



Founder's Corner



Hello all,

I am using my space for this last month of the first quarter of 2024 to remind everyone about my December V-Rock below and the need for the ownership mindset. I saw enthusiastic changes immediately after my trip. Still, many of us have returned to the old habit of pointing fingers rather than taking responsibility for projects and getting them done through collaboration with team members.

Here is a quick summary of the traits of an ownership mindset:

1. Initiative and Proactiveness:

Associates with an ownership mindset don't just wait for instructions; they take the lead. They actively seek opportunities to improve processes, solve problems, or capitalize on opportunities. Their proactive nature is a testament to their ownership mindset, empowering us all to take charge and drive positive change.

2. Accountability and Responsibility:

They take ownership of their work and its outcomes. They don't make excuses or blame others when things go wrong; instead, they hold themselves accountable for their actions and impact on the organization. They are willing to take responsibility for successes and failures and are committed to learning and growing from their experiences.

3. Investment in the Company's Success:

Associates with an ownership mindset don't just work for the company; they work with it. They are emotionally invested in the company's success, profoundly caring about its mission, vision, and values. Their commitment to the organization's goals is a shared commitment, fostering a sense of belonging and a shared purpose.

4. Long-term Thinking and Decision Making:

They demonstrate a long-term perspective in their decision-making processes. Instead of focusing solely on short-term gains or immediate results, they consider the long-term implications of their actions and decisions. They prioritize sustainable growth and value creation over quick fixes or temporary solutions.

5. Innovation and Continuous Improvement:

Associates with an ownership mindset constantly look for ways to innovate and improve. They are unsatisfied with the status quo and continuously seek new ideas, technologies, or processes to help the organization become more efficient, competitive, or innovative. They embrace change as an opportunity for growth and are not afraid to challenge the existing ways of doing things in pursuit of excellence.

The last point is most relevant given the fast-changing environment of all our businesses, especially the improvement of products and the increase in productivity from the quickly evolving artificial intelligence solutions that have impacted every aspect of our work.

Identifying and cultivating associates with an ownership mindset can significantly contribute to an organization's success and growth. These individuals bring a sense of dedication, responsibility, and innovation that can drive positive change and foster a culture of excellence within the company.

Let us recalibrate our approach to work and make all of us successful.

Here is the December message about taking ownership:

December V-Rock Content

During my visit to Patna, I discussed the need to change our culture to encourage an ownership mindset. I want to use this V-Rock message to illustrate further what an ownership mindset means to me and how we can weave it into the culture of FirstBit.

The most significant factor that brings the ownership mindset is your philosophy of approaching your work like you would if you owned the company. Some associates will find it natural, but most of you must adjust to this thought. Assuming managers and leaders have this mindset, they should work with their direct report to instill this philosophy. For managers who feel they have little stake in the company's success, I suggest a severe introspection and moving on to another company if you don't find a reason for the ownership mindset.

Here is how the ownership culture within the company will reflect in your daily activities:

- You will feel proud when the company does excellent and sad if it stumbles. The marketing profession is full of successes and failures, and feeling a sense of responsibility for successes and failures would lead you to introspect after each and suggest actions to either prevent future failures or replicate successes.
- You will primarily focus on helping the company by finishing your work diligently and be annoyed by unnecessary activities that are not helpful to the company's progress. Most of us went through the Diwali cleaning of our homes and expected all family members to do their share. We can only succeed if all members of the FirstBit family do their share of work, so speak up if you see activities of associates that are not helping the business or hurting it.
- Your supervisor would listen to your ideas intently, give them a fair hearing, enthusiastically forward ideas they agree to, and explain their reasons if they disagree. Please note that we always encourage ideas but cannot guarantee their acceptance. However, I would rather have someone who brings 50 ideas and gets one approved than someone who calibrates and only suggests the idea that's approved. Brimming with ideas shows your enthusiasm and an ownership mindset.
- Every associate is responsible for completing their tasks diligently and on time as required. Any task not completed on time is a sign that the person doing it did not take it seriously; hence, they don't feel like they have a stake in the company.
- Associates take pride in their output and always focus on improving the quality.
- Associates hold other people responsible for their work. Praise them if they do well and complain if they drag the company down.

I don't expect everyone to start following the principles of the ownership mindset immediately. However, I expect the leaders to instill it and make changes, as needed, to get the right people in the right place. We have grown to the size where a cohesive culture of everyone focused on understanding how their jobs are essential for the business and taking responsibility for completing tasks on time to the best of their abilities is critical to moving forward. Failing to instill the ownership mindset will fail the business, so let us start thinking like owners and help the company reach new heights.

Featured Associates:



AALIYA:

"The bubbly lady with infectious energy and enthusiasm?" is how our founder likes to remember me but you can also call me 'Aaliya'. I enjoy speaking, but my job requires me to write, so we've found a middle ground, and I talk through my writing. I graduated from Patna Women's College in Communicative English with Media Studies in 2020, and later completed my post-graduation at Aligarh Muslim University in English Language Teaching in 2023. With experience in various media sectors like public relations, advertising, event and celebrity management, web content writing, I absolutely love teaching and training in personality development. Now, I can proudly say that I have stepped on many boats to finally find the one that won't sink, unlike the Titanic. Also, I am a 23-year-old native Bihari, in case you're curious. Also, also also...good food means good mood and I love things that shine and sparkle. Ok Bye!



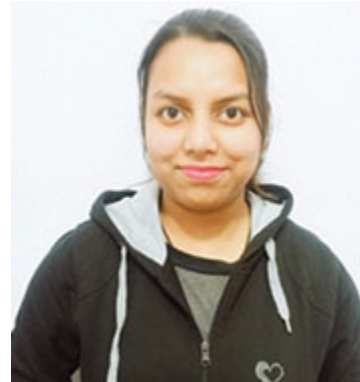
SWEETY:

Hello, I'm Sweety. I was born and brought up in Dhanbad, Jharkhand. I completed my primary and secondary education at DAV Dhanbad and pursued a graduation in B. Com Honours from Dhanbad as well. After graduation, I completed a digital marketing course. Following that, I joined FirstBit Digital Technology, where I learned a lot from my seniors and teammates. Apart from work, I enjoy dancing, watching movies, and I'm also a nature lover.

HR Speaks

Welcome, New Hires!

Let's extend a warm welcome to **Sweta Raj, Vishal Kr. Ram & Rachit Roshan** for becoming valuable additions to the Marketing Team.



Sweta Raj
Marketing Team



Vishal Kr. Ram
Marketing Team



Rachit Roshan
Marketing Team

Work Anniversaries Celebrated

NEELAM NAVEEN
CHANDAN KUMAR GUPTA
MD SADIQUE HUSSAIN
NIRANJAN KUMAR
NISHA KUMARI
SHUBHAM RAJ
ADITYA ABHIRAM
RITU KUMARI
NAVNIT KUMAR RAI
SHIVAM KUMAR
SANCHITA KUMARI

🎂 Birthdays in April 🎂

RAJ KUMAR
RAM THAKUR
SHREEKANT
ADITYA ABHIRAM
KUNAL SINGH
RAHUL

New Projects Signed up in Mar 2024

Sr No	GMR Projects	India Projects	Stratosphere Projects
1	NJ 365 Urgent Care	PARENTHOOD HEALTHCARE PVT LTD	-
2	-	Shankar Hospital	-