



Q-Rationale

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CHANGE
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START

INSIDE THE ISSUE

Change is always painful. Isn't it? – pg. 2

Human relations – pg. 3, 4

In the end “all well that ends well” – pg. 5

Basic concepts of Strategy – pg. 6

Lighter Moments – pg. 7

Change is always painful. Isn't it?

As they say “change is the only constant thing in the world”. Change comes with its own painful cycle whether for an individual or an organization. Change management hence becomes essential for individuals as well as organizations.



In today's competitive world, “survival of the fittest” is the key mantra. Organizations or individuals have no choice but to proactively bring in the change at the regular intervals or accept the change thrust on them from the ever competitive external environment.

For individuals, the cycle of bringing in change for themselves is relatively easier than that of the organizations. The few essentials are listed below for the organizations to make the change relatively less painful:

1) Assess the change and its impact:

Before incorporating some change initiatives the strategic think tank needs to analyze the need for that change. Normally, the competitive environment thrust the change which leaves no scope to avoid it. Impact analysis should be performed to understand the impact on individuals' way of working and organization as a whole.

2) Bring in external experts:

External point of view is always important. Bringing external consultants to facilitate the change helps the organization to bring in outside perspective and extensively varied experiences. They also come with the sound knowledge of industry best practices.

3) Recognize the change champions:

It's very important to recognize the change champions in the organization as they are the key in spreading the vision behind the change to all the levels in the organization. Motivate these change champions with awards and rewards so that they feel motivated.

4) Form the Change implementation Team:

Team formation of change champions is extremely important as like-minded individuals get a platform where they can brainstorm the methodologies to bring in change.

5) Bring change champions and external consultants together:

The initial brainstorming between the change champions and external consultants results into the solid implementation plan and hence the way ahead for implementing the change. It also helps change champions in getting the external perspective of how to succeed in bringing the change.

6) Involve the Top Management:

Any change in the organization is to be endorsed from the top. The involvement of the top management brings in the sense of responsibility at the implementers level and to the organization as a whole.

- Rajendra Pratap Singh

Human Relations

Many a times my subconscious mind compels me to think why certain things sometimes happen without any logic? Why do we human beings at times act without giving a thought and then repent after the incident is over? A heart once broken in anger cannot be mended by apologies or by sending sorry cards. Why do we not take care for not hurting anyone in the first stage itself? Are we too busy in our routine that we are not able to maintain relationships and take decisions to break them within a very short span of time due to our misunderstandings/ egos and revenges emerged out of our misunderstandings/ egos?

I believe that human relations are the most important part of our life. Human beings are social animals and can hardly live alone on this earth. To cite an example of an English movie named "Cast Away", obsessively punctual FedEx executive Chuck Noland (Tom Hanks) is en route to an assignment in Malaysia when his plane crashes over the Pacific Ocean during a storm. The sole survivor of the flight, Chuck washes ashore on a deserted island. When his efforts to sail away and contact help fail, Chuck learns how to survive on the island alone, where he remains for years, finding solace only in a handmade volleyball friend, Wilson, Chuck starts learning how to endure the emotional and physical stress of his new life, unsure of when he may return to the civilization he knew before.

It does take years to build a relation and the efforts can be compared to sowing a seed, fertilizing it, daily watering it, protecting it from weeds. After putting so much effort we humans develop a very good relation with other humans as a plant grows into a green, strong tree. One

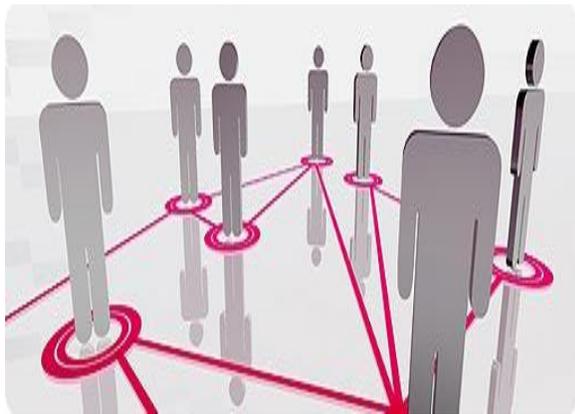
fine day we decide to break off the same strong nurtured relations within very short span of time. We many a times in future too, do not show any interest to know the complete facts or rather start believing on a third party person or do not try to understand the misunderstands occurred in the past. Such hasty decisions taken when we are frustrated/ angry / self-centered can be related to a bulldozer uprooting a tree within seconds.



In certain cases I can understand we do take such steps but we do not even think of rejoining the relation by trying to clarify the misunderstandings/ errors happened. The person whom we have hurt might at least think once from his/her side and may forgive us and forget about what has happened if we apologize with true feelings.

