

The Rise of the Generalist



Jack of all Trades;
Master of None

**The Ultimate Career Choice:
Generalist vs. Specialist**

“JACK OF ALL TRADES, MASTER OF NONE.”

Spanish Proverb

“A jack of all trades” is often used as a compliment for a person who is good at fixing and has good broad knowledge. They may be a master of integration: an individual who knows enough from many learned trades and skills to be able to bring the disciplines together in a practical manner.

This person is a generalist rather than a specialist.

The Specialist **VS** The Generalist

JACK of ALL



SPECIALIST

MASTER of ONE



GENERALIST

Generalist =

a person competent in several different fields or activities.

The Rise of the Generalist



A Generalist is a modern scholar who is in a position to acquire more than superficial knowledge about many different interests. Also called as Renaissance man, A scholar who could know almost everything about many topics. To become as Generalist, you

Cultural

Professor & Lawyer Puttu Guru Prasad

Attributes

VIVA the SCHOOL, Nambur, Guntur

for

Pencildoo

Cultural Attributes

for

**PARADIGM
SHIFT**



VIVA



VIVA

THE SCHOOL BY

VVIT

Professor & Lawyer Puttu Guru Prasad



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**B.Com., M.Com., M.Phil., M.B.A., PGDFTM., AP.SET.,
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Pre PhD (PhD)from JNTUK.,

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**Senior Faculty for Business Studies, Economics, Accounts
Head, Board of Administration & Management Science,
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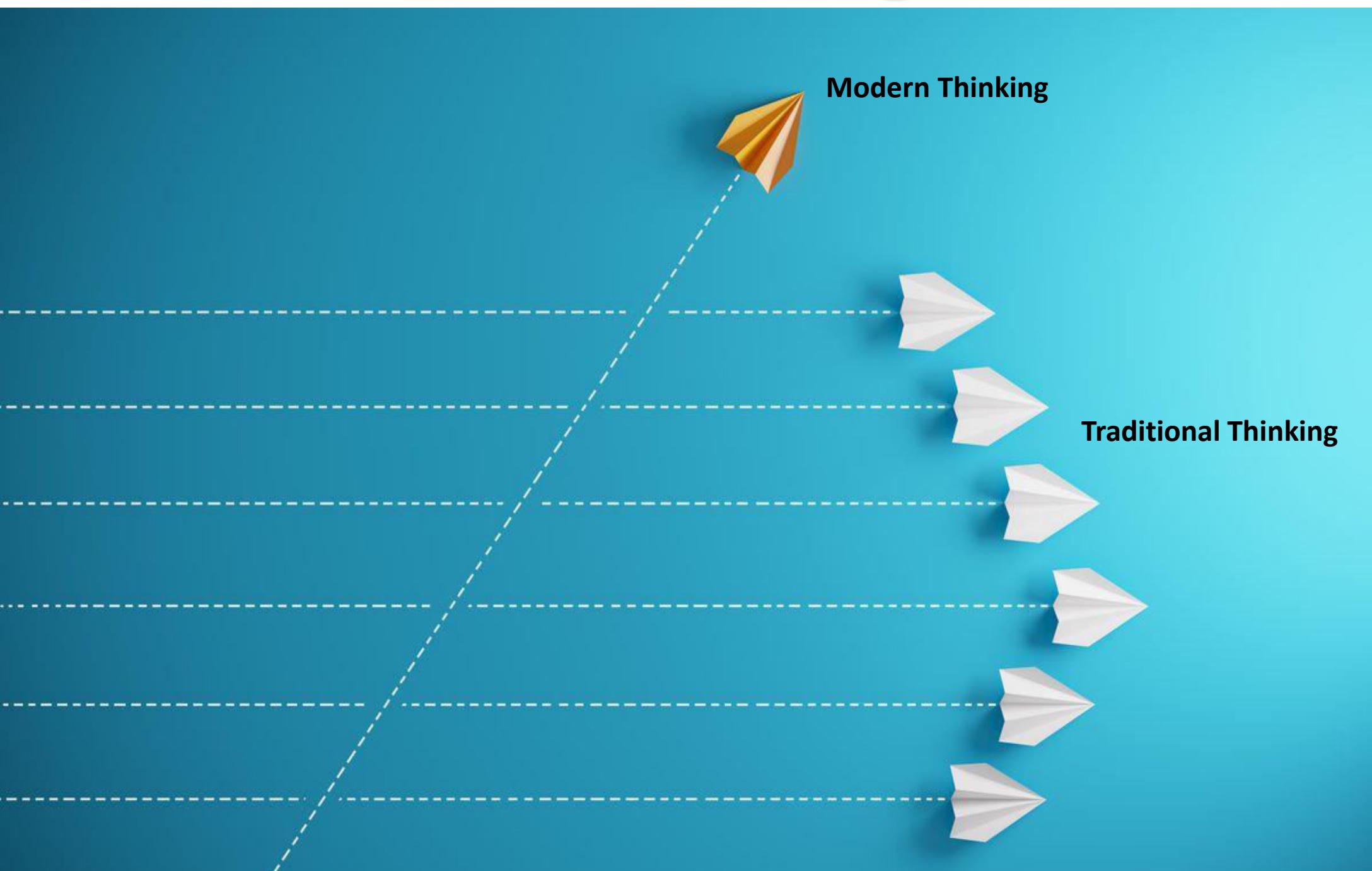
Commerce Department, VIVA-VVIT, Nambur,

