

If you want to create, learn to destroy !

*“Unless there is fear (bhaya), there is no hunger (bhook);
Unless there is sacrifice (bali), there is no food (bhog)”*

What do you do when you face tough times due to increased competition, margin pressure, sluggish growth and stagnating profits?

There are two principles that govern nature and the same two principles govern organisations: violence and seduction. How can you shake yourself of lethargy? How to reinvent yourself?

Firstly, realize that nobody is going to change the world for you; you have to change if you wish to grow. Unfortunately change is scary; we would rather be secure, stable and stagnant.

Secondly, when facing lethargy, know that it is the time for the entrepreneur to be violent and seductive. This will unleash energies that will destroy lethargy and create momentum in a sluggish organisation.

Violence is needed to destroy something whether the notion or the meaning of the old brand, the limits of your market or current practices. This will create panic and emotional agitation. From the emotional agitation will come innovation.

Seduction of customers is needed afresh. Your brand now may not be satisfying their special needs or their needs could be satisfied by others. You may need to understand your customer better. May be a new product is needed that will inflame a new hunger, create a new market. Or you need to find new customers to seduce: new unexplored markets.

Perhaps the organisation needs wolves to stir the old dogs: maybe hire a senior leader whose presence will compel the old guard to reassess their strengths and weaknesses, or maybe call a consulting firm just to get people thinking. Unless there is fear (bhaya), there is no hunger (bhook); unless there is sacrifice (bali), there is no food (bhog); and every sacrifice will come a consequence (karma) that you have to be willing to bear. People will accuse you of rocking a steady boat, but if you do not start a tempest, your ship will surely sink in the still ocean.

[Adapted from ‘Management Mythos’ series Devdutt Pattanaik, Corporate Dossier, The Economic Times]