

# Campus to Corporate

Taking Your First Steps into  
the Corporate World

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# Campus to Corporate

1

Pearls of Wisdom from great people

2

Creating your own Brand

3

14 Critical Skills that you will need

# Pearls of wisdom from great people

Life is not fair - get used to it!

1

## Pearls of wisdom from great people

If you think your teacher is tough, wait till you get a boss.

2

## Pearls of wisdom from great people

Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

3

## Pearls of wisdom from great people

Pay attention to people with whom you spend time.

4

## Pearls of wisdom from great people

The world won't care about your self-esteem.  
The world will expect you to accomplish something  
BEFORE you feel good about yourself.

5

Pearls of wisdom from great people

Optimism can take you far

6

# Time might be tough



# Transition to Corporate Culture

The Brand You  
Create yourself as a Brand

# What is a brand?

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Disney

Google



amazon



## You as a Brand



# Knowing Yourself

## Knowing yourself

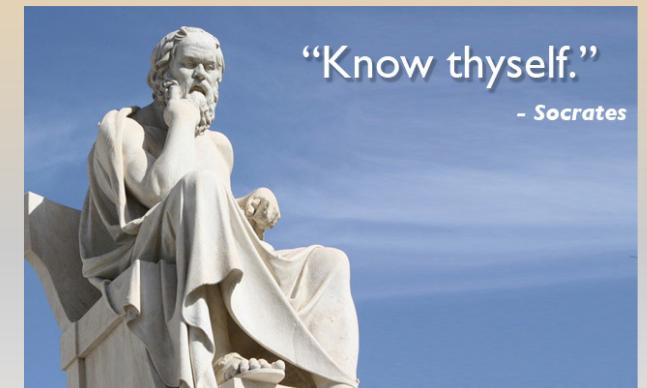


## You as a Brand



# Know Yourself

- Know your SWOT
- What you can do better than others
- What are your weaknesses
- What opportunities are emerging for you
- **What success means to you**



# SWOT



## Understand that life is not a race

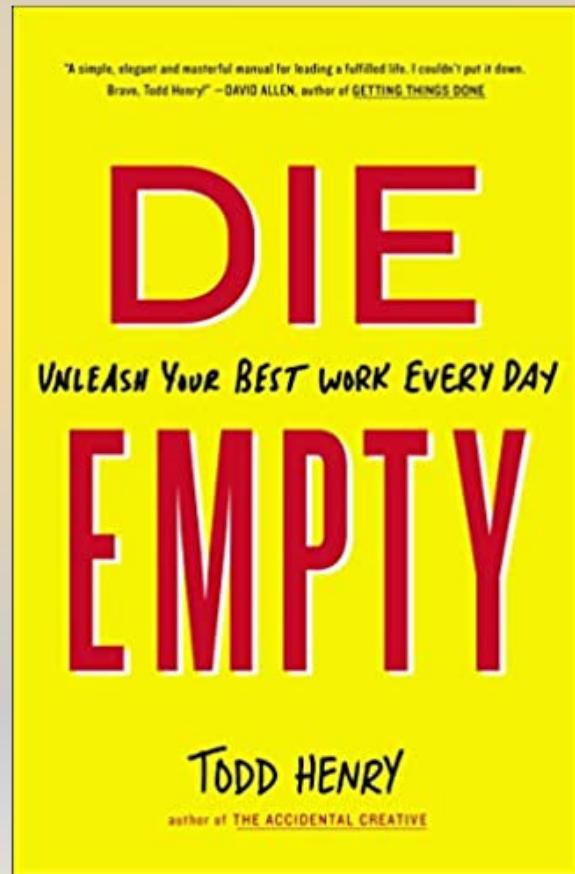
- Do not run a rat race
- Everybody is different
- Tread your own path
- Have your own dreams



