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BUSINESS CONTINUITY TO BUSINESS RESILIENCY

If there is one thing that businesses around the world have learned this year, it is this: nothing is certain. All businesses want to flourish regardless of the season, but this calls for forward planning and risk management to make one prepared for the unforeseen. Almost every organization today is being forced to think like a digital organization, where every executive on the board wants to know how technology can help them stay afloat and accelerate to innovate. While every industry is facing challenges, many have also been able to transition to a different work environment.

This issue of Indore Manager highlights the change from knee-jerk business continuity success to long term resiliency of an organization.



PRESIDENT'S *Message*

While the pandemic has been the major cause of business upheavals this year, it leads us to believe that the business continuity as usual in traditional manner will no longer be an option.

In such situations what business leaders can do to prepare?

To the best of my beliefs, healthier the business, the more resilient it will be in a downturn. Keeping the costs lower provides more buffer to take on stuff.

Another thing is to have some of the pre-work done; if not already, work it to say, what is the destination investment post crisis or post-recession? And have the majority of your investment in that area so that you have good stuff that will be there and accelerate at the moment it moves out.

Looking at the revenue profiles of the resilient and non-resilient companies, they were not so different, but resilient companies they showed improvements in margin during the downturn.

That comes from far more proactive operating cost cutting, which the non-resilient companies postponed to post crisis. The resilient companies also worked hard at leverage, in particular through divestments. They got into a much better cash position that also allowed them to then invest in the future path. That was quite substantial.

Focus on improving productivity

There are a few buckets. Fundamentally, improving productivity should be a continuous business activity, meaning thereby that you produce the same outcome with both less effort and costs. All that makes total sense to continue to do along with reskilling workers.

In this issue, we discuss what is resilience & how does it differ from the traditional perspective on organizational response to distortive events?

Looking forward to reader's response / comments on this thought process

Yours,
Akhilesh Rathi
Managing Director,
Savitt Universal LTD. Indore

EDITORIAL *Message*

"Resilience is accepting your new reality, even if it's less good than the one you had before. You can fight it, you can do nothing but scream about what you've lost, or you can accept that and try to put together something that's good" -Read it again and you will realize that these words of Elizabeth Edwards apply as much to businesses as to individuals, and even more so in the scenario we face today.

Nothing propels business growth 'as much' and 'as well' as 'change'. Mostly change, even in macro-environment, is gradual and remains a matter of choice, at least for the late adopters; but we are witnessing unprecedented times when change has been enforced by the suddenness of a pandemic.

However, that doesn't change the fact that change can still induce innovation. Merge this fact with the spirit of resilience, and businesses can make a comeback, with a sense of creative vengeance. This issue of Indore Manager aims to facilitate this in its own little way. We are sure you will find some thought somewhere that will trigger 'resilience' in your endeavors.

Editorial Team
Indore Manager

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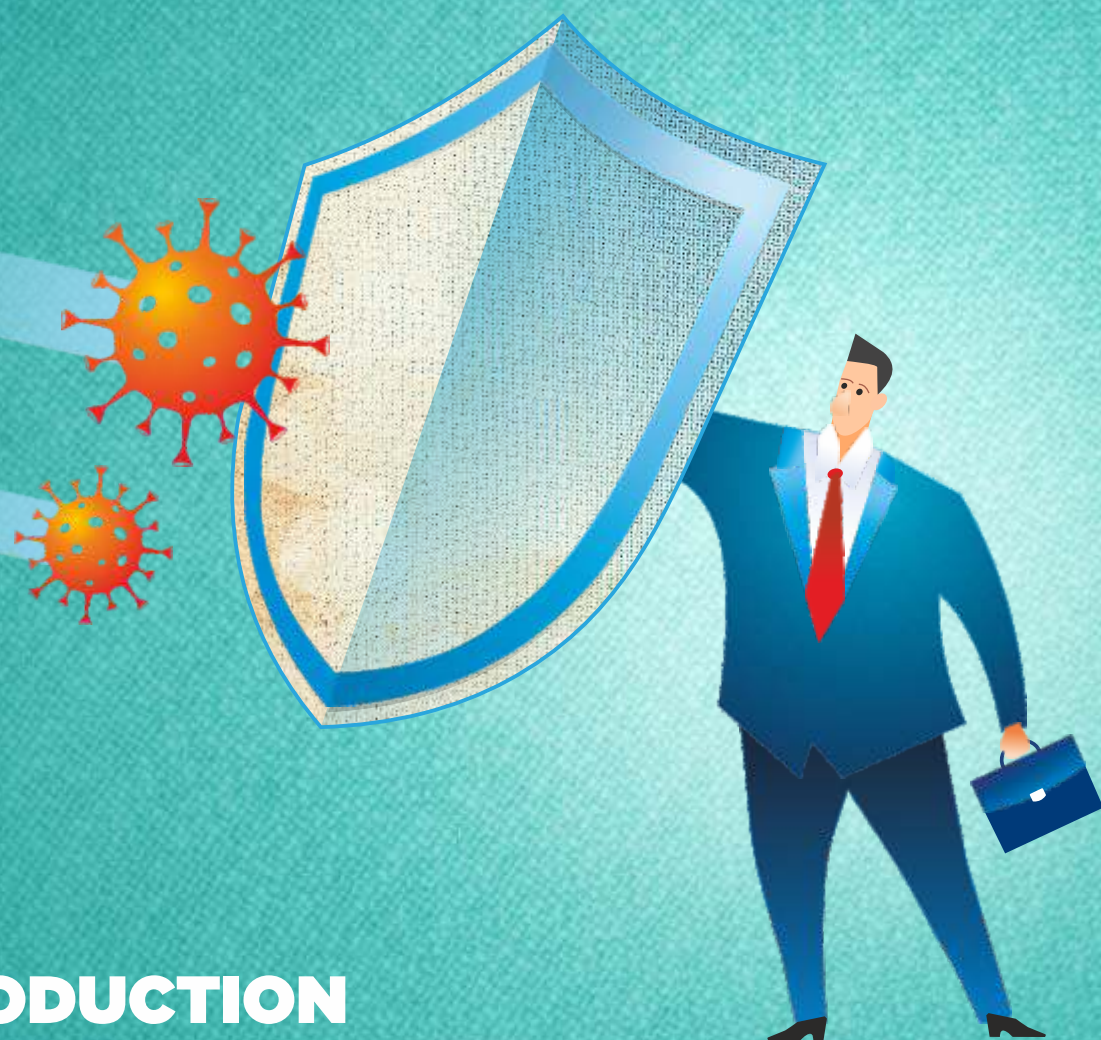
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STRATEGY FOR BUSINESS SURVIVAL & RESILIENCY

