



EVENT OUTLINE

CEO Network Meeting for New Era Leaders at Taj West End on 20th Apr 2006

Organizations have become complex:

The nature of organizations has changed dramatically in the last 20 years. IBM retained its selling and marketing strategies through decades starting from early 50's till the 90's. In the 90's, it introduced new products once in five years. Similarly, the Hindustan Motors retained the Ambassador car for over 50 years without any significant modifications.

Companies are introducing new products once, twice or even 10 times in a year. They have to continually change their business model every 3 to 5 years to meet the standards of efficiency required by the environment. The net result is organizational complexity.

Changing the directions of big organizations is a daunting task placing enormous stress on all the stakeholders of the organization.

Responsibilities and Influence of an individual has increased dramatically:



A typist's job was simple in the 70's. All they were to know was to be competent in was short hand, typing with reasonable mastery over language. In the current decade, the role of a typist has changed significantly. Today the equivalent of such a position is that of an Executive Secretary - who has to take notes, convert it into a soft copy, handle incoming communications for the superior, manage schedules, advice and interact with subordinates. Today's executive secretary has to be intelligent, possess well-developed

communication skills, be articulate, have excellent word processing skills and posses all business acumen to support his/her superior.

Similarly other job functions too have undergone major changes. They are not only called by different titles but are also associated with far higher responsibilities.

Therefore there have been three fundamental shifts:

- Organizations have become more complex
- Individuals responsibility has multiplied
- Individual's role is subject to continual change and people are expected to cope with the ever-increasing change.

While the knowledge base and technology has evolved at a rapid pace. Unfortunately the pace of evolution has not changed. Evolution continues at its own pace, bringing about a major change in the human being's physiology once in 30000 years. We are doing supercomputing tasks on the basis of 1950 dated hardware.

The result of such tremendous pressures is a dramatic downturn on the performance of the individuals, their physical, mental and spiritual health.





In a workshop attended by CEOs of various IT companies, Aashwasan presented a unique solution, wherein they could reach the core of the individual and help top managers in making better decisions. For the first time Aashwasan talked about using Spiritual Science to aid top managers in making the right decisions. Whether it is a question of going in for a merger, deciding on expansion plans or making such strategic decisions in an uncertain environment, the key is to understand your deep self and the organization. Using such tools as Aura Science and

ESP(Extra Sensory perception), it is possible to make decisions which empower an individual as well make tremendous difference to the organization.

Later, three clients shared their experience with Aashwasan – Nanjunda, a computer professional shared his experience. Usha, the proprietor of Medina Plastics related her experience at Aashwasan where she was cured of a chronic condition; Mr. Ashok, the CEO of Stag Software, highlighted how he benefited at both personal and professional fronts.



The response from the participants was encouraging and people showed immense interest in the services offered by Aashwasan. We will be holding many such events in future. And we hope to reach out to many more people with your support.