

# RECIPROCITY™

## NEWSLETTER

ACES GUILD MEETS EVERY MONDAY 7:30 AM TO 10 AM

THE FORTUNE SELECT GLOBAL, MG ROAD, GURGAON

Reciprocity is a forum where Business Owners, Professionals and Corporates come together to leverage each other's business matrix and impact each other favorably



Guests Visiting the Meeting and Impressed by the Guild



- ◇ HR Payroll Management
- ◇ Software Development & Implementation
- ◇ Content Management & Graphic Designing
- ◇ Medical Billing & Coding
- ◇ HR Recruitment Services
- ◇ Electronic Medical Records

# Performance, Articulation & Timing (PAT) & AWARDS



**SANJEEV JAWAHAR**  
Maximum References Given



**MALVINDER NARANG**



**WINNER Aditya Singh**

## The Elevator Debate

What's the one thing would you do without technology.

### Aditya's Opinion

Doing more creative work, as creativity leaves a lasting memory.



**SHRUTI PURI and ADITYA SINGH-Organisers of an amazing offsite in Tarudhan Lemon Tree Golf Resort**



## KNOWLEDGE NUGGET

### Worth of Time - Aditya Kashyap

Time is the most crucial element and is the raw material for everything. It is equally available to each human being, however, it's not absolute. It is relative as it slips faster when one needs it badly and becomes difficult to kill when one is waiting for someone. Similarly, it is plenty for someone who is well organized and it always falls short to those who do not plan it well.

Each one of us should know the value of our time and always ensure that we are taking out the maximum value of it with each passing minute. Easiest way to do it is through being aware of the value of our minute, through the following calculation:

Calculate the WORTH of your TIME.

- A). Earning per month \_\_\_\_\_  
(Potential / Desired)
- B). No. of working hours / day \_\_\_\_\_  
(Potential / Desired)
- C). WORTH of TIME  $A / (B \times \# \text{ of days})$   
Per Hour
- D). WORTH of TIME  $C / 60$   
Per Minute

Once we are aware, we can plot the usage of each minute and prioritise tasks which are important.

Key to Time Management is in Engaging in Prioritized Activities that move you towards your GOALS

Aditya Kashyap



## GUEST SPEAKER

### Inner World of an Entrepreneur - Yoshita Sharma

Leadership & Life Coach and Inner Transformation Specialist Yoshita Swarup Sharma led a session called the “Inner World of an Entrepreneur”. She spoke about strongly held beliefs which could possibly undermine the efforts of entrepreneurs if they were not conscious about them. The session encouraged members to reflect on their own beliefs about themselves through a series of questions. Once the beliefs were identified, members were asked to inquire into whose voices they were actually carrying in their head as their own. The speaker shared personal anecdotes & several examples to make the point that if one is aware of one’s mental patterns, and can distinguish one’s own voice from the voice of conditioning, it is very liberating and empowering, especially for entrepreneurs. The session left the members in a deeply reflective mode.

**Yoshita Swarup Sharma** is a management graduate from SIBM, Pune and economics graduate from Hansraj, DU. She has been an accomplished marketing professional for companies like Coca-Cola, Dabur India & Ranbaxy over 12 years, last handling a business turnover of about Rs.100cr, running the rapidly growing and highly profitable OTC portfolio of Volini before embarking on a second career in the domain of people transformation which led to join Pragati Leadership as a Facilitator & Coach.

She is also a certified Leadership & Life Coach, Facilitator, certified Strength scope & MBTI Practitioner. She has almost 5 years of experience in facilitating workshops at mid to senior levels of leadership and over 300 hours of Leadership Coaching and 2500 hours of facilitation

Clients that she has worked for over the years including HDFC Bank, Suzuki Motors, SAP, JLL, Siemens, Anand University, SOS Children’s Village, SAP, Hero Motocorp, US FDA (US Embassy), Convergys, L&T Technology Services, ACC Limited, Ranbaxy, Intec Capital, NDMC, Times OOH, Cairn Energy, Atlas Copco, Tata Motors, Bharti Realty, Godrej & Boyce, Domino Printech.

Yoshita is also a Certified Inner-Child Therapist (Dr. Lucia Capacchione's process) and a trained Family Constellator (Psychologist, Bert Hellinger's process), from Life University, Hyderabad. She is extremely passionate about spreading Inner Transformation Work as she believes it transformed her life almost magically!!



## MEMBER BUSINESS PRESENTATION - Mr. Aman Batra

### Setting Up The Perfect Bar

A bar is the best place to relax, mingle, interact and unwind with friends and it should be inviting and comfortable. It should never shout for attention, but rather must blend with the décor of the place, whether it is in an exclusive setting or placed in the living room, lounge area or elsewhere.