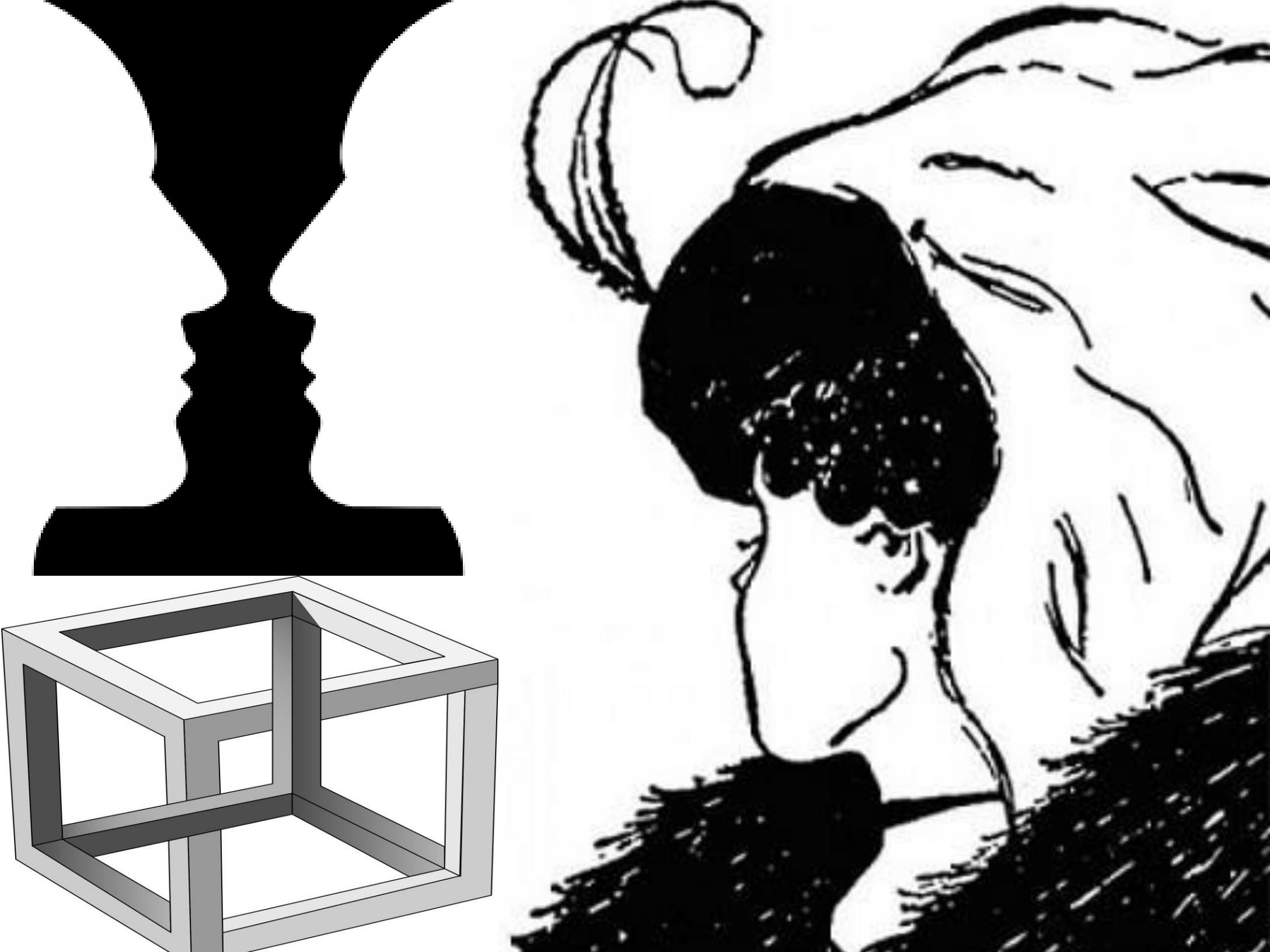
My Blog: puttuguru.blogspot.in

My Web Site: <http://gurublog.wixsite.com/guru>

**Innovation of
Thinking for the
Students to Reach
their Desired
Destination
(PARADIGM SHIFT)**

What is Paradigm Shift





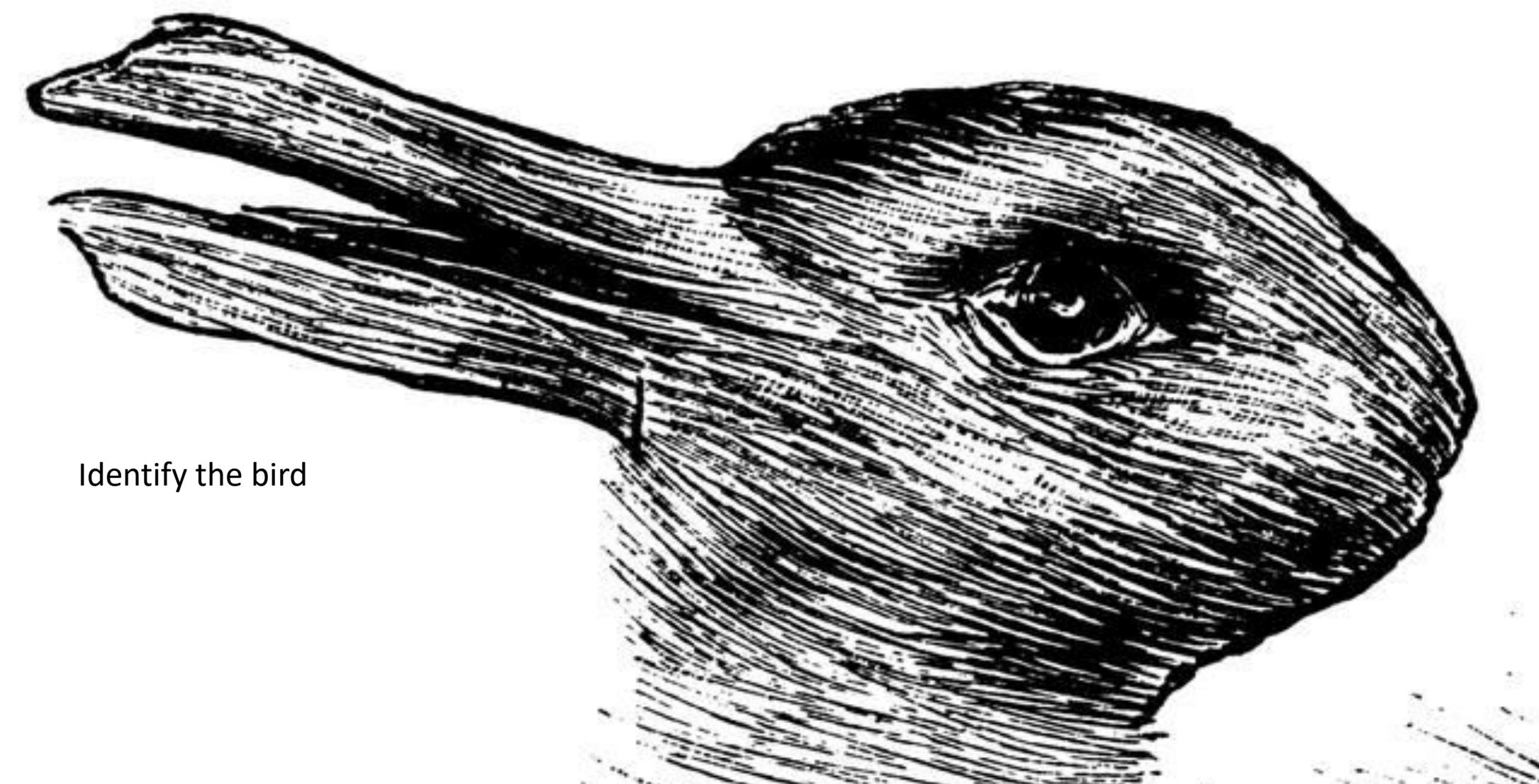
YOUNG LADY'S FACE



OLD HAG'S FACE



Optical Illusions can use color, light and patterns to create images that can be deceptive or misleading to our brains. The information gathered by the eye is processed by the brain, creating a perception that in reality, does not match the true image. Perception refers to the interpretation of what we take in through our eyes. Optical illusions occur because our brain is trying to interpret what we see and make sense of the world around us. Optical illusions simply trick our brains into seeing things which may or may not be real. In one way or other we are influenced by our culture, cannot digest or accept the change easily.



Identify the bird

Optical illusion, made famous by Wittgenstein, to demonstrate the way in which a paradigm shift could cause one to see the same information in an entirely different way.



beak



nose

ears

DUCK

RABBIT

Kuhn used the duck-rabbit optical illusion, made famous by Wittgenstein, to demonstrate the way in which a **paradigm shift** could cause one to see the same information in an entirely different way.

