

SIPNA

BUSINESS INSIGHT

Quarterly Newsletter
ISSUE, FEB.2022



This issue:

Apple logs its best year in India in 2021, ships 6 million iPhone units!

PAGE 01

E-mobility startup VAAN
Electric Moto launches e-bikes in India

PAGE 02

Crypto-currency:
The Future Money?

PAGE 03

Keeping Remote Employees
Inspired and Informed

PAGE 05

EdiblePro: The New Idea For
Saving the Planet

PAGE 06

Something which we think is
impossible now is not
impossible in another decade

PAGE 07



Edited By

Department of Business Administration (MBA)
SIPNA COLLEGE OF ENGINEERING & TECHNOLOGY

In Front of Nemani Godown, Badnera Road, Amravati - 444701



SIPNA: BUSINESS INSIGHT

Monthly Newsletter

ISSUE, FEB. 2022



INDEX

Apple logs its best year in India in 2021, ships 6 million iPhone units!	- By Prince agnani	PAGE 01
E-mobility startup VAAN Electric Moto launches e-bikes in India	- By Pawan Harwani	PAGE 02
Crypto-currency: The Future Money?	- By Pankaj Meshram	PAGE 03
Keeping Remote Employees Inspired and Informed	- By Shubham Ugale	PAGE 05
EdiblePro: The New Idea For Saving the Planet	- By Prajwal Sherekar	PAGE 06
Something which we think is impossible now is not impossible in another decade	- By Manisha Singre	PAGE 07

EDITORIAL BOARD

CHIEF EDITORS:

- Dr. M.D. Jadhav (HOD)
- Dr. P. A. Gadve

ALUMNI EDITOR:

- Mr. Pankaj Deshpande

STUDENT EDITORS:

- Prince Agnani
- Pawan Harwani
- Shubham Ugale
- Pankaj Meshram
- Prajwal Sherekar
- Manisha Singre

VISION OF INSTITUTE

To provide quality professional education and conducive environment to students to emerge as a model proficient institute.

MISSION OF INSTITUTE

- To create scholarly and vibrant environment for professional excellence
- To contribute to advancement of knowledge in basic and applied areas of engineering and technology.
- To be an institute of choice in the region by developing, managing and transferring contemporary technologies.
- To build mutually valuable terms with industry, society and alumni.

VISION OF DEPARTMENT

To be a prominent management department in the region by imparting quality professional education for creating reputed managers and entrepreneurs.

MISSION OF DEPARTMENT

- To deliver quality education towards professional excellence.
- To expand the fundamental concepts, analytical and problem-solving competency of students.
- To provide contemporary learning environment that emphasizes managerial expertise in communication, teamwork, leadership, employability, and entrepreneurial skills.
- To prepare students with positive professional attitude and ethical values with spirit of social commitment.

Disclaimer: All the information published in the "Sipna Business Insight" newsletter is collected from authorized and authenticated sources and used for academic purposes only.

Apple logs its best year in India in 2021, ships 6 million iPhone units!

- By Prince agnani



Apple posted its best year in India in 2021, shipping a record 5.4-6 million units, as the US smartphone major expanded its local manufacturing and backed that up by aggressive marketing in the world's second-largest market to tap into strong demand, said market trackers.

The iPhone maker cornered a 70% market share in the super-premium price band — phones priced above Rs 45,000 — from 50% the previous year, taking away a chunk of share from rivals Samsung and OnePlus, they said.

“In 2020, Apple shipped 3 million units while in 2021, it has shipped above 6 million units. Since the beginning of 2021, in every quarter they have clocked a double growth when compared to the previous year,” said Neil Shah, partner at Counterpoint Research.

Overall, India's smartphone shipments for 2021 will be about 170 million and Counterpoint Research pegs Apple's share at 3.75% of the total shipments. Industry intelligence group CyberMedia Research (CMR) estimates iPhone shipments in 2021 to be upwards of 5 million units, with Apple gaining on the back of domestic manufacturing and aggressive marketing.

“Despite supply-chain challenges, Apple has been able to manage its supply chains through the course of the pandemic. Apple has been diversifying its supplier base, working with multiple ODMs (original design manufacturers) to produce its flagship iPhone models,” said Prabhu Ram, head.