RECOVERING FROM THE IMPACT OF COVID-19 & LOCKDOWNS



INTRODUCTION

The impact of the COVID-19 pandemic presents the most significant challenge businesses face, post-World War II. Across countries, disruptions have become the norm, rather than an exception, in all aspects of life. It is estimated that over 2.6 billion people (nearly a third of the global population) across 100 countries have been facing government-enforced lockdowns, implemented to arrest the spread of the highly contagious virus. Challenges,

abound especially for Indian businesses. Supply-chain disruptions, suspension of economic activity, mass-migration of seasonal labour, availability of essential goods/services, contact-tracing and testing in a highly populated country spread across vast demographics, all the while ensuring the norms of social distancing and limited public health resources, are perhaps any government's worst nightmare.

However, what could be even worse, as numerous experts around the world have repeatedly stated, is not knowing when and how all this will be over? What innovations can help businesses survive? When will it be safe to move out of our houses? How will economic activity restart amidst a shortage of labour and norms of social-distancing? Can we minimize the impact that this pandemic will have on our businesses?

As WHO has repeatedly stated, the coronavirus is here to stay. Until a cure or a potential vaccine is developed, it will continue to have an impact on how we function as a society, or how business is conducted in such time of uncertainty. The pandemic is thus, not just a one-time thing, but it is our entire future, and all that we could do currently, is to prevent its spread and deploy strategies across sectors, which minimizes the impact of this deadly virus.

COUNTERING THE ECONOMIC IMPACT

Perhaps after the healthcare sector, industries are the ones most affected. National/Local lockdowns have suspended nearly all economic activity. Be it heavy industries such as iron and steel, automobiles, cement, telecommunications, or the services sector, from ITES to the

"This is not a one-time thing; this is our entire future."
-Greta Thunberg

tourism industry, all of which form a significant proportion of India's economy, have been negatively affected by the lockdown. Apart from the evident pains faced by big corporate houses, the Micro, Small and Medium Enterprises (MSMEs) are the most affected. They do not possess pockets deep enough to see through such long-periods of low-to-zero business. They are unable to pay their staff, or sell their existing inventory. MSMEs employ nearly 40% of India's workforce and contribute 29% to the country's GDP. Supply chain disruptions, absence of labour (who have migrated) and zero-demand of their products, has primarily pushed such industries to the brink of bankruptcy.

• ENSURE FINANCIAL SECURITY FOR MSMEs

The Indian government needs to ensure the survival of these industries, not just because of their significant contribution to the economy, but also because of the massive number of people they employ. During such unprecedented times, the government cannot afford to have the problem of unemployment as well on its hands. Strategies in the form of tax reliefs, liquidity injections, an extension of moratorium on loans, working capital loans at cheap interest rates, local sourcing of labour etc. can go a long way in ensuring that this crucial sector survives the impact of the pandemic.

• START-UPS AND MSMEs

A golden opportunity would be for the start-ups in the country to team-up with the MSMEs and use their expertise and innovation in services and ITES, to augment the productivity of the MSMEs manufacturing capabilities. This mutual collaboration can open up enormous opportunities for both the stakeholders, at the same time ensuring the survival as well value-addition for both during tough times. Onboarding the agriculture sector as well, along with technology, manufacturing and the vast supply-capacity of the rural farmlands, can fast-track India to growth, in the post-COVID-19

world. It will also augment the struggling incomes of the farmers, as well as allows MSMEs and start-ups to expand into a significant market-base.

• PRODUCT ADAPTATION

The MSME sector, as well as the established MNCs, must adapt their products to suit the demand of the current times, i.e. to essential goods or services or start producing medical equipment or active pharmaceutical ingredients (APIs) etc. It can serve the dual problem of utilizing the idle manufacturing capacity and supplying items which are in short supply globally. Of course, such shifts in product-offerings must adhere to the highest quality standards, and government agencies across the country will need to authenticate and approve these new products on a fast-tracked priority basis. Even for the MSMEs, it makes sense to be agile in an uncertain environment and quickly adapt to changing consumer preferences.

• MANUFACTURING EXPANSION

Amidst the economic gloom, this pandemic also presents a great opportunity for India Inc., be it MNCs or even the MSMEs. Since China enforced restrictions on economic activities, manufacturers and countries across the world realized that they couldn't be too reliant on a single supply-node. Additionally, the dubious ways in which the Communist Party of China has handled the pandemic as well as threats of retaliatory measures from countries such as the USA, Australia create a sense of business uncertainty. Another trade-war like situation cannot be ruled out. The continuing stand-offs on the LAC against China is only going to add to the domestic resentment against it. Capital flight from China, in a post-pandemic world, is an eventual reality. And countries like India, which have low-labour costs, and a developing manufacturing base, can take advantage of this capital flight, and become the next global manufacturing hub. Policies which

attract companies looking to shift production out of China (such as Japan's \$2.2 billion to incentivize firms moving production out of China), ease restrictions on land-availability and raw material, tax-sops etc. can significantly accelerate the post-COVID-19 economic recovery in India. Make-in-India, trade-substitution and complementing the strong service-sector in India, are great opportunities which the country can exploit, to accelerate the recovery of the industrial sector, in the post-COVID-19 phase. The idea of "Buy Indian" must be capitalized upon, by both the MSMEs and the big corporate houses.

CONCLUDING COMMENTS

The ongoing pandemic has presented humanity with challenges it seldom encountered before. Even though similar highly contagious diseases have spread previously in human history, the relative isolation of countries and the absence of globalization ensured that country-specific outbreaks were quickly contained. However, the extent of international-integration and globalization has spread the virus across 212 countries, disrupting life as we know it. Especially in a densely populated developing country like India, the challenges are multi-fold.

Innovative strategies which leverage technology, deploy international relations, promote innovation and adaptation, turn challenges into opportunities and fast-track relief measures are the need of the hour. The Indian government, as the custodian of the future of more than a billion people, faces the tricky task of reviving a shut economy, while controlling the pandemic, and simultaneously ensuring minimum-acceptable welfare of the people. And businesses have a key role to perform in this resurrection. In today's world, despite what geography might say, no country is an island. The flows of capital, labour, technology and science all bind us together. International cooperation, strategic decision-making and innovation only, can

get the world out of this sticky situation.