Example of a Paradigm Shift

- The internet created a **paradigm shift** in the way business is conducted. **Email and scan replaced the fax machine and courier services.** Orders for securities can now be placed online directly by the client and are sometimes executed in seconds.
- **The concept was explored by physicist and philosopher Thomas Samuel Kuhn, 1962.**
- Men like Raja Ram Mohan Roy arose who took up the cause of women's reforms and emancipation. He fought for the abolition of "**Sathi**" in 1829, and the "**Brahmo Samaj**", which he established taught absolute equality of men and women.**(Paradigm Shift)**
- According to a recent Supreme Court ruling, when the Hindu Succession Act 1956 was amended to give **equal rights to the daughter in her father's property.** As a Daughter, you are a legal heir, you can make a claim over your father's property since you have the same right over it as your brothers.**(Paradigm Shift)**



Generalist = a person competent in several different fields or activities.



Strategy is

**DESSERT FOR
CULTURE'S FEAST**

INNOVATION

IS THE MAIN COURSE



**SKILLS OF THE
NEW GENERALIST
STUDENT**

Generalist = a person competent in several different fields or activities.

Strategy

will set the direction of a
Student's desired destination

**SKILLS OF THE
NEW GENERALIST
STUDENT**

Culture is in the driver's seat with a much greater deal of influence on the Student's ability to

EVOLVE , INNOVATE AND LEAPFROG THE COMPETITION



LEAPFROG



Spencer Rascoff @spencerrascoff • 23h

Who succeeds at amazon? "Explorers and pioneers". Who fails? Those who focus on killing our competitors. -Bezos



20



8

...





The future will be less
about money, power or
size, but more about

Agility
NETWORKING
SHARING

“Big companies have plenty of great ideas, but they do not innovate because they need a whole hierarchy of people to agree that a new idea is good in order to pursue it. If one smart person figures out something wrong with an idea — often to show off or to consolidate power — that’s usually enough to kill it”

Ben Horowitz

Venture Capitalist



REMEMBER THE WALKMAN



WHERE DOES SONY MAKE THE MAJORITY OF THEIR PROFITS

SONY'S OPERATING PROFIT

Electronics: (\$8.5b)!!

Film, & Music: \$7.5b!

Life, Insurance: \$9.07b!



THE POWER OF THE STUDENT



IS A HARVARD STUDENT
BRINGING DOWN THE
BEAUTY INDUSTRY?

Grace Choi invented a 3D makeup printer that's about to take the beauty industry by storm.

Grace Choi, co-founder of the Mink 3D Printer



The Mink (a portmanteau for "makeup" and "ink". It has the ability to print an impressive 16.7 million colors, so you can more or less create any makeup shade imaginable — again, with just a push of a button.) a makeup printer that can create any color you imagine on a light-as-air piece of paper. After a cool 15 seconds, your makeup is officially ready to apply on a light and portable square sheet, making this a really convenient way to create a touch-up kit on the go or to pack some color cosmetics when traveling.

THE POWER OF THE STUDENT

Hi! I'm Sarah Kavanagh. One day, I was at my computer drinking an orange Gatorade when I decided to look up the ingredients.



I found out this controversial chemical called BVO was on the list. BVO isn't allowed in beverages in Europe or Japan, so why was I drinking it?

A collage of several images. At the top right is a yellow packet of Maggi 2-Minute Noodles. Below it is a screenshot of a news article from ABC News and Yahoo! News about Coca-Cola and Pepsi dropping the controversial food additive BVO from their products. The ABC News article is titled "Coke, Pepsi Dropping 'BVO' From All Bottled Waters". The Yahoo! News article is titled "Powerade drops controversial ingredient after teen's online petition". To the left of the news articles is a screenshot of a news article from NBC News about Powerade removing the same ingredient. At the bottom of the collage are three bottles of Powerade Ion4 sports drink in different flavors: blue, yellow, and red.





9 Disturbing Side Effects of Soda

PositiveDrugs.com

- Weird Fat in Weird Places
- All the sugar in sodas would cause weight gain
- Caramel Cancer-Causers
- Accelerated Aging
- The artificial sweeteners used in diet sodas don't break down in our bodies
- Can cause memory loss and nerve disorders when consumed in large quantities
- Whacked-Out Hormones
- Can cause Dead Birds
- Unknown Side Effects of GMOs



Brominated Vegetable Oil (BVO)