In compact living areas, the bar can be even hidden and lodged inside a cupboard that can be converted into a bar at the time of entertainment. There should be enough space for the flow of people around the bar. A guest should be able to leisurely meander to the bar whether it is in the middle of the room, on a side, or in a corner. Seating and standing area should be sufficient.

The display unit of the bar should be designed in a way that the connoisseur is able to highlight his/her treasured assortment of liquors and wines collected over the years. There also must be special area to display various types of glasses and beer mugs for serving drinks. The display units add to the charm of the bar area, besides being practical.

The bar may be straight or shaped but the design should be such that it has space nearby for cabinets or side boards to house a chiller, wine cooler, keg box, mini fridge, water point or may be even an ice maker.

There should be enough drawers and shelves to have dedicated places for bar tools like an ice bucket, ice tongs, bottle opener, corkscrew for the wines and metal drink shakers. The bars designed and made usually have either marble, granite or under lit onyx, or toughened glass bar counters, where the host can stir up a Martini, Manhattan, Screwdriver, Vodka on the rocks or anything guests may fancy.

A bar should truly be a private place to entertain and relax with friends and relatives after a hectic or even a lazy day.

#### Aman Batra

One & Only - Legendary Furniture



### KNOWLEDGE NUGGET

#### The One Habit of Self-Made Millionaires - Aman Batra

Out of the seven behaviours of highly successful entrepreneurs from Lewis Schiff's book *Business Brilliant*, one of the seven best practices is far more important than the rest.

"It is the one habit I find over and over again that is present in every single successful self-made millionaire I study," he says. It's a habit that any one of us can do, and it's completely available to everyone. It's the same trait Warren Buffett and Bill Gates both named when asked to write down a single word they would credit for their success. The word is *focus*.

Schiff, who has been analysing and studying the world's most successful business people for more than 15 years, shares the three questions that led him to identify this powerful habit and why so many of us fail to adopt it. The questions provide an insight into how the mind-set of millionaires sets them apart from the middle class. Try asking yourself these questions?

1. Do you know what you are exceptionally good at that makes you money?

Just 55 percent of Schiff's "middle-class" survey respondents even had an answer for this question. Compare that to the 97 percent of the "ultra-high net worth" group that were aware of their exceptional skills. Schiff calls this "learning your language," and it's an incredibly important first step in the quest for success.

2. Write down areas where you're exceptional. How many did you write down?

Again, a telling pattern emerged. "Unbelievably the lowest net worth people in our community had the greatest number of things that they thought they were excellent at. As levels of wealth go up, the number of things you think you're exceptional at goes down." The middle class survey respondents, those with the lowest net worth, wrote down an average of six things. The ultra-high net worth group had just two.

3. Do you work to get better at things you're not exceptional at?

Schiff saw that as levels of wealth go up, this answer was increasingly "no." Fifty-eight percent of the middle-class group said yes, they do work to get better at their weaknesses, as compared to zero percent of ultra high-net worth individuals.



## GUEST SPEAKER

### Digital Marketing - Mr. Puneet Agarwal

We use the Internet Primarily to find something. People ask Questions. They have problems. They want them solved. As brands, are we answering their questions ? Are we solving their problems? Empathy is at the heart of marketing. To market ourselves, our brand, we need to deep dive into our customer's lifestyle and find out what problems does he/she need a solution for. When you position your content to solve their questions and problems, you can win them over. Such content when written with empathy with proper keyword research can earn you money. Such content can have affiliate products to help you make revenue. One time effort, lifetime reward.

1. If you are not putting out stories, you basically don't exist. Share What you know.
2. Effective Content = Honest Truth + Problem Solver
3. Over 50% of Google Queries are more than 3 words. There's a lot of gold waiting to be mined from long-tail keywords.
4. 15% of Searches have never been seen before by Google.
5. People are asking Questions. Are you Answering them ?
6. (Each article with "Effective Content" can be a money spinner)

**Puneet Agarwal** calls himself a Lazy Internet Marketer. He promotes health-related products over the Internet as an Affiliate. Since 1998, his income has come from virtual businesses. He has no presence offline, does not own any manufacturing unit, has no sales team, and yet generates referrals and sales from people, who discover his presence online.

He is also a passionate and active technical analyst in the Indian stock markets. Mainly trading in BANKNIFTY Options, he is able to maximise his passive income using an ultra-short term trading strategy.

One of his work mantra is: Selling Happens, When You Don't Sell.