Till then, adapting from Sir Winston Churchill's speech, "we shall fight in the hospitals, we shall fight in the containment zones, we shall fight with advancing technology and medical research, we

shall fight with all countries as one, and we shall defend humanity. We shall fight with all our resources, and we shall never surrender."; the world will, through innovative strategies, tame the COVID-19 pandemic because, in the end, life always finds a way.



Nishant Satyam
Integrated Programme
in Management

Vasu Golyan
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Nishant K. Satyam & Vasu Golyan are both final year undergraduate students, at the Integrated Programme in Management (IPM), at IIM Indore. Both of them have extensive interests in the field of economics, finance, public policy and research. They have jointly undertaken multiple consulting projects for start-ups and GoI entities. They are consulting enthusiasts and enjoy analytical writing as one of their hobbies.

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NEW SKILLS FOR NEW MANAGERS

21st Century Skills for Managers



Heraclitus, a Greek philosopher, once said, "Change is the only constant in Life". Over the years, as company cultures and working styles have changed, managers have found the constant need to learn new skills, if not upgrade the ones they already possess. When digitisation first began, no one knew for sure if it was the 'next big thing'. Yet, here we are today, struggling in the times of a pandemic to go fully online and integrate services smoothly to function in a digital world. Thus, it has become more than imperative to adapt to changing times and learn as much as possible from every possible avenue.

TECHNOLOGY MANAGEMENT

If we've learnt one thing in this pandemic, it's this - every business will have to find its place online. As we step into a future driven by the internet, businesses need to create their own space in the digital world. As businesses move online, they will need able managers to handle this significant shift - an essential step to doing this if first understanding the process of sales online. Although the concept isn't quite unlike the offline process, the challenges faced are in taking online orders are different. Payments, transportation and returns are new facets that managers need to acquaint themselves with. A clearer understanding of the interface (a device or program enabling a user to communicate with a computer) used is also necessary.

Another transformation in the world of technology will be the advent of Artificial Intelligence (AI). While it has already forayed into the world of business, we are still a long way from completely incorporating it. Managers can take this time to gain a certain level of understanding about AI. Furthermore, with the advent of AI, managers will have more time on their hands to do other productive, provided they are able to make the best use of it. Hence, managers must prepare themselves accordingly and be equipped with the required technical prowess.

FLEXIBILITY

With changing hierarchical structures, the vertical assignment of roles is being demolished to establish a linear structure. With this, managers will have to be more of collaborators than leaders. While this does not mean that leadership roles will be completely erased, managers will just have to be flexible enough to lead employees when required and become a part of them and assimilate with them smoothly as and when necessary. This becomes essential in MSMEs as they are smaller and require greater coordination. This also ensures that managers maintain a healthy relationship with the employees under them. As managers interact more with their subordinates and make them feel comfortable, the uncomfortable connotation around the word 'Manager' reduces. Managers need to be able to step into the shoes of their employees

and treat them the way they would like to be treated, for, after all, a happy employee is a productive employee.

However, this does not mean that managers need to begin to give in to all the demands of their employees to keep them happy. We want to lose the negative image associated with bosses, not make them meek and submissive. Striking a balance between handling employees the right way which interacting with to create a conducive work environment is the key to achieving the art of flexibility.

EMOTIONAL INTELLIGENCE

This may not exactly fill the bracket of skill, but it can be used as an umbrella term for skills most managers are expected to have today. Emotional Intelligence and Quotient are becoming increasingly popular to assess the worth of people. Emotional Intelligence helps one understand, use and manage emotions to give positive outcomes. The outcomes include an increase in effective communication, being more empathetic, and finding opportunities in situations otherwise thought of as challenging and tough. Self-awareness is also an added benefit, and once managers are self-aware, they can easily identify their strengths and overcome their weaknesses. Soft Skill assessment and improvement is also a significant aspect that managers will have to improve upon. At the end of the day, the most crucial role managers play is that of managing people. It has also been found that those with higher EQ tend to understand their competitor's mentality better and show greater empathy towards their clients. Critical

thinking and analysis and negotiation are also being given increased importance and have been included in the curriculums of various B-Schools.

Emotional Intelligence can seem like a big term to deal with, but the underlying idea is simple. What's more, is that increasing one's emotional Intelligence isn't half as hard as the word itself sounds. Simple ways to increase one's emotional Intelligence include practising self-awareness, taking criticism well, and responding instead of reacting to conflict.

The above-mentioned skills are just a few from the plethora of those that managers need today, or will need in the near future. It is not mentally or physically possible to be able to be good at everything and develop all the necessary skills. However, managers need to focus on some skills they think they can develop and hone it to the best level possible.

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Author:

Geetika Sattiraju, IIM Rohtak



CONTINUITY TO BUSINESS RESILIENCY

Yes things are getting better, let's continue to do our own business and make it thrive, oh wait but where is half of my labour force, my young managers and executives would love to work but from their sweet home, work from home culture, we all love people hanging around in your offices it has a different vibe to it, after all we all are social animals.

The true meaning of resilience is not bouncing back to the old, that's persistence, but bouncing forward to the new and we can bounce forward only when we learn from our mistakes and from a source which guides/mentors use.

Let me share my top 3 things to make your work little easier:-

I replaced Conference rooms with Professional setup for an online meet:

The look and feel of an online meeting plays a huge role not for just making a good impression but also for the ease of use of it , if you use a nice external microphone you can sound much better and it can cancel all the background noise & don't have to be very loud and save a lot of energy.

Use a nice ring light and keep it on the right or left side of your laptop facing you, it highlights your face and improves video quality significantly

Avoid using a hotspot connection and have a stable Wi-Fi connection to have hassle free online meet experience

Pro. tip: I miss the good old whiteboard discussions in my online meets so i hung my phone on a hanger which is inserted between a stack of books, the mobiles camera is facing a white A4 sheet kept on my desk which acts like a whiteboards & i connect it to the online meeting and switch to back camera now whatever I write on the sheet its visible to all, Bingo! Jugaad.

I took Daily 10 am meets with NASA plan on Trello

My team knows we have to log in daily at 10am to discuss today's work which I don't decide but our NASA plan decides, it's a project management tool used by NASA to put the man on moon.

Basically we set a goal for the next 45 days and write down all the tasks needed to hit that goal on a small post-it with the right person's name who's responsible for that task and the deadline for the task and that's discussed every morning offline we used to put these post-it on my office wall.

