

Welcome to IBM PCTY 2010

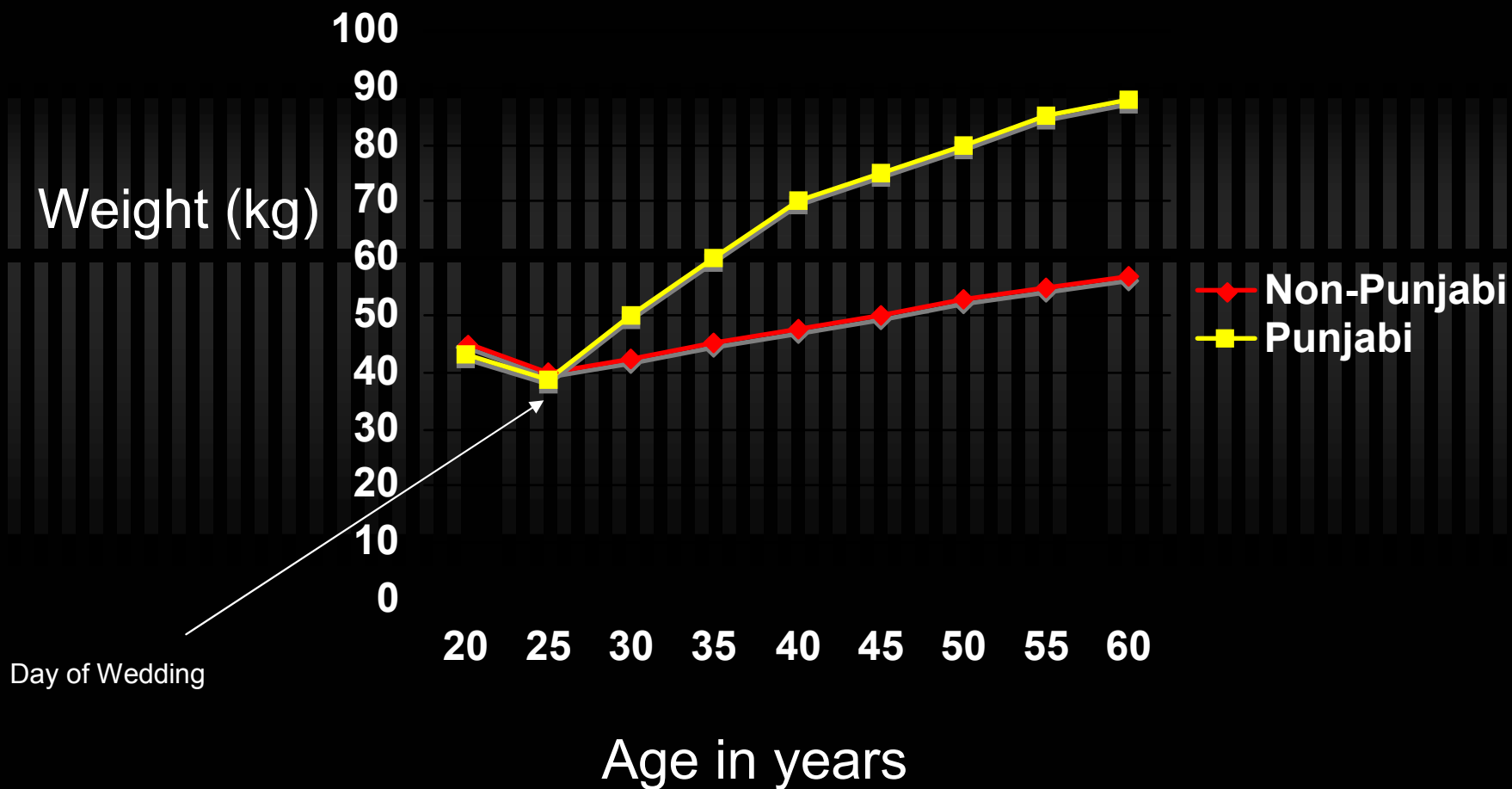


Riding Highs and Lows
Chetan Bhagat