## MEMBER BUSINESS PRESENTATION - Ms. Malvinder Narang

### Luxury Home Interiors

Luxury is defined in the expanse, simplicity and comfort offered by the space. Certain interior features highly contribute towards creating a bold luxurious environment.

#### STRUCTURE / LAYOUT

Starting with an organized layout fulfilling all lifestyle requirements, a luxurious home must have high ceilings, tall doors, large windows and wide spaces with a lot of sunlight penetrating across the house are features that create a feeling of vastness in a home.

#### FURNITURE & FURNISHINGS

Irrespective of modern, classic or contemporary theme adapted in the interiors, finishing of furniture is the key to luxury design. Furniture layouts create definitive focal points in the space which can be further highlighted through wall art or artefacts. Furnishings are the most versatile element in every interior. They add the most amount of opulence, colour, texture & depth in design.

#### LIGHTING

Create layers of light as per function and mood lighting. This can be achieved easily through dimmers and decorative lighting in the form of lamps, wall lights and chandeliers can add an unexpected texture in the ambience.

#### DECOR

Add character and personality to your space with collections of sculptures, pictures, and memorabilia. Combine these heavy artworks with soft textures of flowers or pot pourri, simple decorative boxes and vases. Fight the urge to match everything to perfection.

#### EXPERIENCES

A luxurious home is more than just interiors. It is the lifestyle the family leads inside the home. Tech-savvy home automation systems are slowly becoming a necessity in luxury. Lighting dimmers, temperature control air conditioning, centralised sound systems, CCTV security, home theatre systems, etc. are almost basic. Exclusive shower & spa systems, on the go home accessibility, high end appliances simplifying everyday tasks are the new experiences seen in smart homes.

**Yamini Agarwal**

H5 Interior Design





### KNOWLEDGE NUGGET

#### 5 Words to Become a Better Leader - Mr. Aman Batra

Author Simon Sinek offers a dead simple mantra to instantly level up your leadership.

We all know great leaders excel at articulating their vision. What's less often appreciated is that listening is an equally valuable leadership skill. Why?

First, because feeling truly heard is deeply empowering for a team. "When employees feel listened to, they are less likely to feel emotionally exhausted and less likely to quit their job. They are also more likely to trust -- and like -- their bosses, and feel committed to them."

Second, because you need to actually hear and process information about the world to be able to set a sensible vision in the first place. Listening well makes you smarter.

So how do you get better at this essential but under sung skill? There are a million suggestions out there, but perhaps one of the most powerful is also the simplest. It comes from author Simon Sinek and consists of all of five little words.

"Be the last to speak."

In the quick snippet of a talk at TED, Sinek offers a profound leadership lesson that's dead easy to remember: be the last to speak.

"I see it in boardrooms every day of the week, even people who consider themselves to be good leaders, who may actually be decent leaders, will walk into the room and say, 'Here's the problem. Here's what I think, but I'm interested in your opinion. Let's go around the room.' It's too late," he warns.

Instead, cultivate the skill to hold your tongue until everyone else has weighed in. Not only does this allow other participants to feel heard, but it gives you an obvious advantage: you get to hear everyone else's brilliant ideas before you contribute your own. Of course, you'll say smarter things compared to when you first walked in itching to put your ideas instantly out there.

The logic behind the idea is unassailable, but actually putting this wisdom into practice can be harder than it sounds, Sinek warns. We're all dying to jump in and prove our brilliance or correct others' errors, after all. But if you can manage to just keep your mouth shut, you'll instantly level up your leadership.

Source & Credits: Inc



## GUEST SPEAKER

### Future Workforce - Ms. Harlina Sodhi

Harlina Sodhi spoke about developing a strong work-force culture and the culture the company passes on to its stakeholders. She also enlightened us on new technology and how the work is changing in these times. To stress and explain in greater detail, she mentioned 2 GIG economy.

To impress anybody-vendor, customer, management a amazing presentation is not enough but rather usage of experiences goes a longer way to make a more lasting impact in their minds.

2 GIG Economy is a small part of freelance economy and is set to grow multi-fold. The number of employees in the GIG economy who work as independent contractors is about 150 million in US and Western Europe majorly in knowledge-intensive industries and creative occupations.

She also discussed about learning agility to keep pace with the new technology for performance and means of communications with the external world.

The latest to happen is Cyborg which has more enhanced abilities due to the integration of some artificial component or technology that relies on some sort of feedback. They are more efficient and can replace the repeated manual labourious jobs done at various factories, military, outer-space research and cognitive science.

**Harlina Sodhi** is the head of Culture & Capability at IDFC Bank and is a Life & Leadership Coach, twice TEDx speaker, Social Media enthusiast & has won several global awards as Most Innovative CLO, Exemplary Women Leader, Top 20 Social Media expert & Gold award from Brandon Hall, SHRM & People Matters for cutting edge practices in Learning, Culture & Social.