The growth was driven mainly by the iPhone 12, followed by the iPhone 11. The Cupertino, US-based company is already making most of its devices in India through contract manufacturers Foxconn and Wistron and has started trialing even its latest iPhone 13 series for local production.

CMR, which pegged iPhone's share in the overall smartphone market at 4.4% in 2021, estimates that Apple is on track for a “record year ahead”, with possible launches of the iPhone SE 2022 edition in the first half of 2022, and its broadest iPhone portfolio across price tiers.

Apple is scaling up local manufacturing of iPhones, iPads, Macs, among other devices in India and Vietnam as it looks to reduce dependence on China. It is already assembling its popular iPhone 12, iPhone 11, and XR models in India, along with others. Apple started locally producing iPhones in India in 2017 with the iPhone SE.

“It captured a 70% super-premium market share in 2021 compared to 50% in 2020. This has impacted rivals Samsung and OnePlus whose market share in the same band has dropped from 28% to 14% and 14% to 12%, respectively,” said Shah. He said Samsung's share “declined due to supply-chain disruptions”.

The premium segment will grow across sectors, said Techarc founder Faisal Kawoosa. This will boost sales for Apple, he added. “Premium buyers had saved on their non-essential expenses due to Covid as they weren't able to spend on travel, leisure,” Kawoosa said. Part of these savings could be used for buying gadgets like smartphones.

E-mobility startup VAAN Electric Moto launches e-bikes in India

- By Pawan Harwani



Indian lifestyle e-mobility startup VAAN Electric Moto Pvt Ltd has launched its electric bicycle Urbansport in the country. Union Minister of State for Skill Development, Entrepreneurship, Electronics and IT, Rajeev Chandrasekhar, launched the Van Electric Moto brand in India in a virtually held event in Kochi on Friday. The e-bike is available in two variants- Urbansport and Urbansport Pro, priced at Rs 59,999 and Rs 69,999, respectively and will initially go on sale in Kochi, before being launched in other high-potential markets like Goa, Bangalore, Mumbai, Hyderabad, and Delhi in the future. According to VAAN, the vehicles offer maximum assistance (top speed) of 25 km/h and a pedal-assisted range of 60 kilometers. VAAN claims that a full charge would require just half a unit of electricity, costing around Rs 4-5. The removable battery pack, with a net weight of 2.5 kg, would offer added convenience and would require 4 hours for a full charge.

Leader of the Opposition in Kerala Assembly V D Satheesan and the Chairman and Managing Director of OilMax Energy Pvt. Ltd, Kapil Garg jointly launched the VAAN e-bikes in the Indian market. Ernakulam MP Hibi Eden unveiled the VAAN brand logo at the event in which former MP Chandran Pillai was also present. Both the electric bikes get, compact 6061 aluminum unisex frames, saddle, rims, and handlebar designed by Benelli Biciclette, the e-bike vertical of the Italian brand. VAAN has tied with them for engineering and supply chain and has worked closely with the Benelli team for the development of the Urbansport duo, the group said in a release. VAAN claims that its removable battery is a first in this segment, adding that the bicycles come with Shimano Tourney 7 speed derailleur gear system, front, and rear disc brakes, and Spinner USA front shocks. The electric pedal assist system consists of a 250W hub-mounted electric motor, a 48 Volt, 7.5 Ah removable Lithium-ion battery, and a total of 5 electric 'gear levels, it said. VAAN Urbansport e-bikes get a Smart LCD display serving all necessary information, that can also be used to control front and rear lights.

The Urbansport is the most practical of the two and gets 20 inches spoke wheels, a carrier that can carry up to 15 kilograms, and an exposed electric motor. Urbansport Pro is a more stylish and premium e-bike that offers alloy wheels and an electric motor that is neatly integrated into the rear hub, the release said. We targeted a young crowd earlier but are now looking at even those in the age group of 40-55 years who need not be cycling enthusiasts, considering the advantages of our product that comes with three modes, Jithu Sukumaran Nair, Chief Executive Officer and founder of VAAN Electric Mobility said. He said the e-cycle has a power-assisted mode with five electric gears and a full-throttle mode ratcheting up a speed of up to 25 km per hour. VAAN says the lithium-based removable battery weighing around 2.50 kg with a two-year warranty can be fully charged in around four hours and lasts for 50 km to 60 km depending on the mode in which the cycle is used. KTM-owned KISKA GMBH, Austria handles branding for VAAN an Indian lifestyle e-mobility start-up.