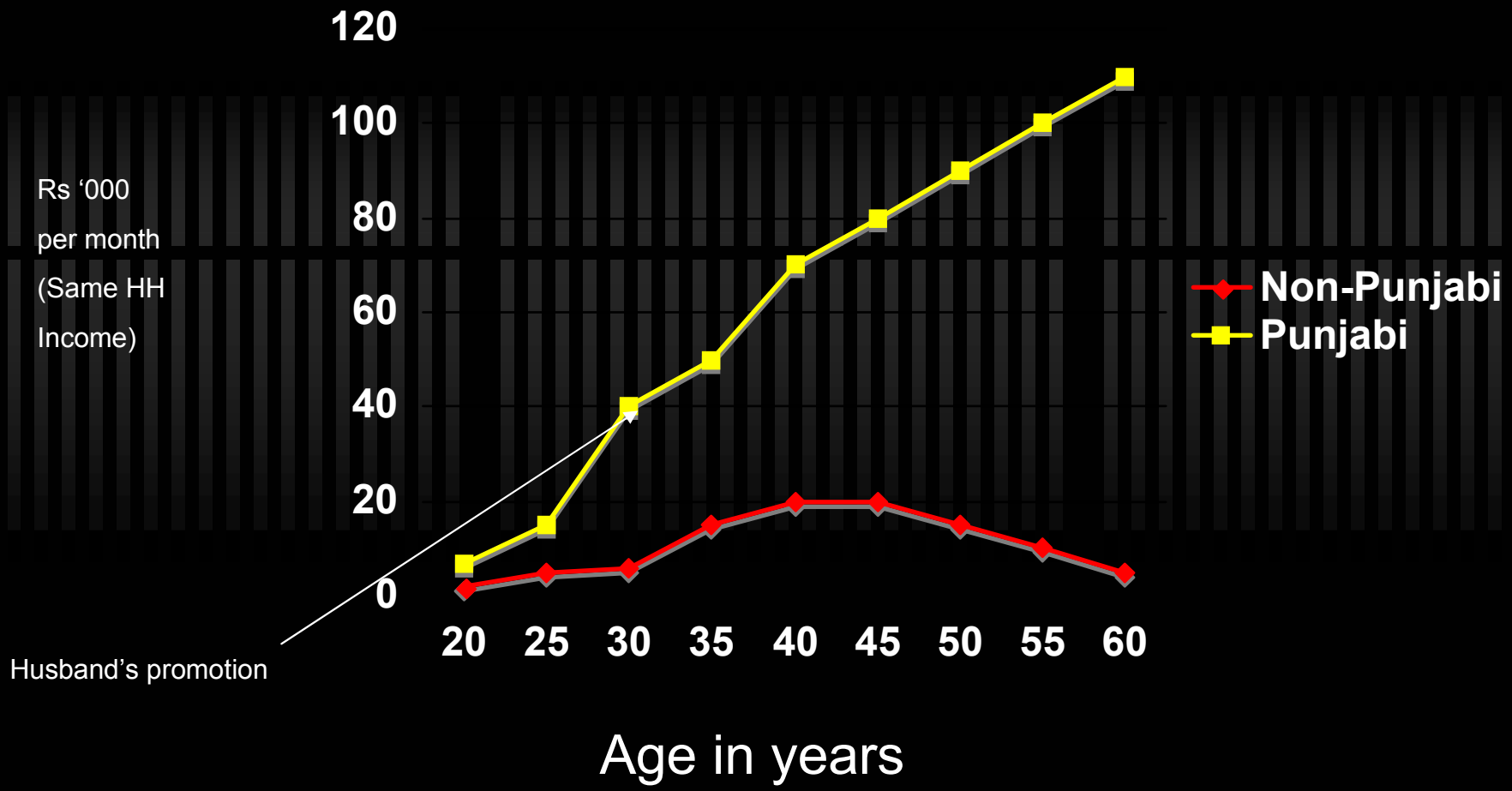
Why Non-Punjabi Girls are better than Punjabi Girls

