

# Strategy & The Success Lens



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## **ICT Connect**

A Monthly EduTech Magazine.  
August 2024 - Volume 15 Issue 08

Published By

## **ICT Academy**

Module No E6 -03, 6th floor Block - E, IIT Madras Research Park,  
Kanagam Road, Taramani, Chennai - 600 113. Tamil Nadu. India.  
Ph: +91-44 - 4290 6800 / 6820  
editor@ictacademy.in | www.ictacademy.in

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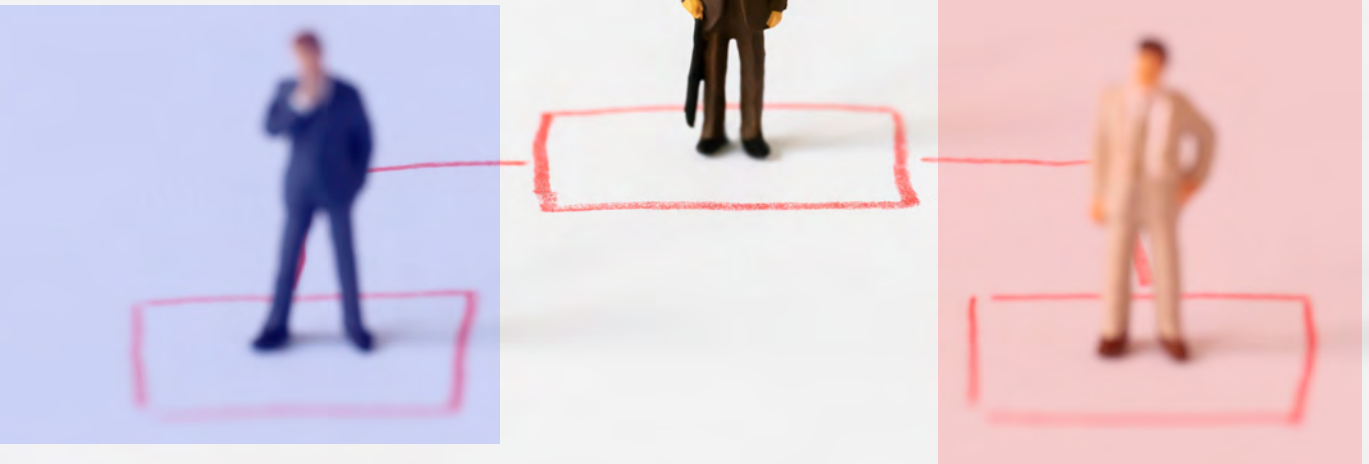
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# Is Your Organization Governed Well?


The effects of the failure of enterprises are far reaching. More than the financial losses, the loss of social equity, investors confidence and consequent virulent damages made to the ecosystem of businesses are colossal.



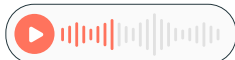
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FOUNDER & CHIEF MENTOR  
POWER MY ENGLISH



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# Gen Z's Influence on Hiring




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Companies must acknowledge the rising cost of living and offer wages that allow Gen Z to establish themselves financially. Additionally, transparent salary ranges advertised during the job posting stage demonstrate a commitment to fairness and can attract qualified candidates who prioritize financial clarity.

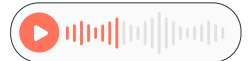


**VISHAL CHAUDHARY**  
SENIOR DIRECTOR, INDIA STAFFING AND PLACEMENTS  
DEXIAN INDIA

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# How AI is helping?

Since the day the internet stepped into the marketing world, Technology has led many profound shifts in how customers interact with a brand. Still, I'm yet to witness a market impact as good as AI's. Research says more than 80% of marketers worldwide integrate some form of AI into their marketing.



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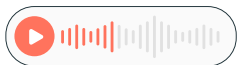


**VINODH RAMAKANNAN**  
FOUNDER AND CEO  
SPINTA DIGITAL

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# Are you Sabotaging Your Life?