It was globally launched at the EICMA motorcycle show in Italy. Vaan has a technology partnership with the well-known motorcycle producer brand Benelli.

Crypto-currency: The Future Money?

- By Pankaj Meshram



Let's understand crypto-currency in simple words:-

Crypto-currencies are de-centralized digital currency tokens that are freely transferrable within their network of users. A crypto-currency is an encrypted data string that denotes a unit of currency. It is monitored and organized by a peer-to-peer network called a blockchain, which also serves as a secure ledger of transactions, e.g., buying, selling, and transferring. Bitcoin, Ether, Litecoin, and Monero are popular crypto-currencies. Cryptocurrencies are created (and secured) through cryptographic algorithms that are maintained and confirmed in a process called mining, where a network of computers or specialized hardware such as application-specific integrated circuits (ASICs) process and validate the transactions. The process incentivizes the miners who run the network with the crypto-currency. The basic idea behind the creation of crypto-currencies is to bring into existence a payment system that moves away from the traditional banking system by allowing peer-to-peer transfer of money over the internet without routing transactions through a bank's server

Block Chain:-

Block Chain is the principal technology used to validate transactions within the crypto-currency network and to secure the network. A blockchain is an interconnected chain of transaction records that are distributed across the network. A ledger is a record of transactions. In a blockchain, multiple transaction records are compiled to form a single block of data.

Traditional Currencies vs. Crypto-currencies:-

Let's understand the use of crypto-currency by Imaging a scenario in which you want to repay a friend who bought you lunch, by sending money online to his or her account. There are several ways in which this could go wrong, including:

- The financial institution could have a technical issue, such as its systems being down or the machines aren't working properly.
- You or your friend's account could have been hacked—for example, there could be a denial-of-service attack or identity theft.
- The transfer limits for you or your friend's account could have been exceeded.

There is a central point of failure: the bank.

This is why the future of currency lies with crypto-currency. Now imagine a similar transaction between two people using the bitcoin app. A notification appears asking whether the person is sure he or she is ready to transfer bitcoins. If yes, processing takes place: The system authenticates the user's identity, checks whether the user has the required balance to make that transaction, and so on. After that's done, the payment is transferred and the money lands in the receiver's account. All of this happens in a matter of minutes.

Crypto-currency, then, removes all the problems of modern banking: There are no limits to the funds you can transfer, your accounts cannot be hacked, and there is no central point of failure. some popular ones are Bitcoin, Litecoin, Ethereum, and Zcash. And a new cryptocurrency crops up every single day. Considering how much growth they're experiencing at the moment, there's a good chance that there are plenty more to come!

Crypto-currency: The Future Money?

- By Pankaj Meshram



The world is clearly divided when it comes to crypto-currencies. On one side are supporters such as Bill Gates, Al Gore, and Richard Branson, who say that crypto-currencies are better than regular currencies. On the other side are people such as Warren Buffet, Paul Krugman, and Robert Shiller, who are against it. Krugman and Shiller, who are both Nobel Prize winners in the field of economics, call it a Ponzi scheme and a means for criminal activities.

In the future, there's going to be a conflict between regulation and anonymity. Since several crypto-currencies have been linked with terrorist attacks, governments would want to regulate how crypto-currencies work. On the other hand, the main emphasis of crypto-currencies is to ensure that users remain anonymous.

Futurists believe that by the year 2030, crypto-currencies will occupy 25 percent of national currencies, which means a significant chunk of the world would start believing in crypto-currency as a mode of transaction. It's going to be increasingly accepted by merchants and customers, and it will continue to have a volatile nature, which means prices will continue to fluctuate, as they have been doing for the past few years.