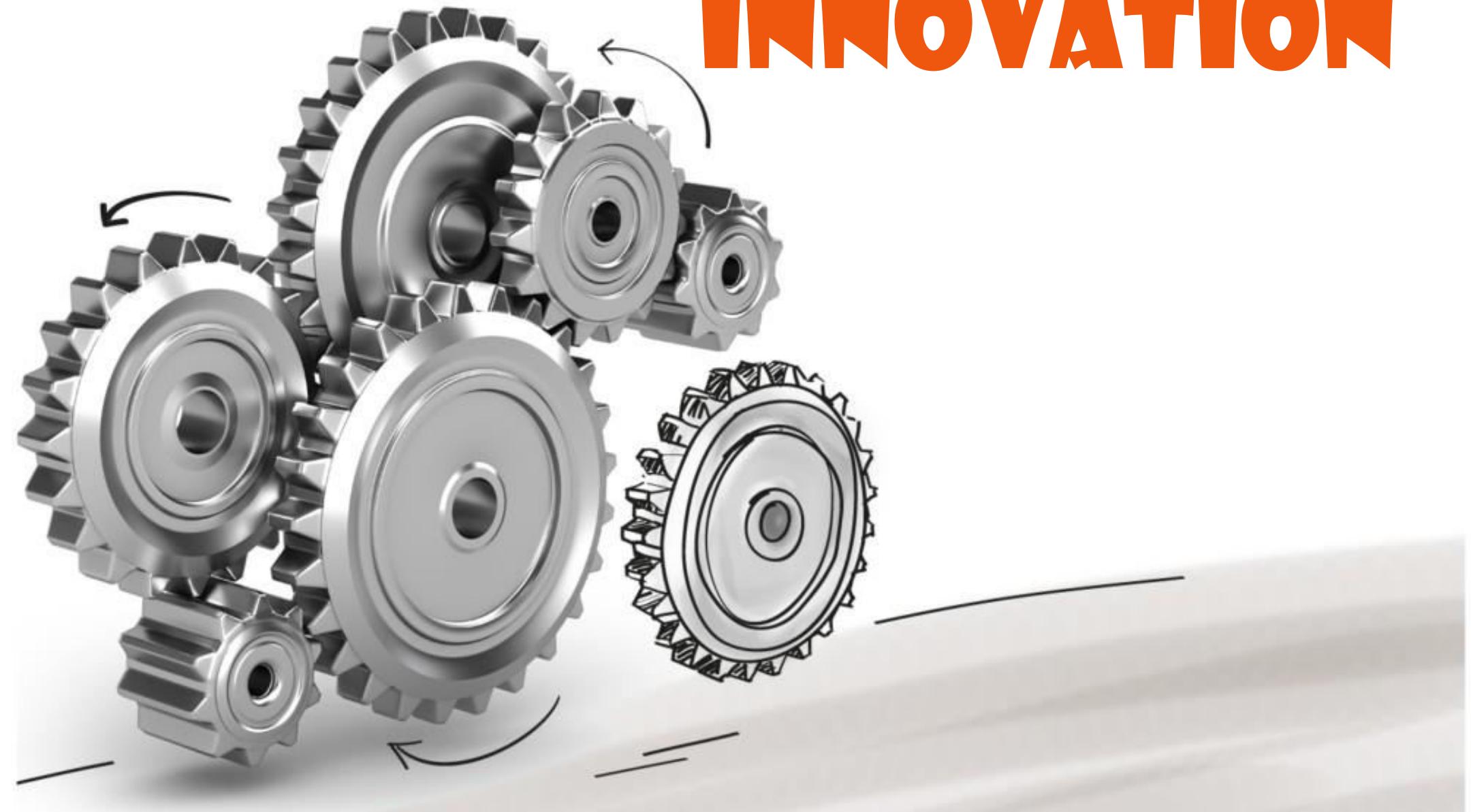


YOU CAN HAVE

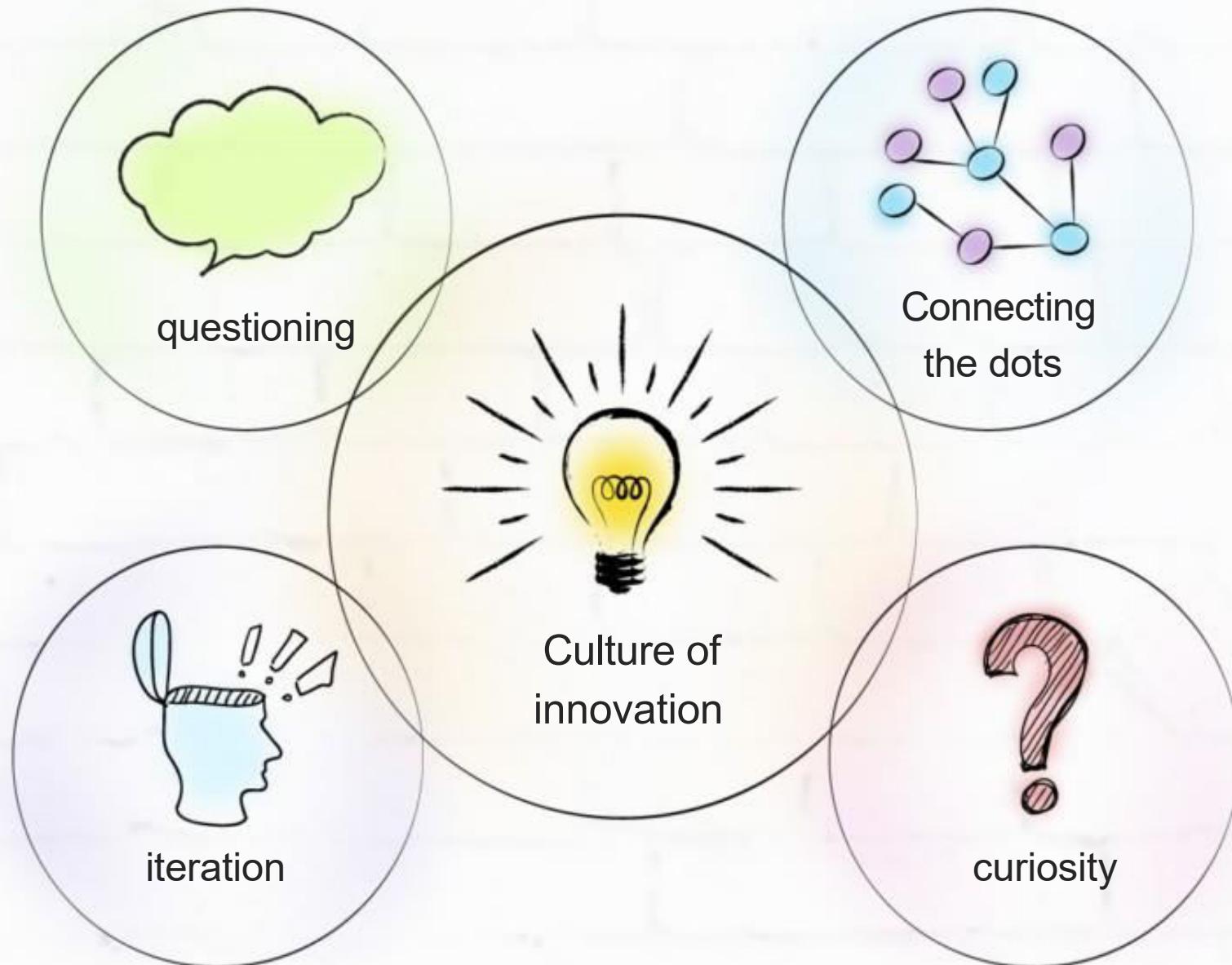
the best talent, best ideas, best processes, abundance of cash.

If your culture does not align, being successful starts looking as if it's a matter of luck.

CULTURAL ATTRIBUTES FOR INNOVATION



Cultural Attributes for INNOVATION



A culture of

QUESTIONING

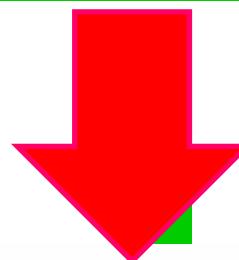


Why are we doing it this way?

Is there a better Approach?

Yes, the better approach

is called



Paradigm Shift

in thinking

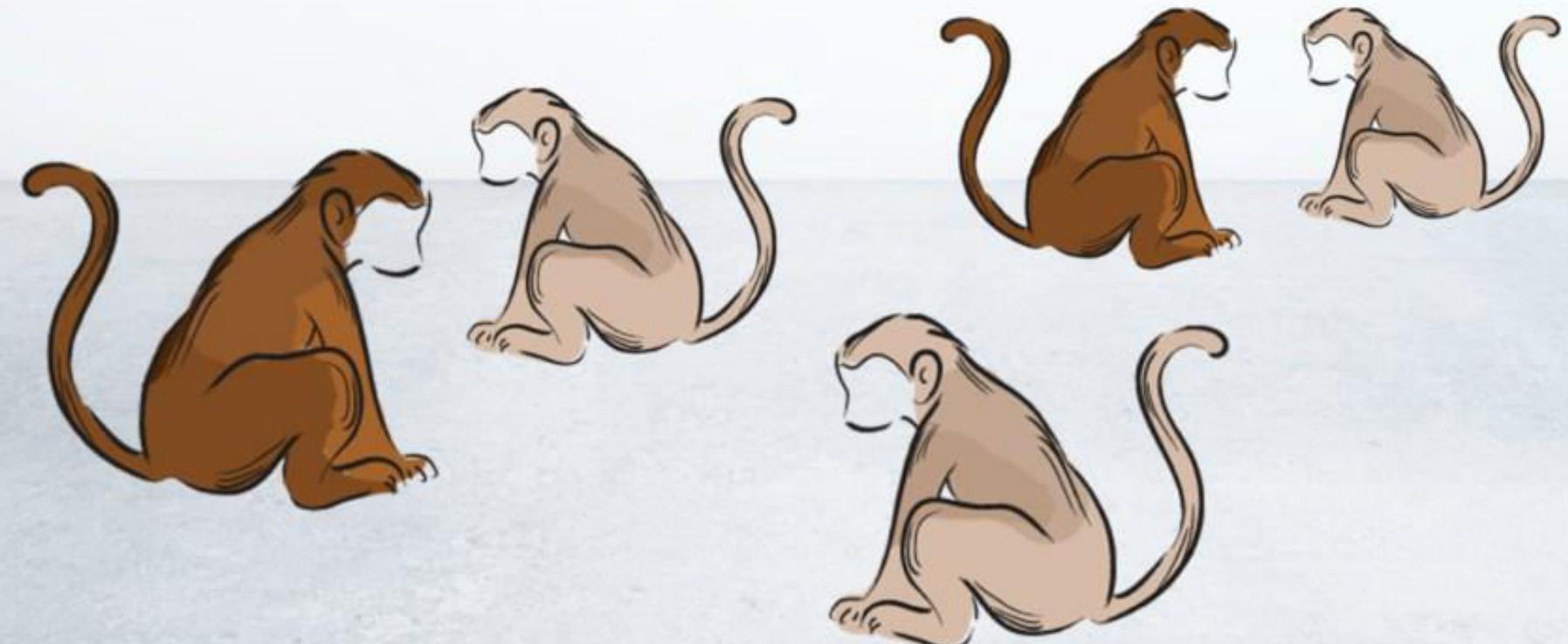


Examples of paradigm shift



Examples of paradigm shifts are the movement of scientific theory from the Ptolemaic system (the earth at the center of the universe) to the Copernican system (the sun at the center of the universe), and the movement from Newtonian physics to the theory of relativity and to quantum physics.