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Most of us merely exist without spending time to understand who we are, let alone exploring our potential. The Jonah Complex involves running away from our best potential and settling for mediocrity, keeping us trapped in our comfort zones and preventing us from embracing the greatness within.



**REVATHI HARIHARAN**  
COUNSELING PSYCHOLOGIST &  
INTERNATIONAL CAREER COACH  
FINEAPPL

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# SWOT

## Your Way to Success

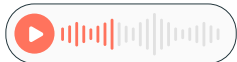


**ASH NAN**  
AUTHOR

**CERTIFIED LIFE & CAREER COACH**

The real you is much deeper than that, and understanding this real you is key to building a successful career. If you can figure this out, you've already won half the battle in life. Destination: like

learning to drive or figuring out the best bus or train to take to reach your destination; once you have that sorted out, the journey becomes a lot easier.



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**STRENGTHS**

**OPPORTUNITIES**

# SWOT

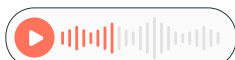
**WEAKNESS**

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**THREATS**

# HUMOR

## in Leadership



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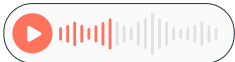
Owing to conditioning that the brain undergoes getting tuned to being “in-line” with the “frequency” that matches the time-defined-image of “Being a woman” and the time-evolved-image of “Being a woman in leadership” behaving like this becomes natural to all of us.



**VIDYA PRABHU**  
ASSOCIATE DIRECTOR  
KYNDRYL

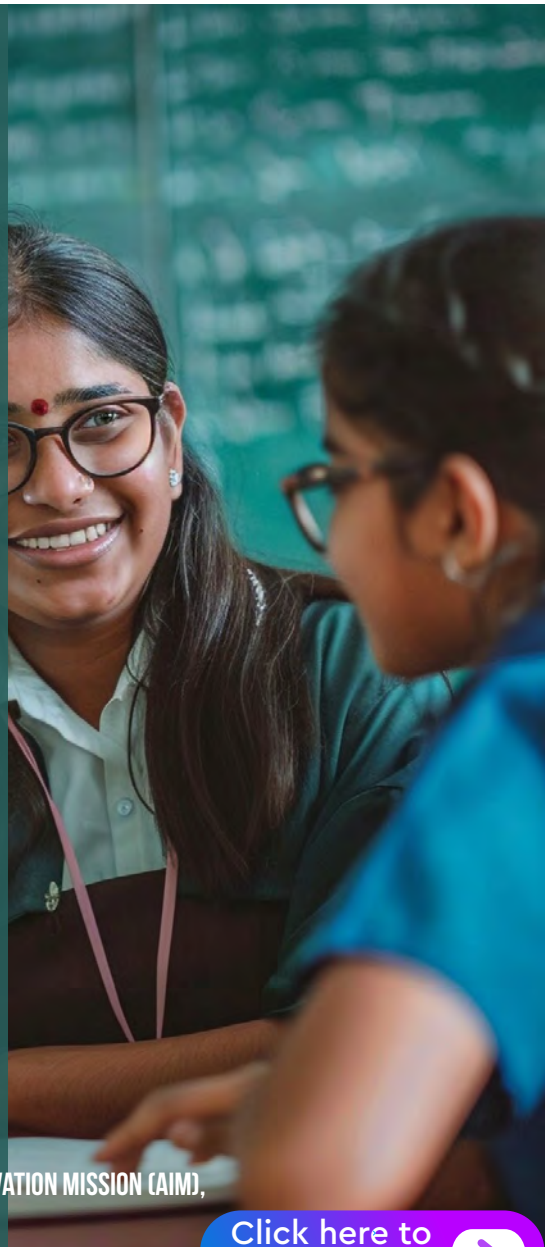
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# Rankings & Accreditation in Higher Educational Institutions



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By 2030, India is likely to be the youngest nation in the world with nearly 140 million people ready to enter the portals of an HEI. It will be interesting to note that one in every four graduates in the world will be a product of the Indian higher education system as per the FICCI Higher education report.



