

VRock Newsletter

"Connect, Learn and Empower"

FOUNDER'S CORNER



As we come to the last quarter of this year, we are reposting our CEO's article on ownership mindset where he provided a set of guidelines. He had asked the leaders to help develop the culture of ownership mindset, start with the expected outcome in mind, adopt it in their daily work, and, hence, lead by example. Have you tried to inculcate this company culture?

My aim for 2024 is to inspire every associate to develop an ownership mindset and understand the benefits of starting a project with the result in mind. Aligning taking ownership of your projects and the desired outcome in sight will foster personal responsibility, the habit of planning, and a focus on outcomes, leading to more successful project outcomes.

Let's explore how these two concepts are interconnected:

- 1. Taking Responsibility:** An ownership mindset involves taking full responsibility for the success or failure of a project as if it were your own. When you adopt this mindset, you inherently prioritize understanding the end result because your actions directly contribute to that outcome. On the other hand, having the result in sight from the beginning makes you more likely to take ownership of your role in achieving the outcome and driving your actions to work towards its realization proactively.
- 2. Planning:** Planning is crucial to starting every project with the result in mind. It involves anticipating results from your actions and working backward to identify the necessary steps, resources, and timelines. An ownership mindset plays a significant role in this process, encouraging proactive problem-solving and decision-making. When you take ownership of a project, you are more likely to engage in planning, ensuring its success and keeping the expected outcome in sight throughout.
- 3. Alignment of Efforts:** Seeing the outcome helps align efforts and resources towards a common goal. When everyone involved in a project understands the desired result, they can coordinate their efforts more effectively. An ownership mindset leads to fostering a sense of teamwork and collaboration. It will encourage you to communicate, collaborate, and support each other in achieving the shared objective, resulting in teams working cohesively towards the result, leveraging their collective ownership mindset to overcome challenges and drive success.

An ownership mindset and having the result in sight for every project reinforce each other and foster a commitment to continuous improvement. When you take ownership of a project, you are motivated to seek opportunities for optimization and refinement to enhance its outcomes. Similarly, by keeping the result in sight throughout the project lifecycle, you can identify areas for improvement, adjust your strategies accordingly, and work effectively with your team members, ultimately increasing their likelihood of achieving successful outcomes.

Below is what I mean by starting every project with a well-defined outcome in mind:

- 1. Define the End Result:** Clearly define the project's desired outcome. Depending on your project, the outcome could be a specific product/feature delivered by a deadline, expected marketing activity results, or employee retention for HR. Ensure the expected outcome is realistic, measurable, and relevant to the project's objectives.
- 2. Visualize Success:** Envision what success looks like and create a mental image of achieving the result. Visualization can help you stay focused, motivated, and committed to your goal. Imagine yourself celebrating the successful completion of the project and the positive impact it will have.
- 3. Break Down the Project into Measurable Tasks:** Break down the result into smaller, manageable milestones or tasks. This allows you to create a roadmap for achieving the desired outcome and helps you track progress. Each milestone should contribute directly to the overall result.
- 4. Set Goals:** Establish clear objectives and goals for each project phase aligned with the result. Define specific, measurable, achievable, relevant, and time-bound objectives to guide your actions and measure progress.
- 5. Prioritize Tasks:** Prioritize tasks and activities based on their contribution to the result. Focus on high-impact tasks that directly move you closer to achieving your goal. Use techniques such as the Urgent/Important Matrix to identify which tasks are most critical to success. Please remember that businesses grow by addressing important issues. An urgent issue is aspirin, which solves an immediate problem, whereas important issues are vitamins that improve the company and help it flourish.
- 6. Make Decisions:** Evaluate each action based on its alignment with the result. Consider how each decision will impact progress towards achieving the desired outcome and prioritize those that support the overall goal.
- 7. Stay Flexible:** Remain adaptable and open to adjustments as needed. While it's essential to remember the result, recognize that circumstances may change, and adjustments may be necessary. Be prepared to pivot or revise your approach while keeping the ultimate goal in sight.
- 8. Monitor Progress:** Regularly assess progress towards the result and course-correct if necessary. Track key performance indicators (KPIs) and milestones to gauge how close you are to achieving the desired outcome. Use feedback loops to identify areas for improvement and make necessary adjustments. Celebrate Milestones: Acknowledge and celebrate milestones and achievements. Recognizing progress boosts morale, motivates the team, and reinforces commitment to the result.
- 9. Reflect and Learn:** Reflect on the process and outcomes after completing the project. Identify lessons learned, what worked well, and areas for improvement. Use this insight to inform future projects and continue refining your approach to operating with the result in mind.

Our CEO will be visiting Patna by mid November and will reiterate the content again because this is what will make you successful in your career. Our company culture at GMR Web Team is to invest into you while you own the mindset to work with the company and its goals.

FEATURED ASSOCIATES



Smriti Chandra

Hi! My name is Smriti. Born and raised in Patna, I now work as a content writer at a digital marketing firm. While the optimistic world may glitter, I find solace in exploring the shades of melancholy and realism, embracing the raw, unfiltered aspects of living. Outside work, I often reflect on life's ironies, finding comfort in writing that speaks to deeper emotions. With a pen in hand, I aim to capture both the fleeting and the eternal. Because really, what's life without a little depth, and a wink at its absurdity?

Hey!! I'm Ankita. With a Master's in Arts, I ventured into digital marketing driven by my fascination with how businesses grow online and how Google Search shapes their presence. Transitioning from a different field was challenging, but my curiosity and determination fueled my journey. I'm passionate about reading novels, dancing, and staying updated on global news. Now, I'm excited to continue learning and contributing my insights here, eager to make a meaningful impact and share my experiences with the team.



Ankita Kumari

HR SPEAKS

In line with our commitment to recognizing talent and going the extra mile, we are thrilled to announce the well-deserved promotion of Agastya to Senior Content Executive at FirstBit Digital Technologies.



Agastya

Please join us in congratulating Agastya on this incredible achievement and wishing him continued success on this journey!

Welcome New Hires!



Bhanu Shankar

Please join us in warmly welcoming Bhanu Shankar to the Marketing team.

Work Anniversaries Celebrated!

AMIT RANJAN
AVINASH KUMAR
RAKESH NANDAN
VIKASH KUMAR
LOKNAYAK BHARTI
MOHAMMED TAUSEEF
RAHUL RAVI
BANAVATH KRISHNA

Happy Birthday 🎂

VISHNUVARDHAN CHOLKAR
MD SIKANDAR AHMED
RAHUL ANAND
SUNIL KUMAR
SIDHARTH KUMAR
POONAM KUMARI
CHANDAN KUMAR GUPTA
DEEPAK KUMAR
SATAKSHI
VIVEK KUMAR
AMIYA PRAKASH

Projects Signed up in September 2024

GMRW	India Projects	Stratosphere	RepuGen
Nu Body & Face Aesthetics	Dr. Ashutosh	Amistad Insurance	ENT Associates of San Diego
-	Neeli Genetics	-	Dr. Aaron Winkler