- a scientific study for my mother

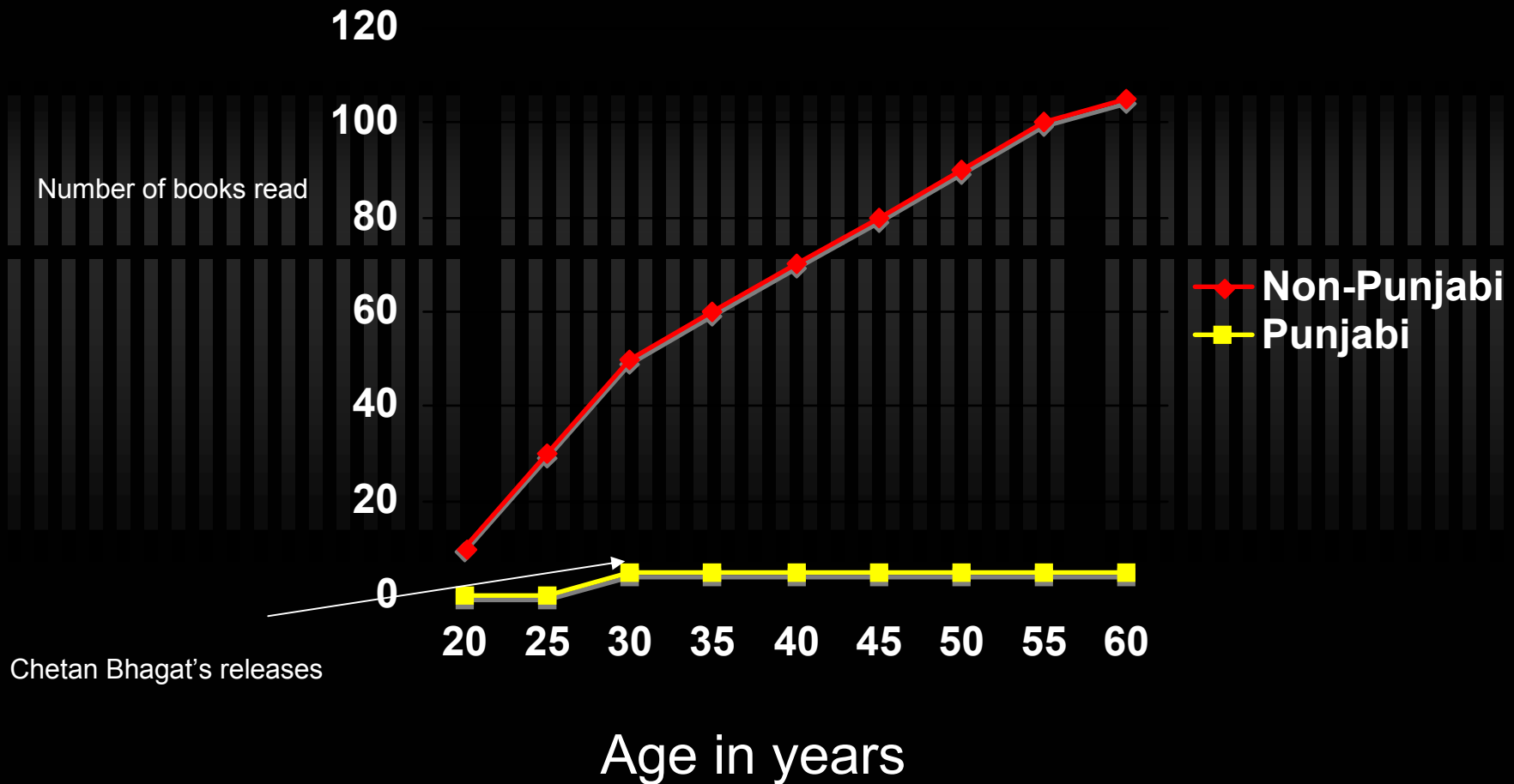
Weight



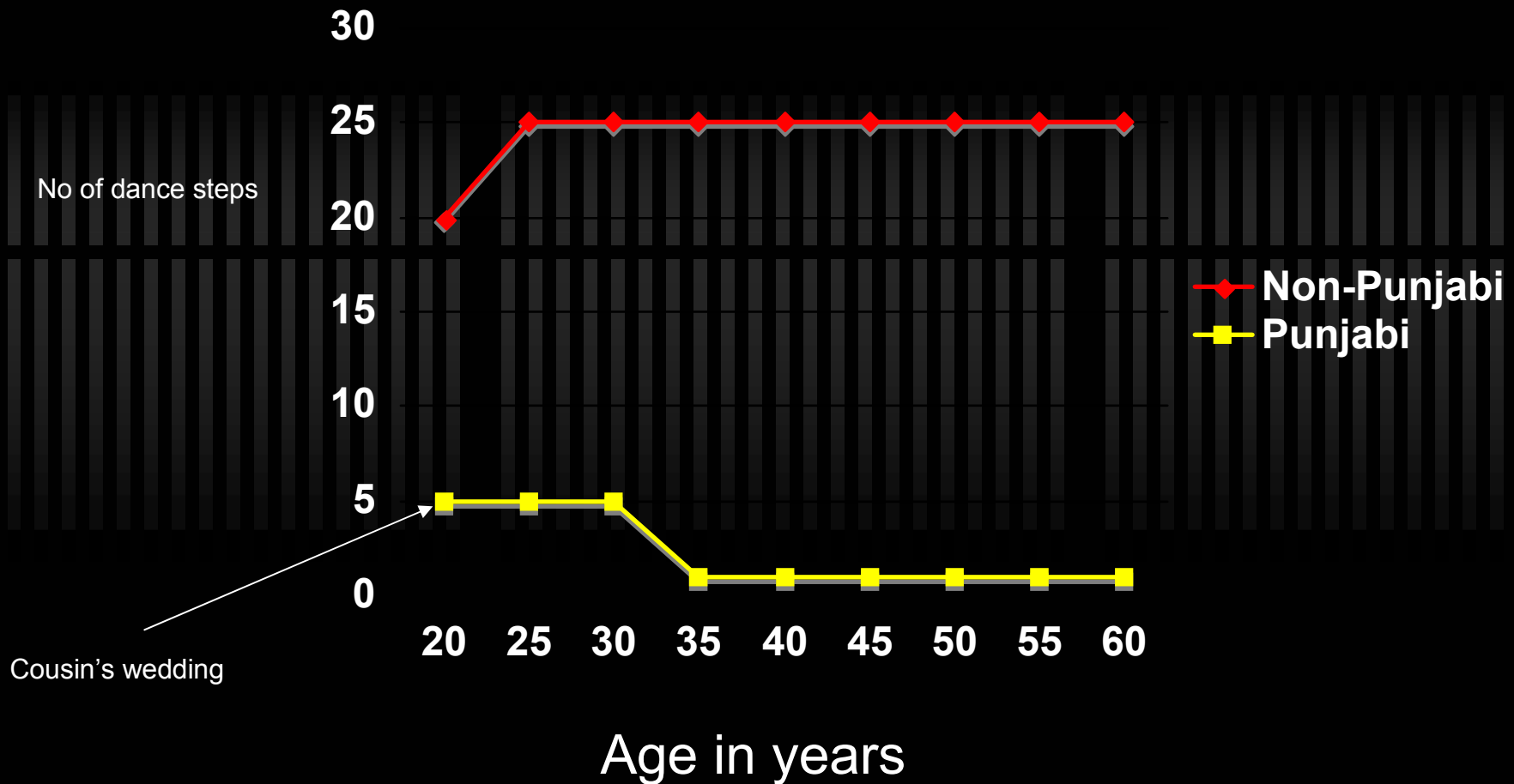
Shopping Expenses