**DR. PRASHANT R. NAIR**  
HEAD, INTERNAL QUALITY ASSURANCE CELL (IQAC),  
REGIONAL MENTOR OF CHANGE (RMOC), ATAL INNOVATION MISSION (AIM),  
AMRITA VISHWA VIDYAPEETHAM, COIMBATORE

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# Management Lessons from **THE GITA** **ARJUNA'S PAIN**



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It is a pain to fire people. We are impacting not just an individual but a family of dependents. People would have loans to pay, bills to clear, mouths to feed, medicines to buy, and school fees. Can we be completely dispassionate about them?

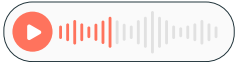


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# BE RESPONSIBLE IN A RESPONSIBLE WAY



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This topic has a very serious tone to itself and that says it all. Yes, being responsible is a humongous task and a very serious one too. Being responsible is not a choice but a way of life. Young or old, everyone has or is given a responsibility by default.

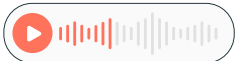


**SHALINI SOLOMON**  
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KAZH FINTECH PRIVATE LIMITED

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# RIGHTING CAREER SETBACKS



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Career setbacks can impact anyone, across rungs and industries, regardless of your skills and abilities. Often, they feel unfair and unjust. Though it's natural to feel upset about a setback in the short-term, it's possible to rebound from it provided you have the right mindset.



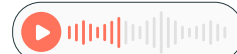
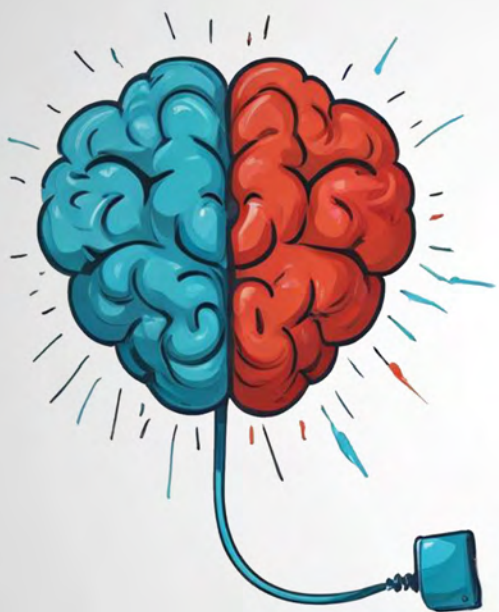
**ARUNA SANKARANARAYANAN**  
PSYCHOLOGIST AND WRITER



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# UNDERSTANDING EMOTIONAL INTELLIGENCE




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The importance of EI affects all aspects of our life starting from relationships where we need to understand and communicate with others at work to bring higher output and at home to build better trust.

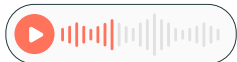


**THANGA BOURNA**  
VIRTUAL RELATIONSHIP MANAGER  
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# HOW CHILDHOOD TRAUMA SHAPES OUR ADULT LIVES


Inner child wounds emerge when a child's basic needs—physical, emotional, or psychological—aren't met. These wounds typically stem from early interactions with caregivers such as parents, teachers, or family members and the childhood environment.



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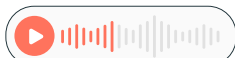


**AADHYATHMIKA REDDY**  
PSYCHOLOGIST

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# REDISCOVERING YOUR TRUE PURPOSE




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Before we were sent to this planet, universal intelligence sowed this seed—containing the roadmap to a specific destination—in our souls to guide us on a journey from our arrival and birth to that marked destination.



**ASH NAN**  
AUTHOR  
CERTIFIED LIFE & CAREER COACH

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# Mental wellness

## A PEEK INTO THE PARADIGM

Have you noticed that YOU, as a person, deal with similar kinds of situations in different ways! Sometimes, you are the best, sometimes you are not! But have you thought about the reasons for this difference in your behavior? Why are you good at dealing with some situations sometimes? What goes wrong in some other times?

  
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**DR. NAGAMANI KRISHNAMURTHY**  
FOUNDER  
BALAVIKASA EDUCATIONAL ACADEMY

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