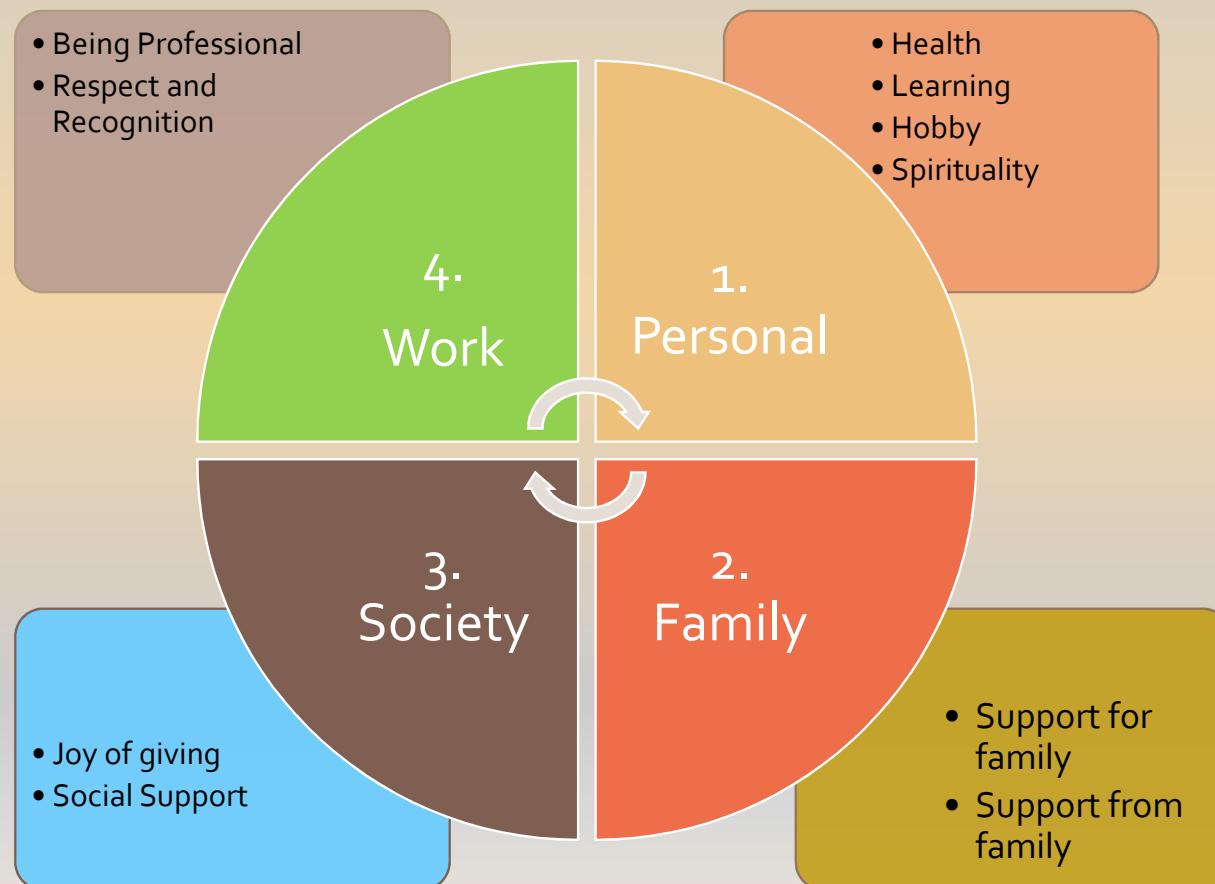
Play your best



# Die Empty



# Know the four vital domains of life



# 13 Critical Skills that you will need

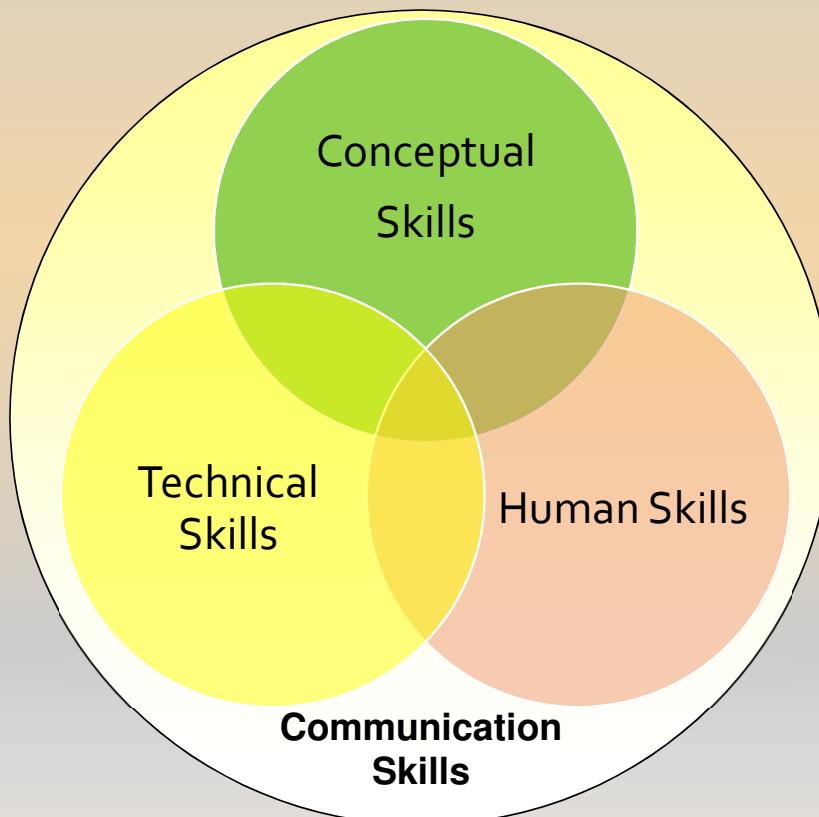
# 13 Critical Skills that You will Need

1. Communication Skills
2. Setting Goals
3. Manage Time
4. Working in Teams
5. Network
6. Be customer centric
7. Keep Learning
8. Demonstrate Dependability
9. Humility
10. Demonstrate Integrity
11. Personal Etiquettes
12. Practice Safety
13. Never Give Up

# 1. Communication Skills



# Communication surrounds all our skills



# Communication can make or break relationships

- Business Life
- Personal Life



# Communication can make or break relationships

- Your way of communication creates your first and lasting impression



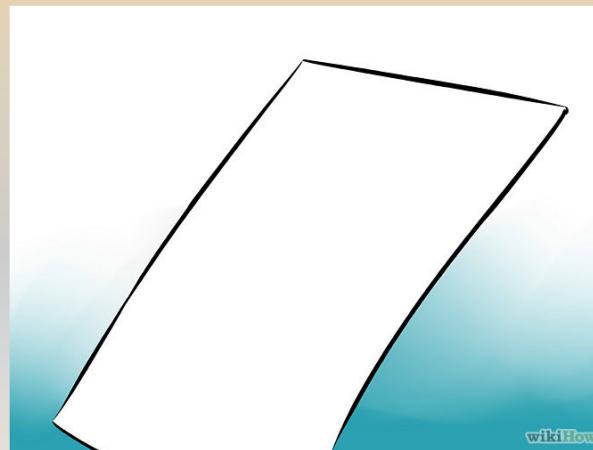
## Enhance Communication Skills

- ❑ Create an honest but impressive CV
- ❑ Highlight the skills company might need
- ❑ Hone basic skills of Writing/Email Etiquettes
- ❑ Be very proficient in MS Power Point & Excel
- ❑ Speaking about You- Elevator Speech



## A Good and a Not- so - good proposal

A nicely or poorly drafted note can reverse the decision



## Need of the sender of information Vs Need of the Receiver



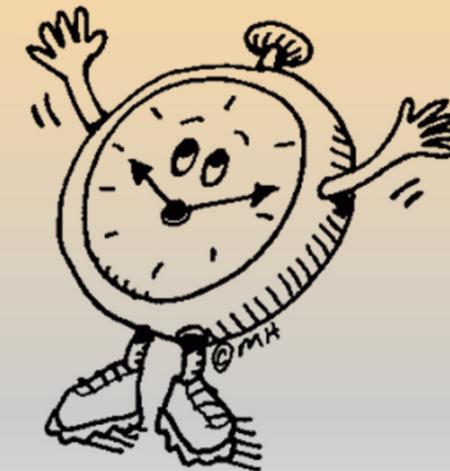
## Time of communication

- ❑ Do not procrastinate a communication
- ❑ Anticipate and take proactive action
- ❑ Delayed communication can be very costly



## Timing of communication

- Judge the right moment to communicate
- People react differently at different times-  
a well timed communication has better worth
- Appreciation
- Thanks



## Place of communication



# Follow up

- Always follow up critical tasks
- An email or Fax or Letter not followed up often remains “undelivered”



## Personal touch in communications

- ❑ Email and Social Media is connecting but distancing people
- ❑ A face to face conversation or a phone call creates enduring relationship
- ❑ Complex situations need personal call
- ❑ A handwritten note works well in many cases



## Ask for resources

- ❑ Ask for resources in professional and impersonal manner
- ❑ It will ease out your work



## Be politely assertive

- Don't be shy of asking what you need
- Be assertive in asking
- The tone should always be polite



## 2. Setting Goals

## Goal Setting

- Decide what you want to achieve.
- Ask yourself why it is important for you to achieve this goal.
- Arrange what you need to do to achieve this goal (Resources)

## Goal Setting – SMART Principle



## How to stay focused on your goals?

- Write down your goals and revisit them regularly
- Keep questioning yourself about progress
- Eliminate activities that distract you
- Discuss your goals with family, friends, superiors, peers or team members.