Has done Masters in English Literature from Punjab University Chandigarh. Harlina believes in power of constant learning & holds multiple professional certifications as PMP (Project Management Professional) from PMI-US, 6 Sigma GB/BB from GE, CPLP (Certified Professional in Learning Performance) from ATD, Coach from ICF – US & DISC, EQ 2.0 & MBTI. Prior to IDFC, she worked with Reliance Industries (did multiple large scale projects/roles) spent 2 yrs as Head of HR for Shared Services. She has designed and executed Culture (Values and Behaviours, Leadership framework, Collaborative work places, Social/SM – Employee Advocacy for several companies).

She is also very active in field of Diversity and Inclusion and speaks often at Colleges such as NMIMS, MDI, BSE on varied subjects and is a columnist, blogger and a very avid social media enthusiast. She is a core team member of a volunteering body called “Believe In Yourself” whose goal is to help bind the HR community together in India, contribute in multiple ways in building purpose driven organization, meaningful lives, agile leadership & work towards creating conscious and compassionate workplaces. Her personal interest range from Adventure sports, Social Media to poetry and her stated professional goal is to work in fields of organizational culture, digital learning, life and leadership coaching and gender diversity and make sustainable, large scale impact.



## MEMBER BUSINESS PRESENTATION - Ms. Leena Yadav

### Benefits of Alkaline Water

Change your water change your life, I thought was a very pompous tag line of a Japanese OEM Enagic which converts your tap water into ionized alkaline and micro clustered water.

However, since this medical equipment was recommended to me by a very dear friend, I ended up investing a big amount in buying this machine.

Well, it has indeed not only changed MY life but of my entire family and friends who after seeing the positive changes in my health, went ahead with the investment.

My 10 years of dependence on antacids has vanished. My diabetes and blood pressure are in control. I am continuously shedding weight slowly and steadily. The weakness and fatigue that I felt has been replaced with high energy levels.

The reason is simple- in this technology of electrolysis, the water that you get is hydrogen rich, alkaline and micro clustered which attacks the free radicals in our body.

The free radicals in our body are known to be a cause of many a diseases like hyper acidity, arthritis, sleep apnea, cancer, tumors, diabetes, blood pressure etc.

The micro clustering property of this water which basically means reducing the molecular structure of water ensures a complete penetration of this water at a cellular level thereby enabling a complete detox and flushing out of toxins.

So friends, if you want to stay healthy then change the 75 pc of your body which is water.

**Leena Yadav**



### KNOWLEDGE NUGGET

#### Quit Like a Champ - Mr. Antony R Julian

Winners never quit and quitters never win - we've all heard this oft repeated mantra.

However, what one gleans from many a success story is that true potential is achieved only by single minded focus on honing and applying skills. And to do that, you have to quit.

If you're not going to be the best - QUIT.

Focus your attention in an area where you have the scope to be the best. And once you decide what you want to do, stay with it.

Marketing Guru, Seth Godin describes this excellently in his book, The Dip.

Don't pick up projects where you're bound to hit an unscalable wall. This is a dead end and is not going to yield results irrespective of effort.

But, once you pick a project, stick to it even in the face of adversity. The initial results will always make way for a Dip which has to be tackled not by merely coping with the adversity. Adversity creates scarcity and scarcity creates value. Those who meet adversity head on with renewed strategy and vigour will come out with skills for success. In cases when faced with the quandry of whether to quit or not, ask yourself the following 3 questions.

- Am I panicking?

Never panic, quit. That is a reactive decision. Plan in advance when to quit. That is a proactive decision.

- Who am I trying to influence?

Know your market. Each industry has its own idiosyncrasies. Understand and strategise.

- Are you making measurable progress?

Even during a Dip, it's crucial that you make some sort of progress. A new sales strategy, upskilling yourself or your team, redesigning your product - anything that makes sure you're moving forward and not stagnating.

Don't quit like a quitter but quit like a CHAMP!!



## GUEST SPEAKER

### Brand Positioning through Story telling - Mr. Sumeer Mathur

The pressures on brands to perform have greatly increased in the last decade, however so has their ability to find newer ways to appeals to their consumers.

Increasingly brands are developing a brand purpose in order to grow and innovate.

A purpose is larger than positioning of the brand; it's an issue in society and the consumer's life that the brand has made its mission to solve. Surf Xcel has taken on the job helping mothers raise children with the right values, not just clean clothes whitest or best when compared to other detergents.