But now we use Trello boards to make and edit our NASA plan

I got rid of sales team & started video sales

So people stopped meeting each other and screen time jumped as I was always making videos to promote my work, now I pressed the gas to the floor and made even more videos and totally replaced my sales team with videos & webinars which got the cost drastically down.

Video sales is a system to make interesting problem solving videos so that people watch the video and softly push our product to create a win-win situation.

Today I am helping a lot of businessmen, industrialists to make impactful videos and generate leads, sales, and making dealer networks.

It works like a charm for most of the businesses who can do content marketing.

Author:

Mr. Jitesh Manwani

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Samir Parikh
Leadership Trainer

HR Meet | August 25, 2020

Co-re Strategy And Vid-er Reach: The New Normal Of People Practices

COVID can be classified as CO-re Strategy & VID-er reach

- C** stands for Create internal capabilities of reserves & resilience.
 - O** stands for Orient people on agile adaptation of change.
 - V** stands for Venerate disruption warriors & disruptive ideas.
 - I** stands for Imbue culture of trust.
 - D** stands for Develop Sanguine leadership.
- Build strong internal financial reserves & also encourage employees to save for rainy days.
 - Invest in building organizational resilience.
 - Capability to adapt positively to pressure, setbacks, challenge & change in order to achieve peak performance like : Self Belief, Optimism, Purposeful Direction, Adaptability,

Ingenuity, Challenge orientation, Emotion regulation & Support seeking.

- Develop pragmatic policies to balance interests of all stakeholders.
- Orient people on agile adaptation of disruptive changes.
- Orient people to anticipate & embrace disruptive changes.
- Focus on agility to create plan B & Plan C for all unexpected changes.
- Highlight these ideas & their actions to inspire others.
- Create new leadership capability assessment & development framework.
- Continuously develop the coach team leads & managers on leadership framework, especially millennials.
- Create & operate multiple communication channels to restore hope.
- Empathize to alleviate & fear of the unknown.

IMA ACTIVITES

& KEY TAKEAWAYS



Prof. Madhusri Shrivastava
Faculty in the area of Communication
at IIM Indore

Staff Development Program
July 23-25-27, 2020

How to Conduct Virtual Meetings Effectively

- Introduce everyone during the meeting, and give everyone a chance to contribute
- Don't stare at your phone while other people are presenting
- Don't interrupt other people when they're speaking (or attempt to speak over them)
- Test all technology (including camera/video, Wi-Fi, and screen sharing) before the meeting
- Read the agenda, and come prepared
- Don't work on other tasks (like checking email) during the virtual meeting
- Turn off all notifications and make sure your cell phone is on silent
- Make sure all team members are in a quiet area free from unnecessary distractions
- When in doubt, just practice common courtesies. People want to be heard, seen, and respected during an online meeting-just like they do everywhere else.
- Spend extra time preparing for your virtual meeting. Familiarize yourself with the platform in advance, and come up with a contingency plan to handle common glitches.
- You might also want to appoint someone to handle tech issues as they come up, so that you can focus solely on facilitating the meeting.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Partho Sarcar
Advanced Level Genetic Brain Profiling Counselor,
Midna Global Foundation

Center of Excellence | July 15, 2020

Genetic Brain Profiling

- The brain profile is tested by looking at five different dominant body parts of each individual: The brain, the eye, the ear, the hand and the foot.
- Each individual does a simple physical test that is conducted by a consultant. Within minutes you will know which of your body parts are controlled from which side of your brain.
- Test identifies natural talents and skills regardless of whether they are already developed or not.
- Indicates preferences of which the individual might not be aware regarding environment and situations.
- Can indicate possible behavioural and learning problems. The brain profile analysis can highlight possible reading and spelling problems.
- Can also indicate academic and personal strong and weak points. It can show parents whether or not their children are good and patient listeners.
- Gives an indication of how one processes social and academic information.
- Indicates how your child might possible act in a tense situation. All children experience tension at some time or other. Stress is always a negative emotion.
- The brain is so astonishing. Understand it a lot better from the beginning.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Shiv Kumar
Ex Chief Business Manager, SAIL & President,
Corporate Affairs & Business Innovation.

Center of Excellence | July 08, 2020

Management Lessons from Your Cup of Tea

- Identify what parts of a project can be done simultaneously (and which cannot!) so that the project goal can be reached in the shortest possible time.
- Never use more resources than you need to achieve your goal.
- Don't listen to the ignorant and the unqualified who'll tempt you with short-cuts.
- Allowing a little extra time will lead to a higher-quality end product.
- When you put something hot that is in context of work, on high priority, you need focus and more space to deliver it right.
- In order to harness optimum productivity from each individual, a manager needs to devise different ways to assign work.
- The person who is doing that low priority work, also needs to be recognized, because he has invested his time and effort, which might go down the drain if not paid attention at the right time.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Mayank Batra
Founder & Trainer-In-Chief,
Get Digital With Mayank.

Center of Excellence | July 22, 2020

The Right Way of Using Social Media

- When trying to self-promote through social media networks, be ethical: Even if self-promotion is the first and most important reason why people get involved with social media, they must still follow certain rules of behavior.
- First of all, spamming is always a bad thing. You need to have a unique identity that lets people know who you are as a person and that you are trying to help them by furnishing them with useful, high-quality information.
- Never have more than one profile or identity: If you have more than one account with the same IP address, you run a high risk of getting your profile banned. Of course, that will stop you before you even get started.
- If you are using social media effectively, that means that you are employing an intelligent strategy that is closely connected to real objectives that you carry out consistently over a long time period.
- Be a part of the discussions that are taking place between your customers and others. Get to know them well. One of the most effective ways to have credibility and to be regarded as a subject matter expert is to be an integral part of the discussions that are being generated.
- The values of your social media marketing strategy must include transparency, commitment, sense of value, relevance, and honesty.

IMA ACTIVITES

& KEY TAKEAWAYS



CA Nidhi Agrawal
Consultant & Trainer

Center of Excellence | July 29, 2020

The Laws of the Spirit World

- If human beings do not change, nature will correct that imbalance through a cleansing process.
- The shift is entirely man-made, caused by the energy created by man's actions. The more crimes and sins, the sooner the shift will come.
- The only way to survive the shift is to stay on the Godly Good Path.
- Simplify your lives and follow the right path. When you get too caught up in a physical existence, you forget why you have come to Earth.
- As you progress spiritually, you will attach less and less importance to earthly things.
- Change for the better and follow the right path. Rise spiritually. The only way to survive the shift is to stay on the Godly Good Path.
- There is no religion in the Spirit World. We worship one God only.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. R. S Patil
Chairman & Managing Director
of Deccan Group.