**THE PROCESS OF
PARADIGM SHIFT IS
EXPLAINED WITH
THE FIVE MONKEYS
EXPERIMENT**



A group of scientists placed 5 monkeys in a cage and in the middle, a ladder with bananas on the top.



Every time a monkey went up the ladder, the scientists soaked the rest of the monkeys with cold water.



After a while, every time a monkey went up the ladder, the others beat up the one on the ladder.



After some time, no monkey dared to go up the ladder regardless of the temptation.



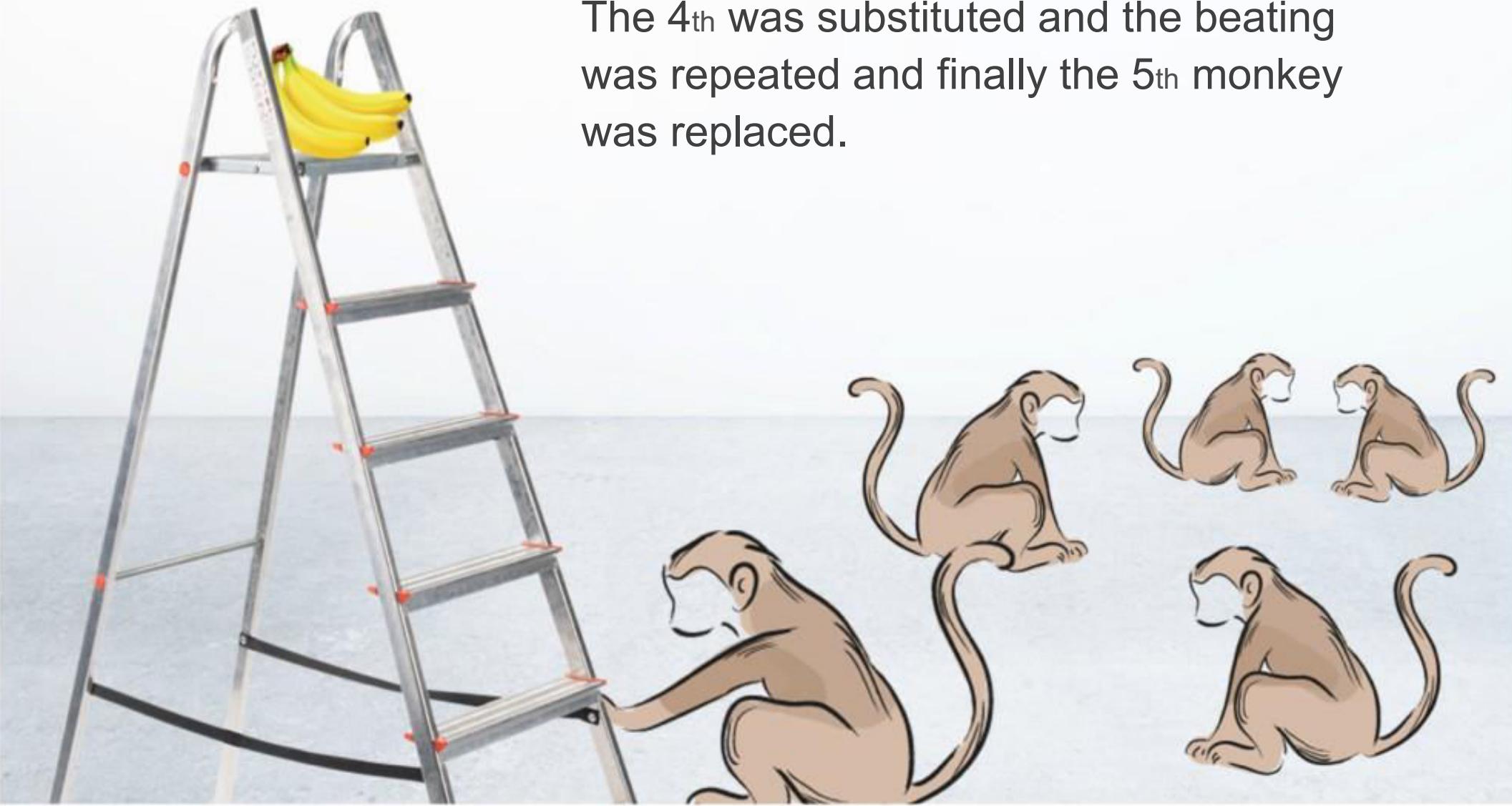
Scientists then decided to substitute one of the monkeys. The 1st thing this new monkey did was to go up the ladder. Immediately the other monkeys beat him up.

After several beatings, the new member learned not to climb the ladder even though it never knew why.



A 2nd monkey was substituted and the same occurred. The 1st monkey participated on the beating for the 2nd monkey. A 3rd monkey was changed and the same was repeated (beating).

The 4th was substituted and the beating was repeated and finally the 5th monkey was replaced.