There are many reasons for the growing popularity of brand purpose across brands globally, such as the low attention span of consumers, product parity, the need for transparency, and to break through clutter of other brands in a low interest category.

A Brand Purpose can stem from the origin of the brand, the values of its customers, what the product delivers at its core, trends in society which are gaining force or values of the company. Across countries and categories, brands that have a strong well defined purpose have performed better in terms of sales, recall, being different and even getting support of influencers and celebrities without investing efforts to popularize the message.

In order to ensure the brand purpose for your brand shines through, ensure that leadership in your company aligned to it, that it is truly inspiring, its authentic not just posturing for looking good and involves everyone in the organization. So find your brands purpose, rally around it and see your competition struggle to keep up.

**Sumeer Mathur** is Senior VP, Head of Strategy at DDB Mudra North. He has more than 18 years experience in using psychological and cultural insight to drive innovation, growth and behavioral change. He has worked at leading advertising agencies in India including LoewLintas, Rediffusion, YR, JWT and others. While working In this firms, he has handled clients from Colgate-Palmolive, Marico & HUL to Kingfisher Airlines, Microsoft, Royal Enfield, Airtel, TATA Motors, TAJ Hotels and helped them launch categories of brand like hair serum, home computing and mobile payments to name a few.

He has also won the prestigious "EFFIE" effectiveness awards for work on HUL, Airtel, Microsoft and Marico.



## MEMBER BUSINESS PRESENTATION Ms. Chhavi Latt

### The Gesture Of Giving & Reciprocity

**Giving:** When anyone says- 'mental health', I immediately imagine the mind smiling! Here's a perspective on how we can ensure this smile & promise ourselves sound mental health.

The summer season is bright & hot, with sun already beginning to show its fury on us. Suddenly it struck me, that to give- one does not necessarily have to wait for a festival! Yes, I am filled with this strong realization that giving does not need any specific time. Give & sit back to enjoy the difference you make to someone's life and since I am so passionate about the Strengths Psychology, I have decided to reach out to at least 10 people this week & give them the gift of self worth through Gallup's Clifton Strengths assessment. I want them all to learn their unique & magical gifts so they rejoice in the realization of their capacity for magic while I bask in the glory of being the cause for initiating their 'talents to strengths' journey. Did you know that giving; being of service & value to another makes your mind & heart smile? I have no doubt about the fact that it goes a long way towards the making of sound mental health.

**Reciprocity:** The principle of Reciprocity is defined as the practice of exchanging things with others for mutual benefit & having said that, I realise that Reciprocity is to give back & what happens when that happens?? For example, if I become the cause of introducing anyone to Gallup's Clifton Strengths assessment, the following happens:

- (1) The recipients go through a magical feeling of knowing their 34 talent themes
- (2) This exponentially impacts their self worth
- (3) They become aware of their capacity to contribute
- (4) Hence they begin to contribute incrementally in all spheres of their life
- (5) Their relationships grow stronger, their productivity gets enhanced & their overall quality of life goes up by many notches!

Do you see how 'giving' multiplies itself & as a ripple effect, contribution follows from one to another, creating a huge impact on peoples' mental health?

So, not only does it impact their overall well being but this simple gesture makes them contribute significantly to peoples' lives in many more ways than just one, big ones being- mental health and hence physical health & results they produce. This leads me to say that with one gesture of giving, we end up equipping people who in turn become the cause for substantial impact in peoples' lives! Let's all come together & do our bit by giving & thus creating a world filled with sound physical & mental health.

**Manish Puri**

Co-Founder-Reciprocity

[reciprocity.net.in/](http://reciprocity.net.in/)

# RECIPROCITY OFFSITE



On the 24th of March, 2018, we assembled at the sprawling and idyllic Taru Dhan Valley Golf Resort in Manesar, Gurgaon for an invigorating off-site workshop for understanding more about the strategy and goals for Reciprocity going forward.

In a crisply structured workshop interspersed with Tea, cookies and a sumptuous lunch break we interacted with each other and learnt about the key ingredients and approach required to generate greater business opportunities for each of us and grow manifold. Manish & Kanchan showed us the way forward in an incisive, analytical and inter-personal interaction which was not only thought-provoking but extremely exciting as well.

Post lunch, our Guest speaker, Sandeep Nagpal, a well-known leadership coach created a nuts & bolts platform for all of us and showed us how easily we could leap forward and grow exponentially thereby also positioning Reciprocity as a success story nationally & internationally.

We realised that success is an extremely transient and ever-changing philosophy. Walt Disney so aptly and beautifully put it into words when he said “Times & conditions change so rapidly that we must keep our aim constantly focussed on the future”





- ◇ HR Payroll Management
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