Mentoring from CEOs | August 5, 2020

Productivity - Explained Practically

- Define your personal goal along with organizational goal
- Set strong affirmations to motivate yourself
- Visualize your victory
- Manage your time through the time quadrant
- Quarantine your distractions - Remain focused
- Track & monitor your progress on periodic intervals - weekly, fortnightly, monthly
- Balance your wheel of life
- Identify and improve gaps and work towards them
- Break monthly targets to weekly small goals
- Focus on "how to do" aspects for achieving higher productivity

IMA ACTIVITES

& KEY TAKEAWAYS



Dr. Satish Joshi
President, Indian Medical Association, Indore

Open House Forum | July 31, 2020



Dr. Sadhna Sodani
Hon Director, Sampurna Sodani
Diagnostic Clinic, Indore

Open House Forum | July 31, 2020



Dr. Bharat Rawat
Associate Director, Cardiology & Lifestyle Guide,
Medanta Hospital, Indore

Open House Forum | July 31, 2020



Dr. Sourabh Malviya
Member – COVID Medical Board
& Joint Director, IMA-CGP

Open House Forum | July 31, 2020

Health Awareness Session

- Avoid the 3Cs: spaces that are closed, crowded or involve close contact.
- Outbreaks have been reported in restaurants, choir practices, fitness classes, nightclubs, offices and places of worship where people have gathered, often in crowded indoor settings where they talk loudly, shout, breathe heavily or sing.
- The risks of getting COVID-19 are higher in crowded and inadequately ventilated spaces where infected people spend long periods of time together in close proximity. These environments are where the virus appears to spread by respiratory droplets or aerosols more efficiently, so taking precautions is even more important.
- Meet people outside. Outdoor gatherings are safer than indoor ones, particularly if indoor spaces are small and without outdoor air coming in. Avoid crowded or indoor settings but if you can't, then take precautions: Open a window. Increase the amount of 'natural ventilation' when indoors.
- Wear a mask. Don't forget the basics of good hygiene
- Regularly and thoroughly clean your hands with an alcohol-based hand rub or wash them with soap and water.
- Avoid touching your eyes, nose and mouth. Hands touch many surfaces and can pick up viruses. Once contaminated, hands can transfer the virus to your eyes, nose or mouth. From there, the virus can enter your body and infect you.
- Cover your mouth and nose with your bent elbow or tissue when you cough or sneeze. Then dispose of the used tissue immediately into a closed bin and wash your hands. By following good 'respiratory hygiene', you protect the people around you from viruses, which cause colds, flu and COVID-19.
- Clean and disinfect surfaces frequently especially those which are regularly touched, such as door handles, faucets and phone screens.
- Know the full range of symptoms of COVID-19. The most common symptoms of COVID-19 are fever, dry cough, and tiredness. Other symptoms that are less common and may affect some patients include loss of taste or smell, aches and pains, headache, sore throat, nasal congestion, red eyes, diarrhoea, or a skin rash.
- Stay home and self-isolate even if you have minor symptoms such as cough, headache, mild fever, until you recover. Call your health care provider or hotline for advice. Have someone bring you supplies. If you need to leave your house or have someone near you, wear a medical mask to avoid infecting others.
- If you have a fever, cough and difficulty breathing, seek medical attention immediately. Call by telephone first, if you can and follow the directions of your local health authority.
- Keep up to date on the latest information from trusted sources, such as WHO or your local and national health authorities. Local and national authorities and public health units are best placed to advise on what people in your area should be doing to protect themselves.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Yatish Kumar Mathur
Former Vice President,
Force Motors, Pithampur

Centre of Excellence | August 19, 2020

Crisis Management

- **RECOGNIZE:** Identify the incident and mobilize the crisis management plan (CMP)
- **RESTRICT:** Limit the magnitude of the impact and contain the situation
- **REMOVE:** Evaluate, monitor and eradicate the root cause of the issue
- **RECOVER:** Restore systems to normal status
- **RESOLVE:** Investigate, communicate and update quality controls
- **REFINE:** Perform a post-mortem and refine the plan
- Be available and act swiftly.
- Be of the mindset that "perception is reality." It does not matter who is right or wrong.
- Disclose all bad news upfront.
- Put a quick end to the crisis and eliminate controversy. (This may take the form of a press conference, public apology, etc.)
- Have empathy for those affected by the crisis.
- Emphasize what you're doing to correct the situation, as well as what preventative measures will be used in the future.
- Never have or say, "no comment."

IMA ACTIVITES

& KEY TAKEAWAYS



Prof. Prabhu Narayan Mishra
Professor of Management and Head,
School of Economics, Devi Ahilya University,
Indore

Contemporary Learning | August 26, 2020

Economy VS Health

- The COVID-19 pandemic has been an unwelcome reminder of just how much health matters not only to individuals and society but also to the global economy.
- When people are healthier, absences from sickness decline, and workers are less distracted by managing their own conditions or those of their loved ones.
- One way to improve health is to invest in communities so that children can grow up to live long and healthy lives as adults.
- Investing in health will be important for building resilience against future health shocks and protecting societies against the potential long-term health impact.
- Improving health could be a societal and economic game changer.
- What is needed is adequate investment in creating a health system that can withstand any kind of public health emergencies, deliver universal health coverage and other targets of the Sustainable Development Goals, while creating mutually beneficial synergies between health and the economy.
- As the world confronts the pandemic, it has a once-in-a-generation opportunity not merely to restore the past but also to advance broad-based health and prosperity dramatically. Let's make sure we seize it.

IMA ACTIVITES

& KEY TAKEAWAYS



HG. Krishna Archana Das
ISKON Indore

Exclusive Session | August 06, 2020

Managing Stress at Workplace!!!

