



The three things, which will create an impact in the Corporate World, on the road to 2010

Roads are a changing today

In the yesteryears, a road would be this tarred surface taking you from here to there. Usually in your shining Lambretta scooter or as life looked up, in your second hand Fiat (Premier Padmini) or Amby (the stout ol' Ambassador). Familiar sight? Gone today.

Roads are still there, but they have joined forces with multi-laned highways, subways, over bridges, flyovers, under passes, metro lines, one way streets and more. All a sign of choice, all a sign of the multitude of opportunities available to each of us.

Times have a changed

And so have you - day trips on the spot from Delhi to Mumbai, video conferencing, black berry's, mobiles, webex, concalls and radio taxis, all a sign of things a changing. The familiar laptop case, no longer a status symbol, a symbol of the highflying executive but converted merely to a symbol of corporate existence. Chargers, a necessary evil. Time, a commodity running out on us.

Lunch, something that flies into your stomach somewhere between meetings, endless cups of tea and coffee - your only friend, the cigarette in the hallway, time a dying breed and family a weekend commodity if you get lucky.

The Boss - just a phone call away

Your subordinates - hiding behind those hideous ring tones that change every Friday

What looms ahead

More of the same, YES! More of the same.

And a resigned realisation, that times have changed and those good ol' days ain't coming back. Lead, follow or get out of the way.

Values that have changed.
Loyalty, a thing of folklore.
Performance linked bonus, mandatory.
The new corporate anthem - Outcomes not efforts.

Managers getting younger and younger, everywhere you turn.

Women emerging as a strong and growing corporate work force.

Marriage, moving into the background and children, slow and steady, not today please.

And The Corporate space.

2010, merely three years away.

Several years ago, while speaking at a lecture to students at the Delhi School of Economics, and at the Faculty of Management Studies, I pointed out to them about the future being in their hands, about changes to expect in 2010, still far then in the horizon, and we shared estimates such as the follows:

FMCG - a 50 per cent growth
Retailing - A 1000 Billion INR industry
Telecom and ICT - Third largest market in the world
KPO - Employing over 2,50,000 professionals
Entertainment Industry - Over 600 Billion INR

Today, the road is near, and we can read about progress down this path, of more to come, and 2015 becoming a near reality.

And one cannot but read about India as a BRIC nation of the future at every turn.

But what is really changing?

The Crystal ball says:

1. Outsourcing - organisations are sizing for focus, shedding non-essential tasks and focusing on their key strengths, everything else will get outsourced.

2. The work force - younger, here today gone tomorrow, more immediacies in their needs, instant gratification and a different set of life values.

3. Boundaries - geographies will disappear and client servicing will be the new mantra. It's all about target group orientation. Travel and technology being man's best friends here.

But is there a moral to the story.

The future belongs to the youth and they are indeed geared to do wonders in their own inimitable way.

But the author would like to end by pointing out three areas not to forget as you move down the road to progress:

- 1. Your health
- 2. Your family
- 3. Your parents

Take it from me, been there, done that.

No more explanations, no more gyan, no elaborations or watching over you, just leave you to work out your own equation for your own inner peace.

The future is yours.



The future belongs to the youth and they are indeed geared to do wonders in their own inimitable way.