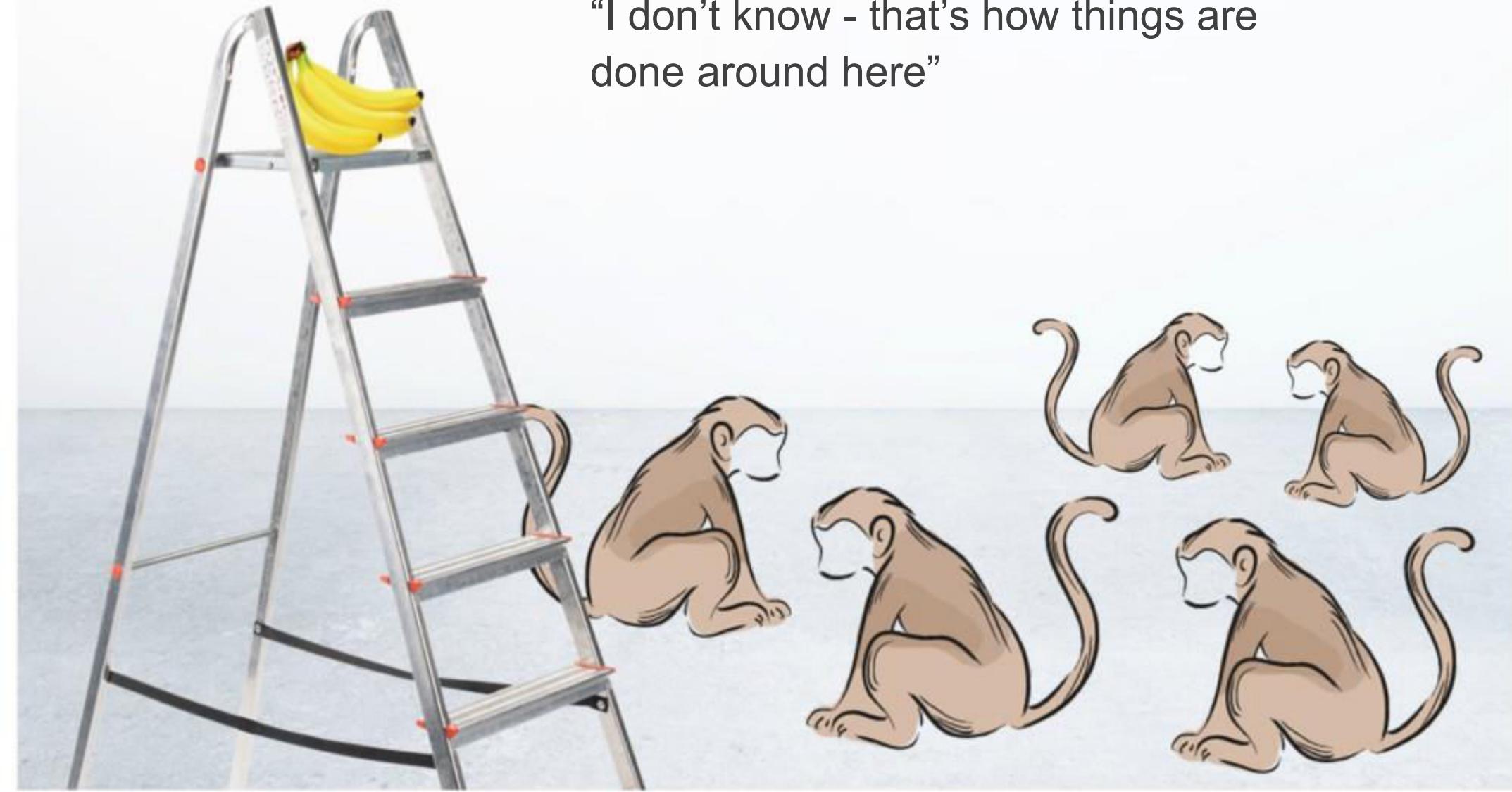


What was left was a group of 5 monkeys that even though never received a cold shower, continued to beat up any monkey who attempted to climb the ladder.



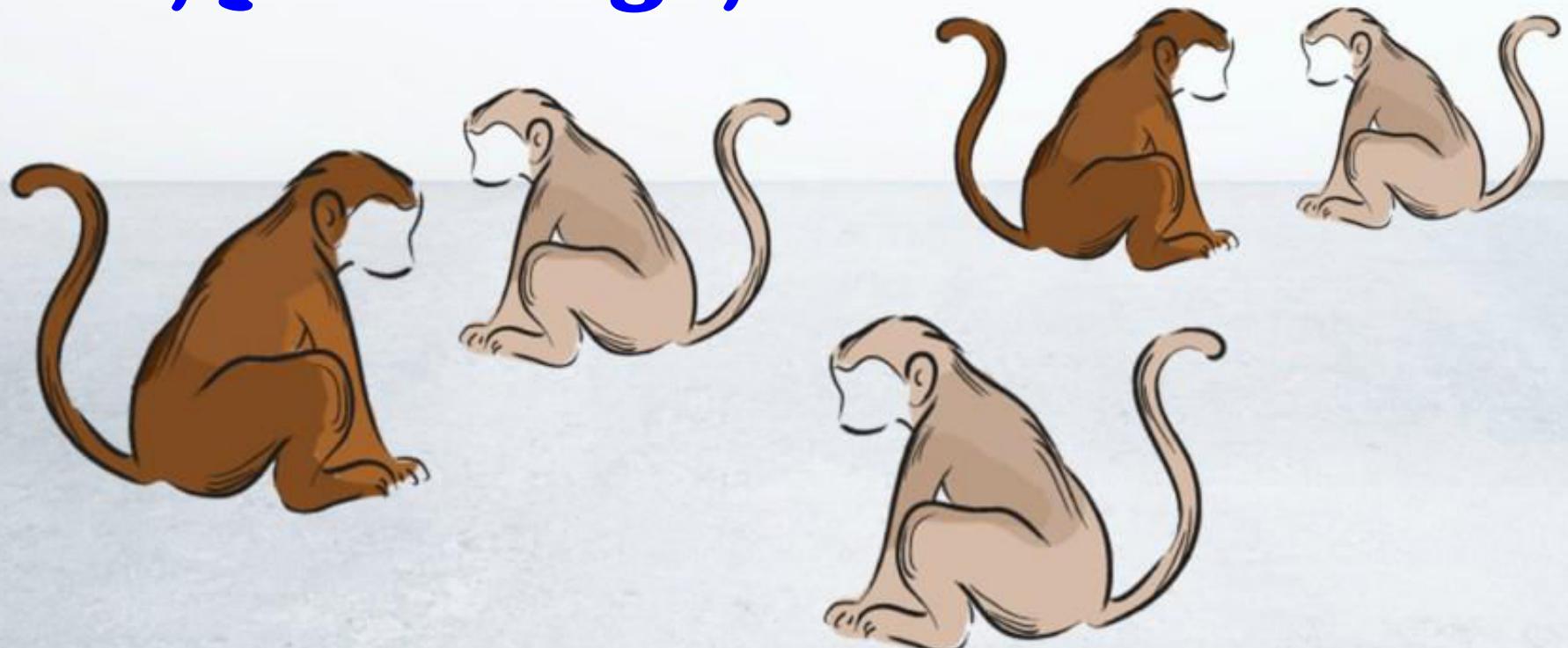
If it was possible to ask the monkeys why they would beat up all those who attempted to go up the ladder...
I bet you the answer would be...

"I don't know - that's how things are done around here"



Does this sound familiar?

**We are also just following this for
Centuries together, we call it
tradition, custom, belief, religion,
faith, patronage, orthodoxy.**



CULTURE OF INQUIRY

Questions you raised will be carefully considered and may trigger ongoing discussion — and possibly action

You might be praised and even rewarded, just for asking it.