- Track your stressors. Keep a journal for a week or two to identify which situations create the most stress and how you respond to them. Record your thoughts, feelings, and information about the environment, including the people and circumstances involved, the physical setting, and how you reacted.
- Develop healthy responses. Instead of attempting to fight stress with fast food or alcohol, do your best to make healthy choices when you feel the tension rise. Exercise is a great stress-buster. Yoga can be an excellent choice, but any form of physical activity is beneficial. Also make time for hobbies and favorite activities.
- Establish boundaries. In today's digital world, it's easy to feel pressure to be available 24 hours a day. Establish some work-life boundaries for yourself. That might mean making a rule not to check email from home in the evening, or not answering the phone during dinner.
- Take time to recharge. To avoid the negative effects of chronic stress and burnout, we need time to replenish and return to our pre-stress level of functioning. This recovery process requires "switching off" from work by having periods of time when you are neither engaging in work-related activities, nor thinking about work.
- Learn how to relax. Techniques such as meditation, deep breathing exercises, and mindfulness (a state in which you actively observe present experiences and thoughts without judging them) can help melt away stress. Start by taking a few minutes each day to focus on a simple activity like breathing, walking, or enjoying a meal.
- Talk to your supervisor. Employee health has been linked to productivity at work, so your boss has an incentive to create a work environment that promotes employee well-being. Start by having an open conversation with your supervisor.
- Get some support. Accepting help from trusted friends and family members can improve your ability to manage stress.

IMA ACTIVITES

& KEY TAKEAWAYS



Dr. Nitin Merh
SVKM's NMIMS University,
Indore

Skill Development Program | August 12, 2020

Digital Media Marketing

- Global reach - a website allows you to find new markets and trade globally for only a small investment.
- Lower cost - a properly planned and well-targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been.
- Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers.
- Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

IMA ACTIVITIES

& KEY TAKEAWAYS



Dr. Pankaj Kumar Singh
Senior Corporate Trainer,
Bhopal

Evolution for Excellence | 20 - 21, 2020

Come Alive & Dare to Be Yourself

- Cherish those special friendships. Make and keep good friends and be honest with them. They can be your moral compass during stormy times.
 - Don't hate those who stumble; we all do sometimes. We all make mistakes. It's part of being human. If you can, forgive and allow compassion into your relationships. It makes the ride more beautiful.
 - Take responsibility for your own life. This is the beginning of self-esteem. Although stuff happens, ultimately you are responsible for your actions.
 - This present moment is yours. And you have the power to do whatever you want with it.
 - Have a big vision and keep your goals aligned with your vision.
 - Remember that death makes life real. In the words of Steve Jobs, "Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose."
 - Don't worry too much about making mistakes. It is better to have tried and failed than to not have tried at all. Think and analyze your decisions carefully,
- but once you feel reasonably sure you have made a good choice, just trust yourself. Be bold and go forth into the wilderness.
- Whatever happens, you will have gained an experience from it that only the courageous can boast of.
 - Know your strengths. You are unique. There is only one you in this entire universe. No one has exactly your strange and magical mix of genes and experience. Learn what makes you tick. And keep building on that. You will make wonderful things happen.
 - Be kind to yourself. We all mess up once in a while. When it happens and you finally catch on, drop your ego, admit your mistake fully, and make amends. Learn from it so you don't repeat that same lesson again. Then forgive yourself and move on. Life is hard and we are not made to be perfect.
 - Be in the moment. This present moment is alive and full of potential. Learning to be mindful has helped me tremendously by keeping me in my life, as it happens.
 - Don't forget to laugh. Dare to live; your dreams are counting on you.

IMA ACTIVITIES

& KEY TAKEAWAYS



Capt. Jaison Thomas
Ex. Army officer

IMA Student chapter WebEx Webinar
July 06, 2020

Converting Potential into Performance

- Shift from focusing on skills, experience, and education. Emphasize innate characteristics. It's common for people who are "great on paper" to get hired and become poor performers.
- Select the right assessment tool. It will eliminate the biases of personality assessments and provide more valid and reliable data.
- Establish trust with the employees. Inform the employees about your organization's commitment to align their work with their natural talents.
- Don't hide things or surprise people. People want to do what they're good at and enjoy, and will appreciate the recognition of their talent.
- Determine which innate characteristics are critical - and how to assign value to these. The hiring team determines which innate characteristic is critical for each job duty.
- Administer assessment and align employees with job functions. Assess both current employees and potential hires and compare these results with the desired ranges.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Manan Jain
Lead- HR People Partner & Experience,
YASH Technologies Pvt. Ltd.

IMA Student Chapter Webina | July 14, 2020

Required Approach for Greater Aspirations

- Don't Allow Negative Judgment To Disrupt Your Goals. The only one that stands in your way - is yourself. Don't ever second-guess your ability and capabilities.
- Life is about confronting constant disappointments. Not everyone will value you or understand why they should.
- Appreciate feedback, whether good or bad - and learn from it. But never let it disrupt your focus, attitude and motivations.
- Take Ownership And Strive To Be Relevant. Taking ownership requires action. The action you take in pursuit of being relevant may often be met with failure, envy and misunderstanding of your points of view.
- Work Harder and Smarter Than Everyone Else. Be courageous and take well-thought out chances.
- Success isn't easy. Being significant is even harder. To achieve both, you need to stay focused and work harder to understand everything about the goals and aspirations you seek to achieve.
- Stay Away From Envious People. Most people spend their lives battling the gulf between assimilation and authenticity.
- Associate Yourself With People That Genuinely Have Your Back. If you associate yourself with those that pull you down, rather than lift you up - you will find it difficult to evolve and achieve your aspirations.
- Wisdom Prevails During Times Of Adversity. How you respond when faced with adversity is what defines your ability to achieve your career aspirations.
- Don't ever allow the ignorance of others to misguide you - or assume that someone who has an important title or works for a large company has all of the answers. Oftentimes they know a lot less than you might think.

IMA ACTIVITES

& KEY TAKEAWAYS



Dr. Shrikar Dole
Founder & CEO - SDG Foundation &
Director at Global Mining Sustainability™

IMA Student Chapter Webinar | July 25, 2020

Are you Programmed for Success

- How is it possible that the richest 1% owned more wealth than the rest of the human race? Their achievements did not happen by chance.
- Opportunity is created daily and it's all around us. Yet, only a few are able to seize it and turn it into a success. Seizing these opportunities is what creates the defining moment for winners to emerge.
- The success we all seek is here right now. It's disguised routinely as an opportunity but how prepared are you to seize it.
- While the conscious mind has the will, the subconscious mind has the power. Most of what you do consciously is fuelled or powered by your subconscious and without you even knowing it.
- Your thoughts and emotions influence your actions and behaviours which in turn determine the results in your life.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Akhilesh Sengar
Co-Founder & Principal Consultant,
YUVA MasterMind.