### 3. Time management



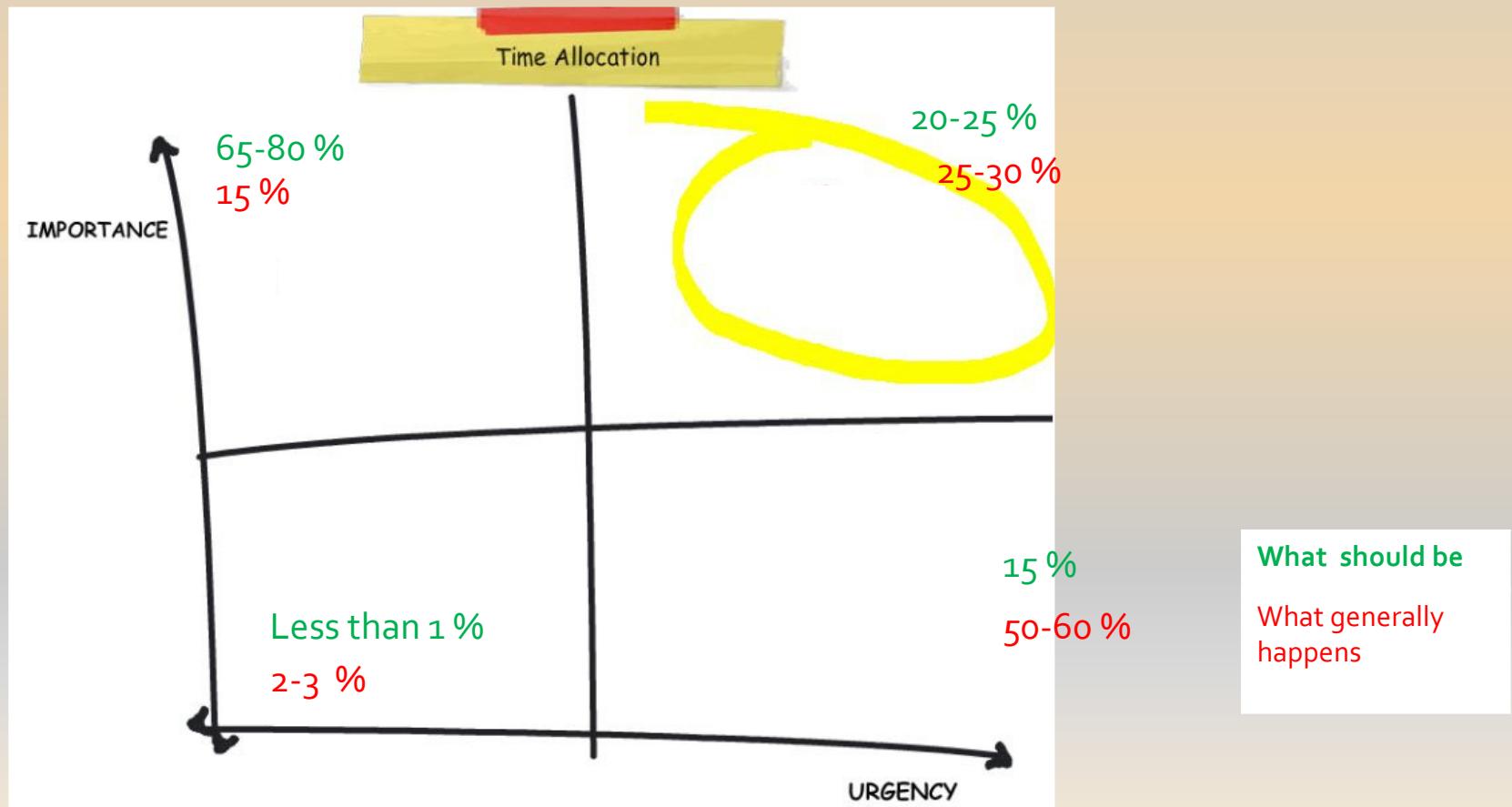
# Prioritising

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I made a list of 100 things that I need to do  
and numbered them in order of urgency,  
unfortunately I find that 99 are at number 1

# The Urgency Importance Grid



## Overcome Procrastination

- ❑ Recognize your pattern/ habit and deal with it
- ❑ Face your fears to do a work
- ❑ Divide work in small parts
- ❑ A journey of thousand miles starts with the first step

# Saying No

Learn to say  
"No"