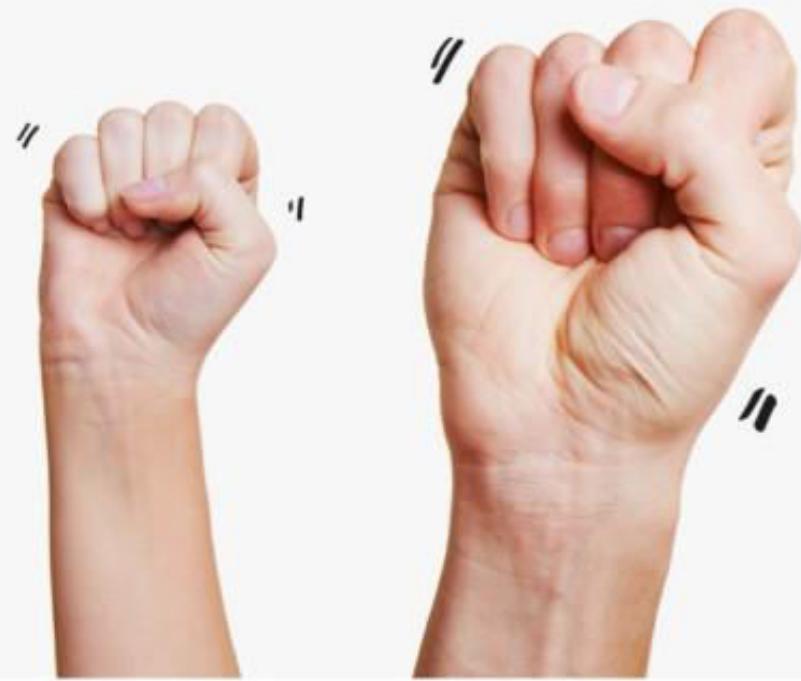


Culture of Conformity

This is the way we've been doing things for 20 years

That's just the way it is...

Around here, we expect people to bring us answers, not questions.



Most Organizations fall into a culture of **CONFORMITY**



Companies are designed on a
military model



Questioning can be perceived as:

Challenging Authority Inefficient

Get in the way of “getting things done”,

Culture of Inquiry starts at
the top - with leaders who

question



Questioning should be
rewarded
and encouraged

Give people
time And space
to question

Culture of

curiosity



As children,

Curiosity

was our primary learning tool.

When we accidentally discovered orange by mixing red and yellow, curiosity sent us on an excited finger painting frenzy to try all possible color combinations.



BUT WHERE IS IT IN THE WORKPLACE

According to Gallup's 2013 State of the American Workplace report

- ! 30% of employees are actively committed to doing a good job
- ! 50% of employees merely put their time in
- ! 20% act out their discontent in counterproductive ways, negatively influencing their coworkers



Change Perspective



travis kalanick
@travisk

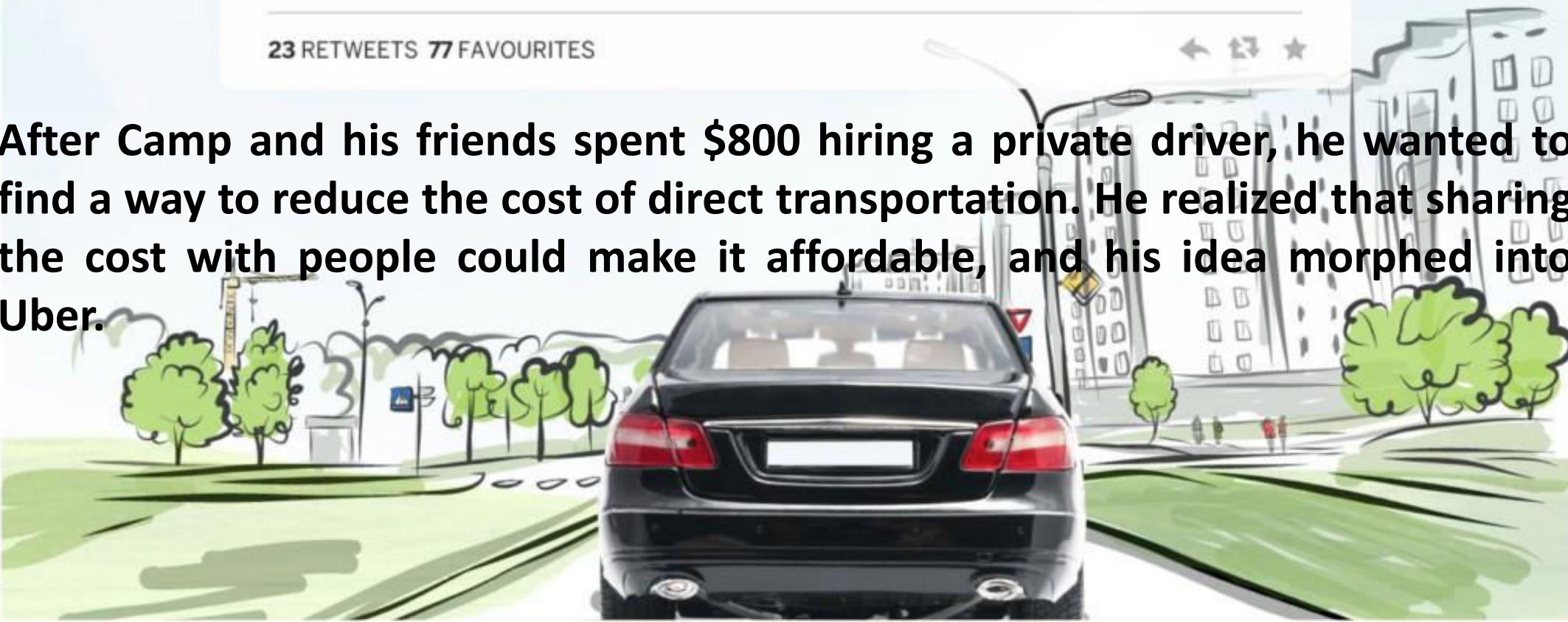
Follow

This is a total TRIP!! 1st trip down... A dozen more to go
#uberXdriveForTheNight !!!

12:31 AM - 22 Feb 2014

23 RETWEETS 77 FAVOURITES

After Camp and his friends spent \$800 hiring a private driver, he wanted to find a way to reduce the cost of direct transportation. He realized that sharing the cost with people could make it affordable, and his idea morphed into Uber.



Break the pattern



Culture of iteration

Iteration in a business is the concept of repeating a process, analyzing the outcomes each time, and modifying for ultimate efficiency in hopes to achieve a certain objective or outcome.



“There is no science to creativity. It’s about taking intelligent risks, tolerating mistakes, respecting boundaries, and most important, having the right people in place to make the right choices.”