Crypto-currency has the following advantages:

- Funds transfer between two parties will be easy without the need for the third parties like credit/debit cards or banks
- It is a cheaper alternative compared to other online transactions
- Payments are safe and secured and offer an unprecedented level of anonymity
- Modern crypto-currency systems come with a user "wallet" or account address which is accessible only by a public key and private key. The private key is only known to the owner of the wallet
- Funds transfers are completed with minimal processing fees.

Crypto-currencies have the following disadvantages:

- The almost hidden nature of crypto-currency transactions makes them easy to be the focus of illegal activities such as money laundering, tax evasion and possibly even terror-financing
- Payments are not irreversible
- Crypto-currencies are not accepted everywhere and have limited value elsewhere
- There is concern that crypto-currencies like Bitcoin are not rooted in any material goods. Some research, however, has identified that the cost of producing a Bitcoin, which requires an increasingly large amount of energy, is directly related to its market price.

A cryptocurrency is a digital or virtual currency that is meant to be a medium of exchange. It is quite similar to real-world currency, except it does not have any physical embodiment, and it uses cryptography to work. Because crypto-currencies operate independently and in a decentralized manner, without a bank or a central authority, new units can be added only after certain conditions are met. For example, with Bitcoin, only after a block has been added to the blockchain will the miner be rewarded with bitcoins, and this is the only way new bitcoins can be generated. The limit for bitcoins is 21 million; after this, no more bitcoins will be produced.

Keeping Remote Employees Inspired and Informed

– By Shubham Ugale



How do you keep employees inspired and informed in a distributed work environment where they don't see each other very much face to face?

Many companies are sorting out this question right now with remote working becoming more of the norm, not the exception. (And, of course, the impact of COVID-19 has many more businesses creating contingency plans for remote working, with some enacting them on a limited basis already). As companies embrace more distributed forms of working, the savvy ones are adopting digital to keep employees engaged and informed. Here are some tips based on our work helping businesses use digital to create engaging employee communications and retention strategies:

Ramp up Your CEO Communications:

Your CEO is the face of the company. Although your CEO cannot be in every office at any time physically, they can do so online. At Invests Digital, CEO, Don Scales, holds regularly scheduled webcasts where people can literally see and hear the voice of our leadership and engage in questions. In between webcasts, Don shares a monthly newsletter with personal insights and company news. Employees working remotely need the personal touch, and they need more frequent contact from company leadership.

Uplift Employees:

Put the weight of all your digital communications into uplifting employees via awards and more informal recognition such as a congratulatory tweet, Instagram post, or other highly visible shout-outs to employees for a job well done. Social media is a great way to make employees feel special in a fun, creative way. An Instagram post won't replace a high-five or award onstage at a company event, but social love can be even more visible and inventive.

Give Your Employees a Voice:

This sounds like a no-brainer, but when's the last time you examined how you involve your employees in your content marketing and thought leadership strategy? Many of our clients are well past the "How do I get started with employee blogging?" phase. But in an environment where employees are suddenly working remotely when they've not needed to do so before, now is a good time to revisit your approach. Consider recruiting more employees into your thought leadership program so that they feel more connected to the company when they're not physically able to share ideas in person. Blogging is an excellent way to do that.

Connect Employees with Each Other:

The explosion of tools such as Teams and Slack for micro-communications is well known. Now is a time to start getting creative and encourage employees to create communities of interest on platforms such as Teams, which is an excellent way for people in far-flung locations to communicate in both one-to-one and one-to-many formats quickly, including scheduling and managing meetings. On Slack, offices can set up special channels such as Music Lovers, Industry News, Kudos, and as many groups as there are personal tastes.

Embrace digital and use it as a bridge to connect different offices and your people. If you have scheduled town halls, meetings around product launches, or vendor calls, leverage your digital conferencing options to maintain a collaborative environment even if not everyone is present physically.