Student Chapter | July 29, 2020

Are you Faking It

- Recognise your feelings. Jot them down as they occur, noticing any patterns in how, when or for what reasons they emerge.
- Experiment with giving yourself new messages. If one common message you give yourself is 'I don't know enough to do this job', replace it with 'I don't know everything yet, but I'm committed to learning and improving'.
- Share your feelings. The chances are your friends, peers and senior colleagues harbour these feelings also. An open dialogue can lessen the impact of your thoughts when they come along.
- Acknowledge that nobody feels 100% confident all of the time. When limiting beliefs get in the way of activity, rate your confidence levels. Recognise that it's a 'low' day and that it's normal to have such days.
- Focus on what was learned when you do slip up. Reframing your failure as a learning opportunity builds resilience. Be kind to yourself. Acknowledging your mistakes and learning from them is the mark of a true leader.
- Build strong networks. Support systems are critical at every stage of your career. Create your own personal 'advisory board' of friends, colleagues and mentors who you can turn to when you need help, advice or to offload. Pay the support forward to your own mentees.
- Set realistic goals and track your progress. Visualise what a successful outcome looks like and keep this in mind when things aren't going to plan. Re-evaluate goals at regular intervals to ensure they remain relevant.

IMA ACTIVITES

& KEY TAKEAWAYS



Dr. Rachanaa Datey
Founder Director -
Quest Edustation

IMA Student chapter - COE | August 14, 2020

A Journey Of Personal Branding

Authenticity: It sounds easy enough, but people are often surprised by how hard it is to be honest, usually because they are still unsure of what their truth entails.

Values: Values are the beliefs people hold near and dear. A value proposition is a clear and specific declaration that explains who you are.

Drive: Identify what gets you up in the morning. What drives you to change the world? Revisit your passion and dreams everyday and you can identify what drives you to achieve them.

Uniqueness: Ideas may not be

unique, but you are one of a kind - UNIQUE. Think about what makes you different and what approach you can take that's different from others in your field.

A Point Of View: This goes hand-in-hand with authenticity. Don't be afraid to have a point of view and nurture your own voice when sharing it. Never compromise your ideals.

Bottom line: It doesn't matter if you are an entrepreneur, executive or a freelancer. You need to have a great personal brand if you plan to get ahead in life.

IMA ACTIVITES

& KEY TAKEAWAYS



Mr. Amitabh Tiwari
Regional Head TCS

IMA Student chapter -Town Hall Event
August 8, 2020



Mr. Ashish Jha
Head of operations, Finished
Leather business, Tata International

IMA Student chapter -Town Hall Event
August 8, 2020



Dr. Upinder Dhar
Vice Chancellor, Vaishnav
Vidhyapeeth Vishwavidyalaya

IMA Student chapter -Town Hall Event
August 8, 2020



Mr. Vijay Chandran
Director Operations,
Indore Marriott Hotel.

IMA Student chapter -Town Hall Event
August 8, 2020



Mr. Debashish Chakravorty
Plant Head, Piramal Enterprises Ltd

IMA Student chapter -Town Hall Event
August 8, 2020

Respond and Thrive - Future work scenario

- Reimagine work. For the better part of two centuries, work happened in factories and offices. Now, companies have stepped up to reimagine work in a more distributed manner. In healthcare, for example. COVID-19 has accelerated tele-health and remote visits for non-serious appointments.
- Differentiate with Family Friendly Working Conditions. Traditional working hours made sense when humans needed to be at fixed locations to supervise others and manage factories and other physical resources.
- Working-from-home has allowed workers more flexibility and this has benefited dual-career workers as well as those that had to deliver family support. Without the constraints of being at work for fixed period of time, companies can now be seen as 'family-friendly' without sacrificing productivity.
- Experiment with Next-Generation Tools. We have also seen how the current productivity tools are woefully inadequate. Companies are working to develop next-generation tools for personal productivity and collaboration within and across organizations.
- Some companies are beginning to look seriously at how artificial intelligence and machine learning can be incorporated so that we are not simply overlaying the tools on old ways of working but using this crisis as the trigger for redesigning work with new tools.

IMA ACTIVITIES

& KEY TAKEAWAYS



Ms. Sujata Singh Bundela
AGM CORPORATE HR
at Commercial Syn Bags Limited.

IMA Student chapter Webinar | August 27, 2020

How to Face Virtual Interview

- **Test Your Technology.** The minute you agree to a virtual interview, test your technology to ensure you're set up for success. Check your internet connectivity, and confirm your camera and microphone are working.
- **Set the Scene and Minimize Distractions.** Find a room with optimal lighting, preferably near a window, or a blank wall to guarantee you're the focal point of the conversation. Once settled, eliminate all distractions. Turn off the TV, silence your cell phone, and close any nearby windows to muffle neighborhood traffic.
- **Sit Down Prepared.** Just because you're on a computer doesn't mean you can search the web for answers mid-interview, so avoid clicking around. You want to appear focused and ready to answer any questions without the help of the internet.
- **Practice, Don't Memorize.** You don't want to sound robotic throughout your interview—whether answering or asking questions, or giving your elevator pitch.
- **It's important to keep things simple.** Don't feel like you have to give a long-winded answer if the question doesn't warrant it. Being clear and concise is one of the most important things in a job interview.
- **Monitor Your Body Language.** The main way to communicate confidence is to sit up straight, smile, and keep the camera at eye level. So keep your focus on the camera when talking, not on the image of the hiring manager.
- **Dress the Part.** You might be sitting near your bed, but you shouldn't look like you just rolled out of it. Dress as you would for an in-person interview. Professional clothing will show you're serious about the position.
- **Be Yourself.** A key task for a recruiter is determining whether you would be a good fit for the company's culture. It's more difficult for the interviewer to understand your enthusiasm through the screen, so make sure you're expressive when answering questions.
- **Preparation is the key.** Ultimately, the key to acing a virtual interview is proper preparation. From ensuring your technology is working to conducting research before the meeting, sitting down at your computer poised and ready for any and all questions will help set you apart from other applicants.

TIPS

There are many types of writing, and not all these tips apply to everything you write. Trust yourself to choose and use the ones that work best for your latest project.

1

KEEP IT SIMPLE

While a large vocabulary is great and worth string for, you'll be happy to know you don't need a huge vocabulary to communicate well.

- ✗ An extravagant vocabulary complicates the message you intend to convey.
- ✓ Big words make you harder to understand.

14

TIPS & TRICKS

TO MAKE YOUR
WRITING STRONGER



2

SHOW, DON'T TELL

Try to put the reader "in the room" with the characters. Showing illustrates, while telling merely states.