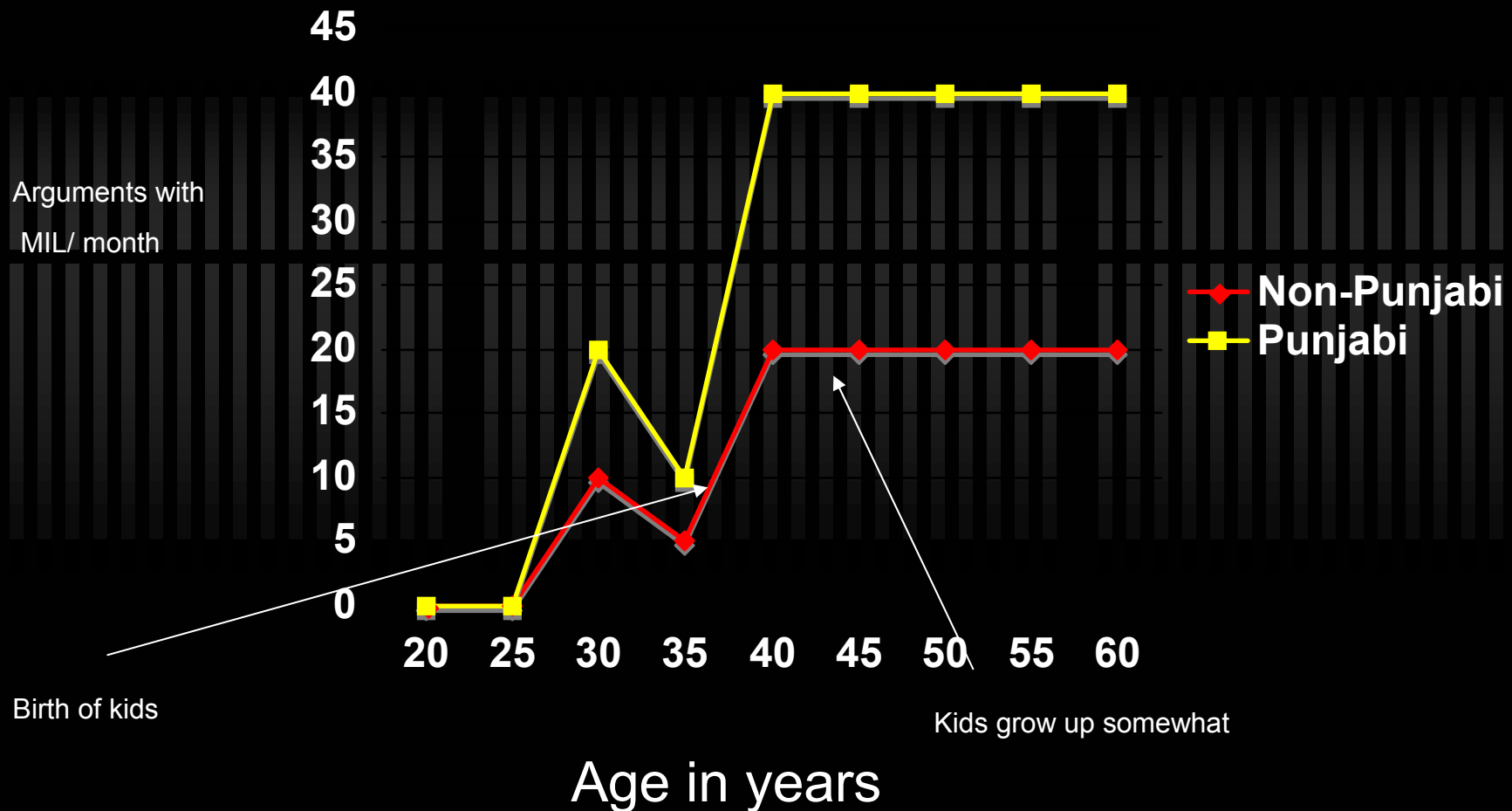
Books Read



Dance steps known



Mother-in-law argument frequency



Conclusion:

Don't be so against inter-state marriages !



Welcome to IBM



Riding Highs and Lows

Chetan Bhagat

“Indians don’t read books.”



- Leading Indian Publisher #1, June 2002

“We publish a book if we feel it will
sell 1,000 copies.