Is maintaining relationships too costly? I don't think so it is always! We need to have time for

communication and conversation to be always in touch. I can understand we are busy in our professional and personal lives but if one wants to maintain a good relations one can use lots of options for communications like starting with the most time consuming to the least one – meeting someone personally for dinner or a get together, writing a personal letters, emails, voice chat or normal chat, making a phone call, sending short messaging service (SMS), whatsapp via mobile phones. According to me, making a phone call gives me the maximum happiness amongst all above as it makes a conversation live and can help in understanding the feelings and the mood of the person whether he is happy, upset, not well (cough and cold).



It really works (building a long term relation) once we decide positively just give a smile to a known while passing a lane. I usually go to the extent to stop the passing person and make it a point to ask him about his health and work to which he feels happy that somebody is there who recognizes him in this busy and crowded world.

Once just give it a thought how we could mend the broken relations, if any!

TIME HAS COME TO THINK ON HOW WE CAN TRESURE HUMAN RELATIONS!!!

- Nilesh Manduskar

In the end “All well that ends well”

Recently I visited one of our clients to distribute the certificate of successful completion of their CMMI Appraisal ML3.

Like all other clients this company also worked hard in implementing the processes as per the model, facing many ups and downs, resolving many issues and challenges, handling the management pressures and finally achieving CMMI ML3 certificate. On that day the team was in complete gala mood. I asked them their experience of the journey; everyone could only remember the success. Apart from all the hassles faced, those mere conflicts became joke for that day.



Considerable point here is that however critical path we face no matter how many hardships we encounter, in the end all that matters is the outcome.

Many a times we give up on things if things go in vain. We are putting efforts and still not

reaching the desired state. In such scenarios, we have to persist and reach to the completion of the desired target. No one will remember sad encounters; only thing that would matter is the result. That contentment will fade away all the discomforts during the journey. Hope and perseverance is the key to success. We just have to keep the hopes for happy ending. Believe it or not there is always a happy ending and if it is not happy then it is not the end.

- Harshita Shrivastava

Basics Concepts of Strategy

Strategy:

Creating a unique and sustainable competitive position

Levels of Strategy

1. **Competitive or Business Level Strategy** – How to compete in each distinct business or industry
2. **Group or Corporate Strategy** – The company's mix of businesses and the way that business unit strategies are integrated



Five test of a Good strategy

1. A unique value proposition compared to other organizations
2. A different, tailored value chain
3. Clear trade-offs, and choosing what not to do
4. Activities that fit together and reinforce each other
5. Strategic Continuity with continual improvement in realizing the strategy

Types of Fit

1. **First Order fit:** Simple consistency between each activity/function
2. **Second Order fit:** Occurs when activities are reinforcing
3. **Third order fit:** Occurs when efforts are optimized – reducing redundancy and waste

Lighter Moments

What is Two and Two?

A business man was interviewing applicants for the position of divisional manager. He devised a test to select the most suitable person for the job. He asked each applicant, "What is two and two?"

The first interviewee was a journalist. His answer was "Twenty-two."

The second applicant was an engineer. He pulled out a slide rule and showed the answer to be between 3.999 and 4.001.

The next person was a lawyer. He stated that in the case of Jenkins v Brown, two and two was proven to be four.

The last applicant was an accountant. The business man asked him, "How much is two and two?" The accountant got up from his chair, went over to the door and closed it then came back and sat down. He leaned across the desk and said in a low voice..."How much do you want it to be?" He got the job.



The New Firm

A young businessman had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the businessman picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?" The man said, "Yeah, I've come to activate your phone lines."

Feedbacks and Suggestions

Thank you for spending your precious time

For Feedbacks and suggestions, please e-mail at rajendra@cunixinfotech.com

CUNIX is a Management Consulting Firm and CMMI Institute Partner having below practices:

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2. **Governance, Risk and Compliances** – ISO 27001, ISO 20000, ISO 31000 (Enterprise Risk Management), ISO 22301 (Business Continuity Management), COBIT, COSO, PCI-DSS
3. **Project Management Advisory** – PMO Set-up, Project Management Trainings
4. **Business Enhancement Advisory** – Quality Process Outsourcing
5. **Strategy, Organization Development and Performance Enhancement Advisory** – Strategy Consulting, Balanced Score Card Consulting, Business Excellence Advisory to SMBs

Contact Us:

CUNIX

Mailing Address: 216, C-Wing, Akurli Industrial Estate, Akurli Road, Kandivali (East), Mumbai – 400101

Email Id: business@cunixinfotech.com

Phone No.: 022-28842623/5781, 32943769

www.cunixinfotech.com

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