- ✗ Nicki was terribly afraid of the dark.
- ✓ As her mother switched off the light and left the room, Nicki tensed. She huddled under the covers, gripped the sheets, and held her breath as the wind brushed past the curtain.

3

KEEP SENTENCES SHORT

Long sentences are hard to follow. A length of about 25 words or less is a good rule to follow. Most sentences can be shortened or broken up easily.

- ✗ Formulated by expert biochemists, this shampoo contains a number of superior hair-repairing ingredients, such as keratin, argon oil, and silk protein, all three of which smooth and strengthen hair strands for a more beautiful mane.
- ✓ Formulated by expert biochemists, this shampoo contains many superior hair-repairing ingredients. Keratin, argon oil, and silk protein smooth and strengthen hair strands for a more beautiful mane.

Tips for writing shorter sentences:

Read the sentence aloud. If you have to take a breath, you need to shorten or break up the sentence.

Avoid wordiness by cutting useless modifiers and breaking up long thoughts into several sentences.

If the topic is complicated, balance it by using short sentences to explain things. Even if the sentence sounds choppy, readers will remember a short sentence better than a long explanation.

Avoid clutter. If your sentence contains several points, consider breaking them into a list.

Wordcounter.net is a free online tool that checks word count.

4

Don't be Redundant

Your readers will get the point the first time. Repeating yourself can be annoying and wastes space. If you need to hit a word count, add useful information instead.

- ✗ This knife has many uses. It cuts, slices, dices, pares, peels, chops, and minces. It's a versatile knife.
- ✓ This knife cuts, slices, dices, pares, peels, chops, and minces.

5

Write it tight

Similar to cutting the fluff, although here, we're talking about reducing your overall word count. If you can say the same thing in half the words, do so. You'll save your precious readers' eyes and time.

- ✗ 5 Secret Tricks to Getting Your Garage More Organized
- ✓ 5 Secrets for an Organized Garage

TIPS

6

Cut The Fluff

Resist the urge to add filler words that don't contribute anything.

FLUFF



- ✗ Max is very flexible. He can bend over really far. He can pretty much reach past his toes.
- ✓ Max can bend over and put his hands flat on the floor with his legs straight.

For a list of clutter words and phrases, take a look at www.grammarcheck.net/clutter

7

Skip The Cliches

Non-native English speakers and English-speaking schoolchildren often learn idioms. While it's important to understand that not all sayings make literal sense, they add little to your writing.

- ✗ Giancarlo felt like a fish out of water when he moved from Italy to Germany.
- ✓ When Giancarlo moved from Italy to Germany, he self the culture shock strongly.

8

Use Active Voice

Not always, but generally, try to write in the active voice whenever it's appropriate. It's the shorter and clearer way to express the same idea.

- ✗ The food has been cooked, and the table has been set.
- ✓ We've cooked the food and set the table.

9

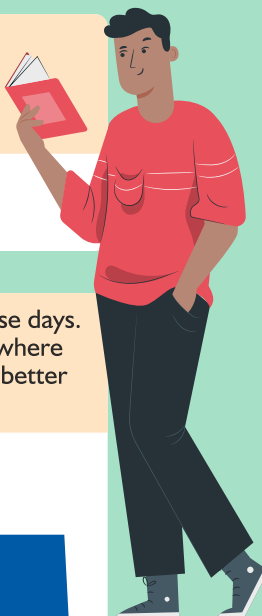
Avoid Empty Words

It seems everything is AWESOME or AMAZING these days. These two Words have been overused to the point where they don't mean much anymore. Replace them with better descriptors for more powerful writing.

- ✗ This coffee is awesome!
- ✓ This coffee has the most robuts flavor.

LIST OF EMPTY WORDS/EXPRESSIONS

Actually (x)	In the neighborhood of, in vicinity of (nearly, approximately, about)
A majority of (most, or specify number)	Involves the use of (uses, employs)
A number of (specify number, or, "many" or "several")	Is designed to be (is, or use a concrete verb)
As a means of (for, to)	It can be seen that (delete, or "we see" / "they found")
As necessary (x)	It is considered desirable (delete, or "I want to")
At the rate of (at)	In an area where (where)
At the rate time as (while)	In an effort to (to)
Bring to a conclusion (conclude)	In close proximity to (close to, near)
By means or (by)	In connection with (about)
Communicate with (talk, telephone, write)	In fact (x)
Connected together (connected)	In order to (to)
Contact (talk, telephone, write)	In such a manner as to (to)
Due to the fact that (because)	In terms of (for, in)
During the time that (while)	In the course of (during)
End result (result)	It will be necessary to ("I, we, they must")
Exhibit a tendency (tendency)	In the direction of (toward)
For a period of (for-with the time)	Of considerable magnitude (large)
For this reason (because)	On account of (because)
In the event that (if)	Prior to (before)
In the from of (as)	Subsequent to (after)
	With the aid of (with)



10

Tickle the senses

Ideally, you don't want to describe a scene to the reader, but instead immerse them in one. That means appealing to their sense of taste, sight, hearing, touch, and smell.

- ✗ Cherise wrapped herself in a soft blanket and stared out the window by her bed.
- ✓ Cherise snuggled up in her pluse blanket, which caressed her skin as gently as the finest rabbit fur. She looked out the window at the setting sun. all electric yellow and salmon. The laughter of the children playing in the street brought tears to her eyes.

11

Make it count

Numbers can provide clarity to a subject matter. This applies to journalism, fiction, and everything in between.

- ✗ Daniela spends a lot of money on shoes.
- ✓ John met his friend Franco at the West Main Dollar Theater to see Blade Runner.



12

Use Proper Nouns

This is another great way of adding interesting details. Who's that person? Which restaurant did they eat at ?

- ✗ Jhon met his frinds at the old theater downtown.
- ✓ John ment his friend Franco at the West Main Dollar Theater to see Blade Runner.

13

Watch The Adverbs

Adverbs can add spice and color to actions. However you can often choose a more specific verb that eliminates the need for any adverb. Try not to use adverbs as a crutch.

- ✗ Lisa ran quickly to the bus stop.
- ✓ Lisa sprinted to the bus stop.

14

Check, Edit, And Correct.

Delete what isn't needed, unless one of the rules above about adding specifics applies. Choose better words, rewrite anything that isn't clear, and get rid of silly typos and grammar mistakes.

Check your text online www.grammarcheck.net/editor



GrammarCheck www.grammarcheck.net