



**MAESTRO**  
Human Resources Pvt Ltd



**Manpower Appraisal Executive Staff  
Training Resource Organization.**

**News Letter**



#126, Nungambakkam High Road, Chennai - 600 034, Tamilnadu, India.



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# Maestro Voice

## Editor's Desk

*At the outset, we wish you a healthy, happy, peaceful & prosperous 2014 where you make all things new and much better than ever before.*

*2013 was a fabulous year for us where we had wonderful experiences of influencing hundreds of people across some very good national and multinational organizations through our innovative, customized and holistic people development initiatives.*

*The excellent feedback received from our training programmes got us thinking on how we could reach out to a wider and informed audience whom we would like to positively influence with some really useful practical lesson of life mixed with management common sense.*

*This idea received a further boost very recently when some members of the Calicut Management Association where I once held office of the Treasurer close to a decade ago opined that Maestro HR being a responsible Professional Management Training company delivering excellence for over a decade should take our messages across to a wider audience. With the encouragement received from various people and professional bodies, we hereby bring to you in a very modest way the first edition of **Maestro Voice**.*





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## Maestro Voice

*Shiv Khera said, “Winners don’t do different things. They do things differently”. So, what’s going to be that difference in our news letter that will enable us to hopefully stand apart and will make our valuable readers look forward to every time we release **The Voice**? Apart from some information on ‘what we do’ and ‘how we do it’ titled “**Y Maestro**”, we’ll value add by bringing you some really useful messages under ‘**Reflection**’. There will also be a story based on the theme of the issue under the title ‘**Life of Character**’. Added to this, we have a section for quotes and in this edition, we celebrate ‘**Leadership**’. This we will present under the title ‘**Fabulous Five**’; we hope it will inspire you the way it inspired us.*

*Hope you enjoy reading these messages. Thank you so much for your valuable time.*

*With Best Regard,*

**Mark Antony Sequeira.**



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## Reflection

*If 'Leadership' were an acronym for Learning, Ethics, Assertiveness, Dependability, Empowerment, Rationality, Service-oriented, Hard-working, Inspirational, Performance; how many people would have all these qualities imbibed into their character? Today's world is often likened to what is now commonly accepted as a 'rat race'. Funny thing is in this so called 'race', the winner still happens to be a rat? When one looks up the Darwinian Theory 'survival of the fittest' on Google, a term coined by Herbert Spencer in the 1860s, the images that appear portray physical prowess as supreme for survival. Maybe true in jungle law, but for evolving societies, we need a much more holistic understanding of life's purpose and hence we need to modify the term. I believe the time has now dawned for survival of the intellectually, emotionally and ethically fittest, not forgetting health is very crucial too.*

*We all come into the world uninvited, and will leave unexpected; so whatever we acquire in our life-span, is profit. We've been taught A is for apple, B for boy, C for cat, D for dog and so on. But have we ever thought that what actually matters is between B & D - the all important 'C'. With B standing for 'birth' and D denoting 'death', 'C' would either stand for 'chance' or for 'choice', depending on how wisely we 'choose' or 'create' our opportunities.*





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*By deciding to choose, we're giving ourselves a shot at possibly maximizing the best out of life. It is said that life is God's gift to humanity. What we make out of it for ourselves and for those to whom we have a moral duty towards, is our gratitude to God.*

*One quality that stands out in the acronym by virtue of it being in short supply is Ethics. I have often wondered why do people these days compromise on their 'Ethics' in order to win, which brings to mind a very important guiding principle, "what does it profit a man to gain the whole world, but to lose his soul". Winning is everything, I agree. But winning ethically is lasting. We know that the best leaders are those who have built their foundation on sound ethical principles.*

## ***Fabulous Five***

*At the turn of the century, The Time Magazine stated that the two most important skills of the 21st century would be the skills of Leadership and Communication. One of the most fascinating and often misinterpreted topics in today's world is Leadership but it is seldom remembered that the history of the world was shaped by truly great leaders. Here are our chosen 5 insightful messages on Leadership, some of it is already known to you. If it inspires you to inspire others, please pass on these messages.*