~~Yours won't.”~~

- Leading Indian Publisher #2, Sep 2002

“You are a techie, why don’t you
write a textbook?”



- Leading Indian Publisher #4, May 2003

“No.”



- Leading Indian Publisher #5-#9, June-Dec
2003

“Ok, we can give it a try.”



- Local Indian Publisher, Jan 2004

Five Point Someone



- ✓ Released May 2004
- ✓ Sold 1,000,000 copies to date
- ✓ 100x the industry norm of a bestseller
- ✓ 3 Idiots

“Five Point Someone has transformed
Indian Publishing forever”



-Leading Indian Publishers #1-#9, various dates

2005 - 2010



one night @ the call center

the 3 mistakes of my life

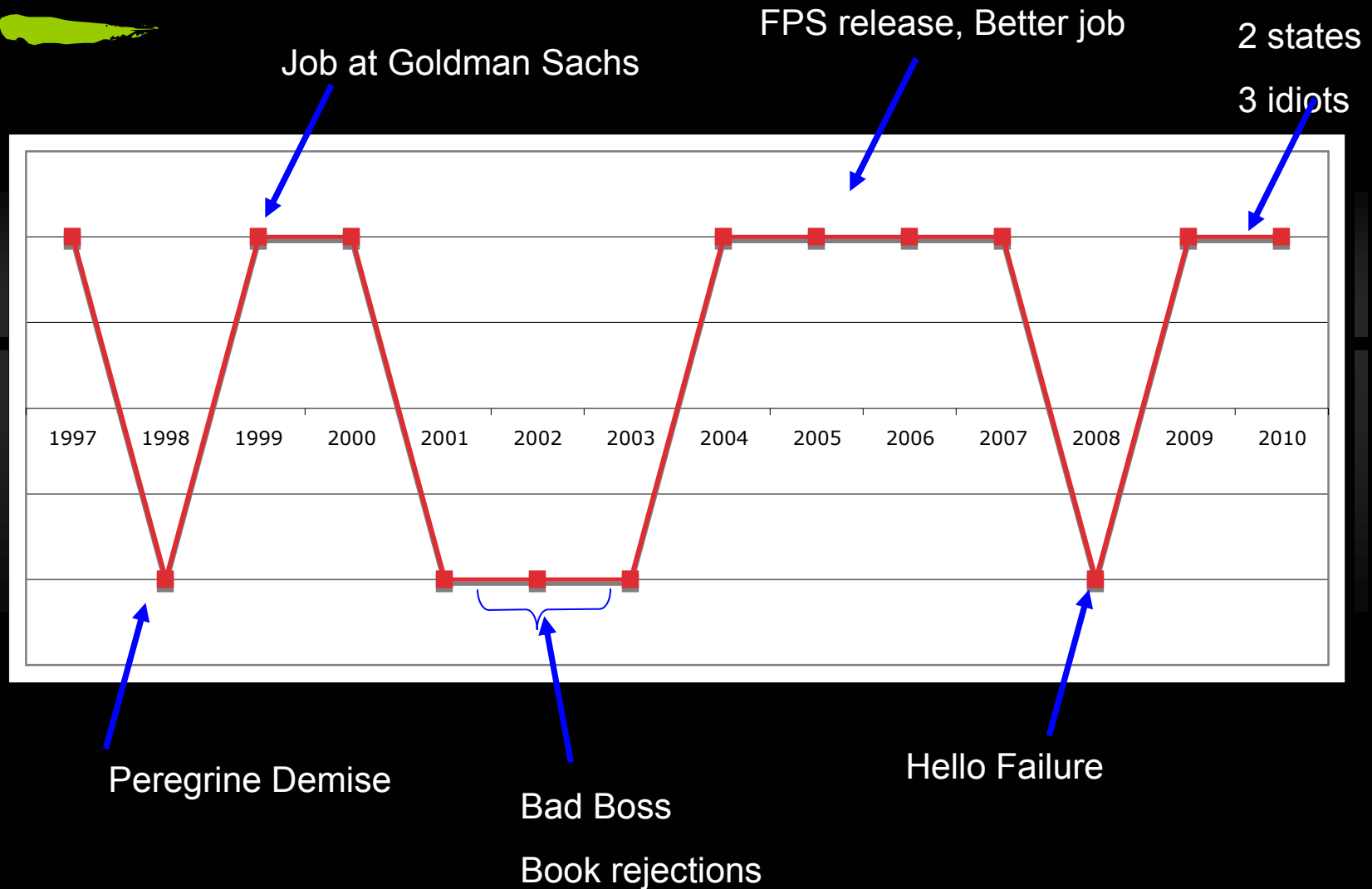
hello

2 states

3 idiots

+columns +talks

The ups and downs graph of your life



Current Snapshot



Where is CB now?

- ✓ A full time writer with reasonable brand value
- ✓ Next book, movie anticipated
- ✓ Widely read columns
- ✓ Doing ok

Areas to think about

- ✓ Delivering to expectations
- ✓ Health
- ✓ CB in 2020?

Highs and Lows of Show Business

Especially pronounced - visible success and failure

- ✓ Imran Khan
 - ✓ JTYJN, Kidnap, Luck, IHLS
- ✓ Hrithik Roshan
- ✓ Himesh Reshammiya
- ✓ Amitabh Bachchan
- ✓ Almost anybody

How to cope?

How to come out of it stronger?

Highs and Lows of Corporate Life



Highs

- ✓ Promotions
- ✓ Raises
- ✓ Responsibilities
- ✓ Challenge
- ✓ Recognition

Highs and Lows of Corporate Life



Lows

- ✓ Stagnation
- ✓ Suffocation
- ✓ Boredom
- ✓ Political Backstabs
- ✓ Lack of Challenge

Identify the exact high and lows on your timeline

What lows can do to you?



- ✓ Kill your spark
- ✓ Bitterness
- ✓ Disillusionment
- ✓ Energy Drained
- ✓ Quitting/ Rationalizing

Or, it can be the alarm bell for action

How showbiz people survive lows



1. Positive side activity
2. The support group
3. Networking
4. Self-belief
5. Open-mindedness

