

'The Best Advice I Got'

Befriend Your Inner Voice

-Y C Deveshwar, Chairman ITC Limited

"The best advice I have received is to listen to my inner voice," says Y C Deveshwar, Chairman, ITC Limited. Corporate Journey is full of challenges and opportunities. One has to deal with turning points, critical decisions which can later determine success and failure. The process of decision making is always crucial for a firm, and is driven by deep insights, organisational capabilities, strategy and plans, but often, a final choice needs to be made from competing alternatives. It is always advisable to listen to everyone, as in such situation different views are valued. Such advice indeed makes you stop and think to refine your views.

At the end of the day, you have to take final call for which one can assume responsibility. At such moments, your best friend is indeed your inner voice, which guides you to do what is right for the organisation and its many stakeholders. The strength of conviction as well as the courage to do what is right, is deeply influenced by one's Values and an overarching Vision. "At ITC, we have always been inspired by our abiding Vision to put Country before Corporation and the Institution before the Individual," says Y C Deveshwar. "Strong values of trusteeship, nation orientation, consumer focus, excellence and integrity drive every thought and action at ITC," he added. Even in adversity and in the most trying times, such values which shape the inner voice can guide one to the right decision.

[Adapted from the Best Advice I Ever Got, Business Today]