responsibility for it. Let the failure act as a stepping

stone for success. See that the mistake is not repeated. Become wiser with the experience. Gain more knowledge, expertise and strength. Study the environment, get inspired and move forward with renewed enthusiasm and vigour and face the issues boldly without fear or anxiety. That will lead you to success.

### **You are as Young as You Think**

Mental worry, doubt, confusion, disbelief, fear, feeling of despair pull down a person. You are as young as you believe. You will experience youth depending on your self-confidence. You are young as long as your heart is able to receive shining good messages from the nature, fellow-beings and the entire world. One should live with a positive attitude and optimism. For those who cannot achieve mental maturity with age, old age will be a curse.

### **Conclusion**

You can win any battles if you are determined enough. Never give up on life without a fight. A positive attitude works wonders. One should have the right attitude, the guts and mental strength that makes all the difference at the top level. If you love your work, you will never get tired. Leadership is about taking initiative and being accountable. One has to make the right choices. Some say it is a matter of discipline and commitment. Some others say it is intelligence. Wisdom to make the right choices is acquired and imbibed through experience. Know what you want and be sure to get it the right way. Lead from the front, manage to knit the team together to be able to extract the best out of them. Be good to people and share a congenial relationship with them. Keep a cool head and go about your job professionally. In a turmoil, one can hope for the best and be prepared for the worst. When you feel like giving up, hold on just a little longer. It is only when one performs well and those who matter tell him so that he starts believing in himself. When someone gives a pat, his self-belief grows. Kind words of appreciation give great confidence. Everyone has potential. You just have to discover it. When we bring forth latest talents, we find new pleasure in our work.

If you are talented and work hard, you are unstoppable. Tact, tolerance and patience will help keep a cool head.

---

Teaching by example is more powerful and effective than by precept. The human mind is so powerful that it can lift you up and take you in another world if you let it. All you need to survive is a positive attitude and faith in yourself. One is a failure only when one gives up. Each man is the architect of his own fate. Mental conditioning is a must to face tight situations. To come back from hopeless situations to win, to cope with pressure situations and come out on top; It is not just a question of skill, but how that skill, allied to temperament, helps them overcome their opponents. To stay positive even when things are looking bleak, to keep the mind's eye focused on the goal of winning even when the body is feeling dead, propels the extra human effort needed to win. When one approach is not working to reach the desired goal, it is time to devise another approach. In conclusion, the following

words come to mind :

- Those who achieve spectacular success do enough to get by; then they add a little bit of extra effort. That little bit of extra effort makes an enormous difference
- Sincere positive values result in effective actions. And those actions will bring real, lasting and substantial achievement.
- Greatness most often results not from extraordinary ability, but rather from ordinary ability followed through with extraordinary devotion.
- Honest work adds strength and muscle to our character.
- Success is preceded by diligent mental preparation, where we set the stage for dramatic growth.