How showbiz people survive lows



1. Positive side activity - The gym factor
 - ✓ Gives something to do
 - ✓ Increases self-worth
 - ✓ Infuses more energy

How showbiz people survive lows



2. The support group - same-boat people

- ✓ Friends who actually understand
- ✓ Swapping strategies
- ✓ Talking about it helps

How showbiz people survive lows



3. Networking - being out there

- ✓ Now is the time to meet people
- ✓ No shame in marketing yourself
- ✓ Networking X Capability = Opportunities

How showbiz people survive lows



4. Self-belief - things will get better

- ✓ Long term outlook
- ✓ Humans discount future opportunities, amplify future threats

How showbiz people survive lows



5. Open-mindedness - Innovation

- ✓ Life is never what you plan it to be
- ✓ But unplanned doesn't mean it isn't good
- ✓ What else is out there?

The Black Swan Moments



- ✓ Few critical events shape life
- ✓ Positive or Negative
- ✓ Mind exaggerates the negatives
- ✓ Train mind to not avoid black swans
- ✓ Innovation in every field, pulls you through

The Multiplier



Awesomeness = Innovation * Execution * Marketing

If I, E or M is zero

A = 0

Balance it out

Blossom your ideas, then trim them

More ideas X Less execution < Less ideas X More Execution

Vocab with idiots

Brought to you by CL Gwalior (Monica Garg)





Camaraderie



Camaraderie



- ✓ Goodwill or light hearted rapport among friends



Dogmatic



Dogmatic



✓ Rigid

✓ Narrow-minded



Ambidextrous



Ambidextrous

- ✓ Can write equally well with both the hands




Malapropism



Malapropism

- ✓ Act of misusing words ridiculously esp. words that are similar in sound



✓ If we are lucky, we may live another 50 years. And 50 years is just 2,500 weekends. Do we really need to get so worked up? We are like a prepaid card with limited validity.

✓ Don't be serious, be sincere.