EdiblePro: The New Idea For Saving the Planet

- By Prajwal Sherekar



All of us are aware that there is a huge amount of Plastic containers and cutleries are used in Hotels and Food Outlets tends to pollution. The damage single-use plastic cutlery items can cause to the environment and water bodies. Plastics last for hundreds of years that can affect your health in more ways than one. Being an eco-conscious person, I always wanted to introduce eco-friendly alternatives in the food industry. But what if there was a way to gulp down your cutlery after finishing a particularly delicious meal. Imagine eating your favourite chocolate ice cream with a spoon in a bowl that is made entirely from chocolate. Or simply relishing the spicy-flavoured crunchy spoon after drinking the mouth-watering soups.

Sounds too good to be true, no?

Turning this desire into reality is a Bengaluru-based startup, 'Gajamukha Foods'. They manufacture eco-friendly, zero-waste edible cutlery under the brand name, EdiblePRO.

Who would have thought that a plate could be a sweet dish by itself! Developed as a sustainable alternative to single-use plastic tableware like spoons, cups, bowls, EdiblePRO products are nutritious that can be eaten or disposed of in a compost pit. It will take a week for them to biodegrade, as opposed to plastic which takes nearly 500 years. The startup, founded by Shaila Gurudutt and Lakshmi Bheemachar, offers more than 80 variants in terms of designs, flavours, colours, and textures at affordable rates. It was a shared passion for the environment that drove ex-IBM employees, Shaila and Lakshmi to quit their jobs and launch the venture in 2018. From making products that were soggy to ones that weren't easily breakable, Shaila experimented with several concoctions of homemade flours and other ingredients. It was only after the cutlery samples were approved by an FSSAI-certified laboratory in Bengaluru, that they officially registered the company. The startup adds no artificial colours or preservatives, thus making all their finished products 100 per cent natural. They use the natural colours extracted from vegetables and fruits like beetroot, carrot, and spinach. All the products are made from millets, grains, pulses and spices and directly sourced from local farmers. This makes their cutlery rich in fibre and protein. The facility is based out of Palanahalli and employs rural women. They follow a process of the grain-to-finished product', which increases the shelf life of the product. The women strictly avoid adulteration in ingredients and the formula.

There are two major products, that have a shelf life of six months – for meals and snacks. Though the tableware, including spoons, knives, forks, bowls, plates, cups, etc can be eaten directly without any cooking, they are sturdy enough to last.

Challenges & Way Forward: Lack of awareness is probably the biggest challenge the founders faced at every stage of their venture. And why wouldn't they, in a country like India where plastic is abundant and less expensive than water. It is nearly impossible to convince someone to buy a product valued at Rs.2 for the greater good, over something that is valued in paise.

Lakshmi and Shaila were very well aware of this unfortunate reality when they entered the Indian market with their sustainable product. But their zeal to lead change remained unshakable. "Breaking the chain of thought cannot be done overnight. We are trying our best to educate people through our products and bring about a mass impact. Even if we succeed in helping a section of society or inspire catering businesses to switch to eco-friendly cutlery, it will be a huge move," adds Shaila, whose ultimate goal is to send her products in a spaceship and ensure that space is not covered with garbage.

Something which we think is impossible now is not impossible in another decade

- By Manisha Singre



Office Politics are a fact of corporate life; positive or negative – politics happens. The reality is that politics is how power is managed on a practical basis every day.

The drama that unfolds as co-workers and top leaders play the game, form alliances, take credit, manipulate, trade favor to move upwards, show favoritism or schmooze can be interesting, entertaining, exciting, or frightening – depending on your perspective. Raise your hand if you hate politics! Shouldn't talent, performance, and hard work be what advances our careers, ladies?

By now, it's a tired refrain: Women, particularly women of color, are significantly outnumbered at the senior leadership level in organizations. Covid-19 made this fact worse: In 2021, the number of years it would take before women reached parity with men increased by a third. The pandemic essentially erased all the gains made by women of the last decade, and it may take several decades to recover to pre-Covid levels.

The causes of the leadership gender gap are numerous, as are its proposed solutions. One area of research points to differences concerning women's response to "office politics." Politics, broadly defined as being able to successfully navigate the unwritten rules of "how things get done and through whom," includes understanding the motivations of others at work and using this knowledge to influence in ways that enhance one's personal interest and organizational objectives.