## Use the power of NO

- Be polite
- Give indication of your time schedule or plans
- Give alternatives

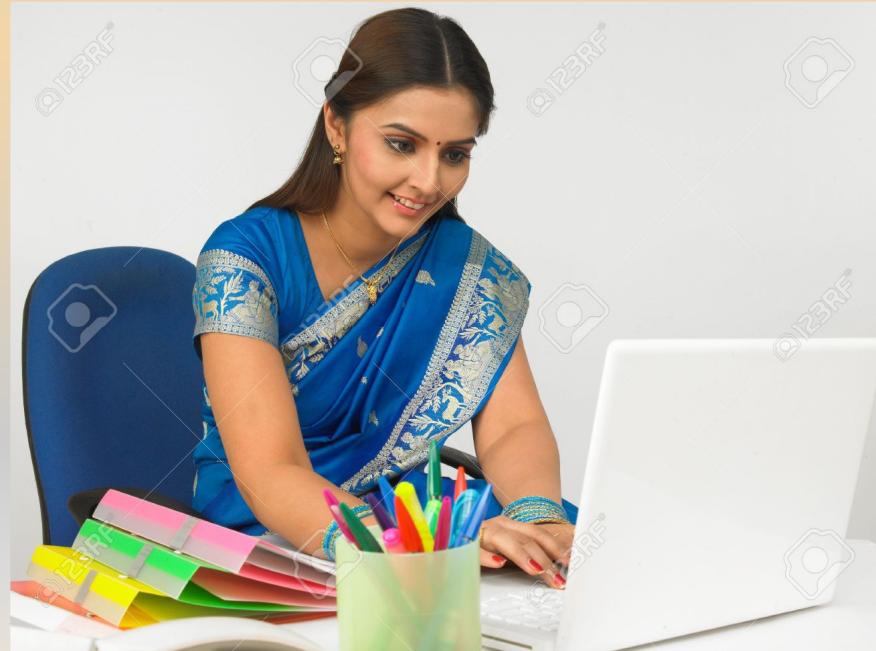
# Avoid being perfectionist

- ❑ Perfection demands infinite time



## Cleanliness is godliness

- ❑ Keep your workplace clean and orderly at all times.



## 4. Working in Teams

# Working in Teams



## Build relationships at work

- People have to work with other people
- We want to work with people we know, like, trust, and respect
- No one likes to talk to someone who is raising his voice, using harsh or derogatory language
- Understanding other's perspective – Emotional Intelligence



## How good it is to be “Straight forward”

- ❑ It is sometimes used to cover traits like rudeness, arrogance, and several other unpleasant attributes
- ❑ The difference is “**Respect**”

# Relationships with Superiors & Peers

- Appreciate his goals and pressures
- Figure out his strengths and weaknesses and how you can complement him/her
- Understand his preferred working style
- Set mutual expectations clearly and keep communication going with your boss, keep him informed always
- Be honest and open

# Be a good listener

- ☐ Listen before you speak



# 5. Networking

# Networking

- Know what is happening in your Industry
- Read Articles, Blogs
- Try writing about the subject
- Know who are good professionals in Company/Industry
- Try to connect
- Gradually approach some seniors and connect with them
- Connect within and beyond industry

## 6. Be Customer Centric

Your peers in other departments are internal customers

- ❖ Know their concerns
- ❖ Know their pain areas
- ❖ Know their expectations
- ❖ Go beyond expectations



# 7. Keep Learning



# Develop oneself continuously

- Grab the opportunities to learn
- Take opportunities to be part of work groups
- Initiate activities on your own
- Do something you have not done before
- Read a good book every month
- Readily put in extra time/effort/Money
- Develop at least one niche skill

# 8. Be Dependable

# Demonstrate Dependability

Keep Promises

Answer or return phone calls

Rise to the occasion

Be there in crisis situation

# 9. Adorn Humility



# Humility

Humility

Be open to other's  
opinions

Admit mistakes

Acknowledge that  
everyone has  
different abilities

# 10. Integrity

# Demonstrate Integrity

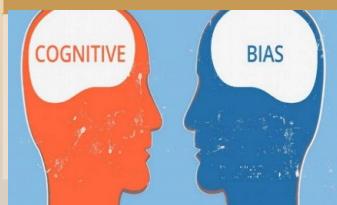
Walk the talk



Taking responsibility

**RESPONSIBILITY**  
starts with *me.*

Being unbiased



Do what is

Do the Right Thing

Be honest in

**Be Honest**

# 11. Personal Etiquettes

# Personal Grooming

Be tidy/ nicely groomed



Dress Decently



Professional Dial Tone



Business Cards



# 12. Practice Safety

# Practice Safety

Value your  
and  
other's  
lives

Don't do  
work  
without  
proper  
tools &  
PPE

Know the  
process  
well  
before  
doing  
work

Have zero  
tolerance  
to unsafe  
conditions  
and  
practices

# 13. Never Give Up

# Never Never Give Up



# Thank You