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*I wouldn't pick out a few popular names from industry known for ethical leadership and who rightly deserve the accolade, but what I would like to know is how many of us are and will be true leaders in the right sense that can also create future leaders who will do the right things every single time, even if no one is watching. I believe the best way to do so, is to be one such ethical leader. Let's choose now to build a legacy that will transcend our lifetime.*



## **Victor Xavier Sequeira**

*The writer is Chairman & Managing Director – Maestro Human Resources Pvt. Ltd.  
Director – Suraksha Chit Funds Ltd.,  
and formerly DM in CFL Pharmaceuticals Ltd.*

*“The best executive is the one who has sense enough to pick good men to do what he wants done and self-restraint to keep from meddling with them while they do it”.*

*Theodore Roosevelt*

*“Leadership and learning are indispensable to each other”.* John F. Kennedy

*“If your actions inspire others to dream more, learn more, do more and become more, you are a leader”.* John Quincy Adams

*“The key to successful leadership today is influence, not authority”.*

*Kenneth Blanchard*

*“Leaders know the way, show the way, go the way, but never go away”.* Prof. D.P. Venugopalan





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## Life of Character

*There was once a man who took his two children aged 9 and 6 to a circus that was touring town, since he couldn't afford to take them for a vacation to the hills for summer. At the counter, he saw a message stating that children below the age of 6 would be given free entry, children from ages 6 to 12 needed a half ticket and those above 12 would be charged in full. The man bought a full ticket for himself and 2 half tickets for his children. The person behind him in the queue remarked that he could have saved on a ticket for his younger child by claiming the boy was below 6 years, and that 'no one would know the difference' since the child is also small in stature. The father smiled and replied, "But sir, my children would know".*

### Sales Tip

*Before pitching the product, match the benefit of the product with the need addressed by the customer. Failure to diagnose and address the exact need will result in failure to pitch the right product that will fulfill the need. In today's world where products are achieving parity; the only difference will be in a well trained knowledgeable sales force that will make that essential difference between winning and losing a customer.*



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## HR Speak

*Henry Ford is believed to have once said "Take away my factories, my machinery, my designs and my cars but leave me my people and I will build up my company better than ever before". This surely is a valuable insight that goes out to all leaders everywhere to remember that people are not liabilities but rather the life blood of any organization. Ignore people and they will ignore you. Value people and they will value you.*

## Read & Smile

*A travelling salesman visited a remote village and decided to test his selling skills on an old farmer and his family.*

*His product: vacuum cleaners.*

*His USP: gift of the gab.*

*Not giving an opportunity for his 'customers' to speak, he began firing off the benefits of the product. He even bet that if his vacuum cleaner didn't clean every spec of dirt off the floor, he would lick the floor clean. By now the entire village had gathered to watch the show. Grinning from ear to ear, the salesman took out the vacuum cleaner and stepped into the house looking to plug it in and show off his wonderful alternative to a broom, only to realize that the village didn't have access to electricity.*







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## Snapshots of the Year gone by



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## **Pan India Training Programmes successfully facilitated last Year**

### **Institutional Brand Building & Management (IBBM)**

***Brief Synopsis :** The IBBM is a Top Management level strategic training programme that brings out the various techniques in building and sustaining a Brand through best practices management.*

### **The Management of Change**

***Brief Synopsis :** This was a transformational training programme that received much appreciation wherever it was facilitated. The unique case study based methodology of training was laced with amazing videos and audio that held participants spellbound.*

### **Y Maestro**

*Please ask yourself these 3 questions.*

- 1. Is your organization maximizing its true potential?*
- 2. Do you feel there is a need for attitudinal reorientation, skills / Knowledge gap that needs to be bridged for most of your workforce at all levels?*
- 3. Are the efforts of your people development initiatives fizzling out after the initial spurt in energy as a result of training?*





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*If you've answered 'No', 'Yes', 'Yes' to the above questions, then you definitely need Maestro.*

*As a professional management training firm operating successfully for over a decade, we are well equipped with brilliant internal and external experts to provide customized training based on the international T+A+A+T system designed to increase and importantly sustain the potential of all personnel. Talk to us and we will be delighted to help you with some of the best value for investment people development initiatives that will have a positive and sustainable impact on your organizations image and profitability.*

*We thank you for your patient reading. Please share this information with anyone who you feel could benefit from our help. We welcome your valuable feedback and will be delighted to hear from you.*

***Wishing you the Best,***

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