In our experience as psychologists and coaches, we have found that many women have an adverse, almost allergic reaction, to office politics. Numerous studies confirm this; women tend to see it as something "dirty" or dishonest and as a stressful aspect of work that reduces their job satisfaction.

And yet, by nature, humans are relational beings, and political skill matters. It is a necessary part of organizational life. Studies affirm that being able to successfully use political skills is critical to career advancement.

We recognize that engaging in office politics can be stressful. It often forces people to stretch beyond their natural preferences and patterns. We aim to offer ways to participate in politics that reduce discomfort and maximize career advancement.

This article identifies some commonly held beliefs underlying women's aversion to being political at work. Next, it offers mindset shifts that have helped hundreds of women use political skills to their advantage.

5 Reasons Women Dislike Office Politics:

1. My work should speak for itself: Being political contradicts many people's belief in meritocracy. The notion that one has to do more than excel at work itself is seen as anathema to men and women alike. However, for women and other marginalized groups who have to work twice as hard to counter the bias related to their gender and race, this can be experienced as an even greater insult and burden.

2. Building connections is an extracurricular activity: Cultivating political relationships often feels extraneous and distracting from the work, like just another item on a to-do list. And for women, who spend, on average, 37% more time than men on housework and chores in addition to their full-time jobs, the idea that they have to find more space and time for these additional activities feels unreasonable.

Something which we think is impossible now is not impossible in another decade

- By Manisha Singre



3. It's inauthentic: Politics is often seen as posturing, making alliances with those who have the clout, or supporting initiatives that are popular simply for the sake of staying close to the power source. To many, this can feel inauthentic and, at times, duplicitous.

4. I don't like playing hardball: Office politics often plays out as a “zero-sum game,” involving gossip, backstabbing, sabotaging, and even intimidation. Women, and a fair number of men, have an aversion to these tactics and prefer the power that is based on influence, relationships, and win-win approaches.

5. The penalties are too great: Women are penalized for displaying political skill. Studies show that women are judged more harshly for being assertive or competitive, two common characteristics of office politics. And, consequently, they are penalized for it.

Do you hold any of these beliefs? If so, it's understandable. There's validity to them. And yet, if you don't challenge them, you may be limiting your potential. In our work, we have found that cultivating the following five mindsets is an effective way to help counter these beliefs and embrace and develop political skills.

5 Ways to Shift Your Mindset Around “Playing Politics”:

1. From “My work should speak for itself” to “It's my responsibility to show people how my work connects to theirs.”

No one is an island. When people, male or female, believe their work should speak for itself, they fail to recognize the interdependence of organizational life. Believing your work should speak for itself is a narrow, functional view of a job, one that assumes others can fully appreciate and comprehend the part you play in the larger organizational puzzle.

We typically see this belief in two groups. The first is from very technical leaders — those with a highly valued, specialized area of expertise. It's easy for these individuals to see how the organization depends on what they provide, but it's less obvious to them how their work depends on others. We also have heard this response from those who are more comfortable with a hierarchical style of leadership and who have a more deferential relationship to management. They question the necessity of advocating for themselves, seeing it as the task of their manager to see and evaluate their performance. When we work with leaders people on making a shift away from this mindset, we focus on transitioning from a functional or expert mindset to an enterprise one, one that enables people to connect their area of expertise to the larger business needs. In other words, to think in terms of what's best for the whole organization, not just their small part of it. One of us coached a senior executive who rose rapidly through the ranks from director to vice president in a very technical, male-dominated field. She navigated the politics in her rise to the top by learning how to connect her work to others' work. Before every conversation, every meeting, and every presentation, she would take five minutes to anticipate the possible blow-back or resistance she could incur. She took a careful inventory of her audience, considering who they were, what their needs were, and the priorities they were facing. She would then consider ways to connect her contributions to their needs, positioning herself as a necessary and intrinsic part of everyone else's success. By carefully tying her work to others and to the organization's goals, she tied her success to the success of others, thereby ensuring that they saw the value in what she had to offer.

Something which we think is impossible now is not impossible in another decade

- By Manisha Singre



2. From “Building connections is an extracurricular activity” to “Building connections is a force multiplier.”

Work gets done with and through people. And the higher up you go, the more this is true. In the interdependent world of work, where you need others to help you accomplish your goals, continuously nurturing relationships and learning from others is key to your success.

For example, attending a women’s conference can double a woman’s likelihood of receiving a promotion within a year, triple the likelihood of a 10%+ pay increase within a year, and increase her sense of optimism by up to 78%, immediately. Something powerful happens when people engage with others. People are more inspired. They learn new strategies for career advancement. They are exposed to new ideas. They build confidence in asking for what they need and maybe even find a way to share their wisdom with others. When we work with leaders on making a shift away from this mindset, we help them see the benefits, not just the burden, of making connections. We host six-month leadership development programs within organizations where participants have the opportunity to meet, repeatedly, as cohorts. Women who are seeking new opportunities, stuck in their career trajectory, or those struggling with leadership tensions find it productive to hear from others in similar positions, to learn new approaches for promoting themselves, and to see alternatives for managing their challenges.

In the final session, participants give a five-minute presentation on a topic that has big career implications after rehearsing and revising their presentations in small groups. These dress rehearsals give people the opportunity to hone their stories, more clearly articulate their facts, and bolster their stage presence for maximum effectiveness. Countless participants credit the feedback from their new network with helping them adjust and sharpen their presentations to the point that they ultimately land funding, drive new strategy, and galvanize followers. In several instances, the women also helped each other find new roles, transition into different departments, and gain access to new and influential networks. In other words, the relationships built in the program and the perspectives gathered from those relationships help our participants amplify their impact.

3. From “It’s inauthentic” to “I’m being paid to have a point of view and share it.”

The research on authenticity shows that it requires two things: conscious awareness (knowing who you are, your motives, and what you’re bringing to the current situation) and expression (consciously aligning your behavior with your awareness). It means acting in accordance with your true feelings, thoughts, and highest intentions in a way that serves the context. Authenticity requires discernment, courage, and self-determination. It’s not a reaction to what’s happening around you; it’s relating to the players and situation from a grounded sense of who you are.

You’re more negatively affected by office politics if you don’t know what you stand for or don’t have the courage to advocate for it. To be political — and authentic — you must know what your values and intentions are so that you can move projects and teams forward in a way that aligns with you and the organization’s goals. In some ways, it’s easier for people to be against politics than it is to get clear on what they stand for and champion it.

When we work with people on making a shift away from this mindset, we help them discern their purpose and values so they can make choices in alignment with them.

Something which we think is impossible now is not impossible in another decade

- By Manisha Singre



One of us coached a woman who was discouraged by the leadership behaviour of the senior leaders in her business unit. As a result, rather than seeking promotion to the next level, she was considering quitting. Through coaching, she realized that her decision was a reaction to her colleagues' behaviour; yet, she hadn't defined the leadership behaviour she valued. By helping her clarify her own leadership point of view, she felt inspired to model new behaviours and open up conversations inside her business unit about the role leaders play in creating the culture. This changed her attitude towards her current job, and she felt more inspired and motivated to stay in the role, and even apply for a promotion. Rather than reacting to what she disliked, she made a conscious decision to be a role model for the leadership behaviour she wanted to see present in her organization.

4. From “I’m not someone who plays hardball” to “My leadership tactic needs to match the situation.”

Political behaviour can be a turn-off, especially when it involves hard power tactics: coercion, intimidation, and sabotage. For many people, men and women alike, this is what “being political” means, as opposed to using softer power tactics of persuasion, building alliances, and offering assistance. Yet, power, hard or soft, is neither good nor bad. What makes the use of power good or bad is the motivation behind its use and the impact it has on others. While it's easy to see the negative applications of hard power, soft power can also be misused, or used to villainous ends. Consider how Bernie Madoff, Jeffrey Skilling, and Jim Jones employed persuasion, charisma, and relationship-building. When we work with leaders on making a shift away from this mindset, we help them understand that their application of hard or soft power tactics should be situational, not a matter of preference or style. Some situations call for hard power and some for soft power. Specifically, hard power tactics may be needed to hold people accountable, make tough and unpopular decisions, set boundaries, or enact consequences to inappropriate workplace behaviour. One of us coached a leader who had a decided preference for soft power tactics. She worked in a creative industry in which her collaborative style worked well at first. But within a few months of her leading a new team, team members began to complain about burnout. Shortly thereafter, a few senior team members quit due to conflict. This led her to look at the dynamics of the team and how her leadership was a factor.

Through discussions with each team member, she realized that her collaborative approach had resulted in team meetings being dominated and derailed by a few vocal members. Agendas were often hijacked by tangential discussions and meetings often ended without clarity and direction, forcing people to spend hours in discussion to recap and rehash the outcomes.

Our client learned to incorporate hard power tactics to match the team dynamic. She began to intervene, set boundaries, create rules for conversation, and hold people accountable if they failed to follow the meeting guidelines. It was a revelation to her to realize that collaborative leadership had its limits, and that harder power tactics can also have a place.

5. From “The penalties are too great” to “I prioritize my growth”:

Women are penalized for being ambitious and displaying political skill. The research is clear: Negative stereotypes have negative consequences for one's career. It's true that women and minorities pay a steep price for displaying ambition. And yet, for many, the alternative may be worse. While the blowback to displaying ambition is tough, so too is the personal and psychological toll of not striving to fulfil your potential and not stretching to reach your goals.

Something which we think is impossible now is not impossible in another decade

- By Manisha Singre



For many women and minorities, waiting for the world to change before they can assert themselves is a steeper price to pay than the backlash of being ambitious. The mindset here is one of prioritizing growth. But this shouldn't be done naively. It's important to be prepared and to consider the consequences you may face. You may need to gather resources and allies and ensure you have the support in your personal and professional life before undertaking any action. And above all, it's important to have a Plan B or even a Plan C in place. Consider, realistically, the penalties you may face. Do you have alternatives in mind if things don't work out as planned? Are you prepared to switch business units or even companies if necessary?

A growth mindset (the belief that talents can be developed through hard work, good strategies, and input from others) is protective against negative stereotypes. For example, one study found that when Black university students were taught to have a growth mindset, they were less likely to internalize the negative stereotype directed at them, and thus, had better outcomes in their studies. On the other hand, students with a fixed mindset, seeing themselves as unable to change, were more prone to suffer the effects of negative stereotyping.

One of us coached a woman who described her manager as someone who stifled her ambition, denied her access to senior leaders, and routinely took credit for her work. She felt pushed out by her manager with no option but to leave the firm. Through coaching, she realized that she had, in fact, mastered her role. There wasn't room to learn new skills, create more impact, or meet new stakeholders. Her lack of opportunity had as much to do with her role's limited scope as it had to do with her disparaging manager. By recognizing her need for growth, she decided to intentionally seek a new role with more scope and impact potential outside her firm. Rather than feeling "chased out," she realized her old position was more limiting than her leader. This mindset shift made her the hero of the story instead of the victim.

The harsh reality is that women and racialized minorities face discrimination, negative stereotypes, and hostility. But there are choices to be made, choices that provide more flexibility and resilience, or less. Preparing yourself, gathering allies and resources, having a Plan B in place, and developing a growth mindset that frames the challenge as an opportunity to learn and grow, can be powerful protection for the backlash you may face.

Office politics impact your work experience and your projects, whether you participate in them or not. We advocate it's better to be a player than a pawn. The women we coach want to be leading at the highest levels, and yet many have not examined their limiting beliefs about using political skills to advance their careers. The mindset you bring to any situation, especially one that can be experienced as negative and aversive, is critical to your success.

As a reader, did you notice yourself agreeing with any of the beliefs outlined above? If so, can you see a way to shift the mindset that gives you more power over your experience and possibilities in your career?

Office politics matters because as relational beings, getting ahead is as much about people and relationships as it is about skills and experience. Your ability to participate in politics, and to employ your political skills is not just critical to career advancement, but equally important for your well-being at work.

LEARN AND ASK FOR WHAT YOU WANT WITHOUT SAYING SORRY...



SIPNA COLLEGE OF ENGINEERING & TECHNOLOGY

In Front of Nemani Godown, Badnera Road,

Amravati - 444701