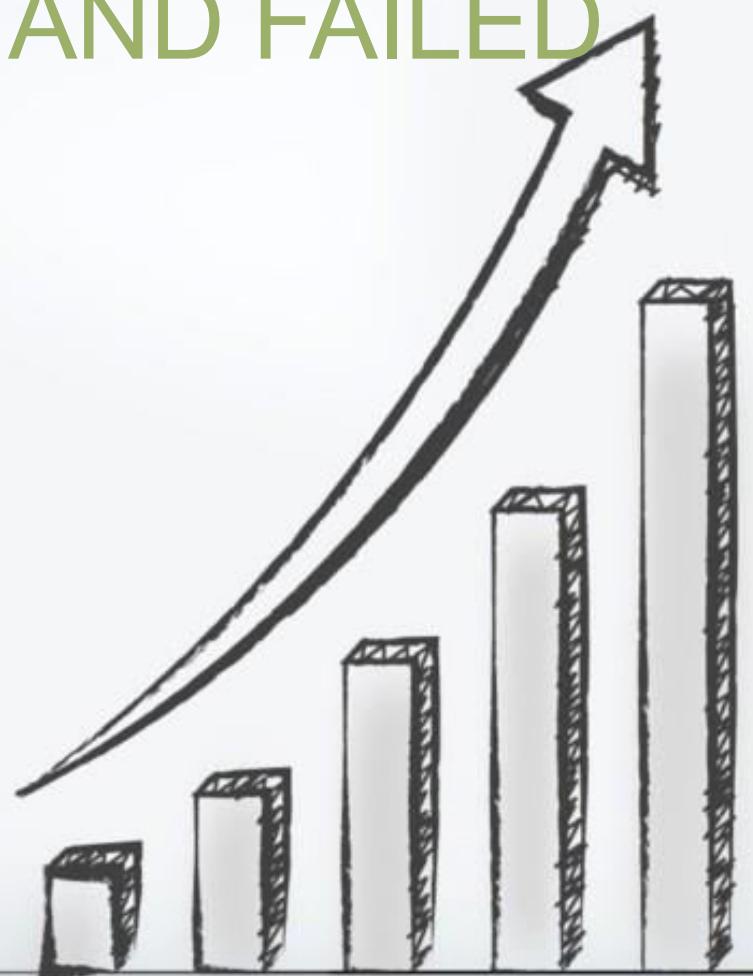
Bob Iger

Chairman and CEO
The Walt Disney Company



Have you ever rewarded or recognized anyone

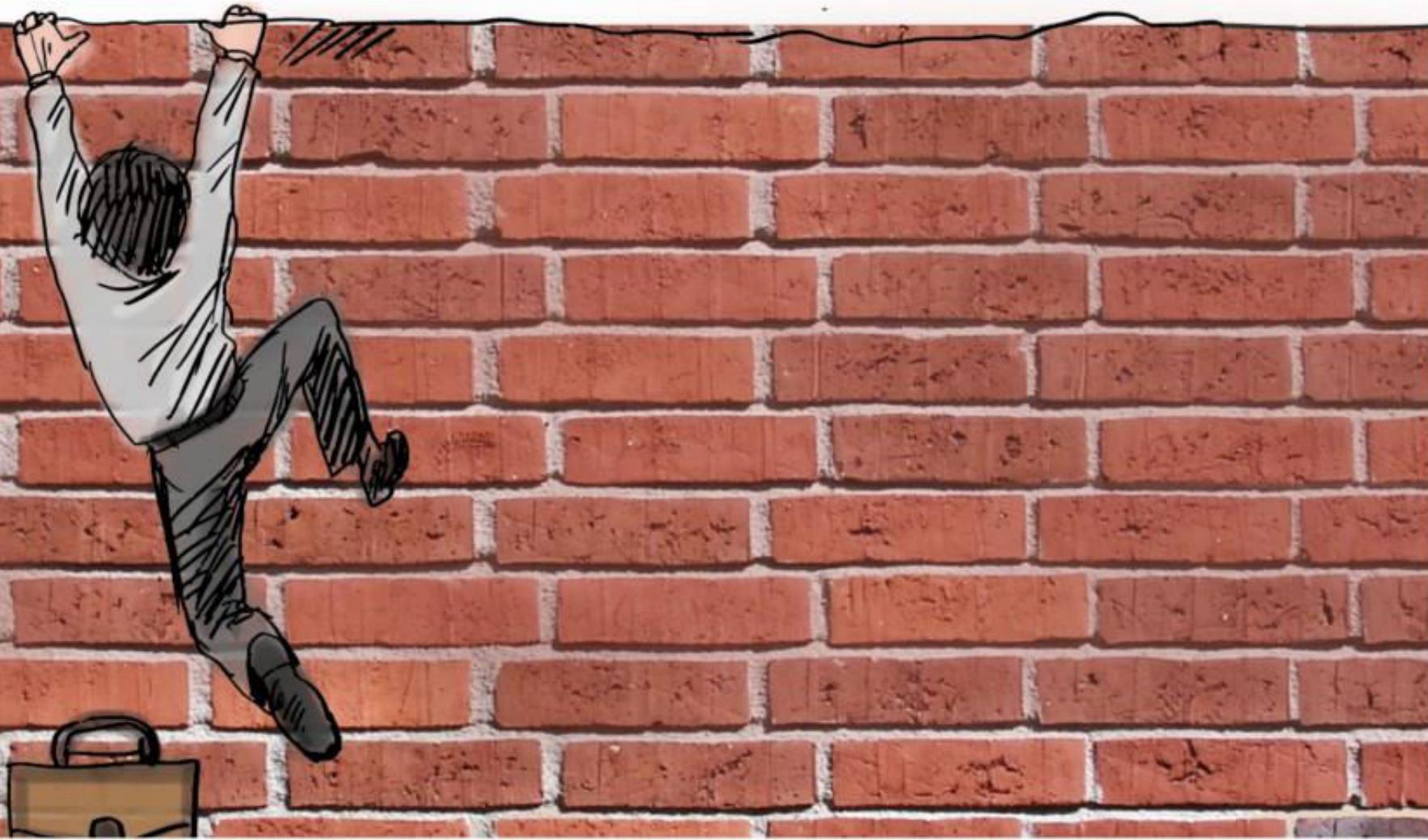
" WHO HAS TRIED AND FAILED"



It's time to recognize

Successful failures

as a key ingredient of success

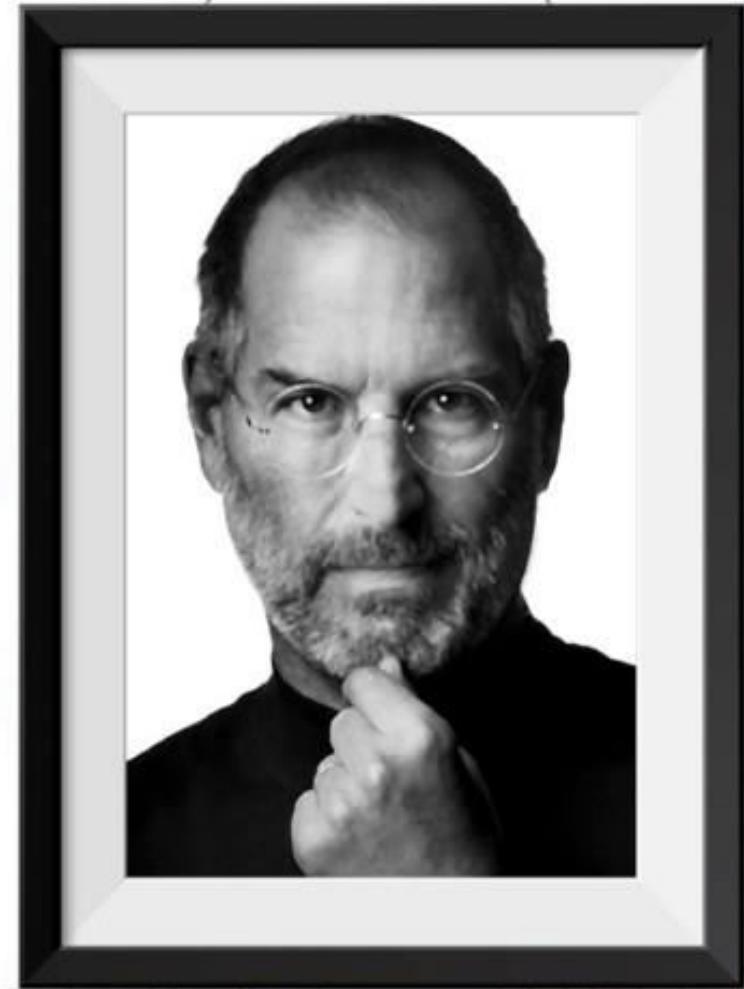


Culture of connecting the dots



“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something”

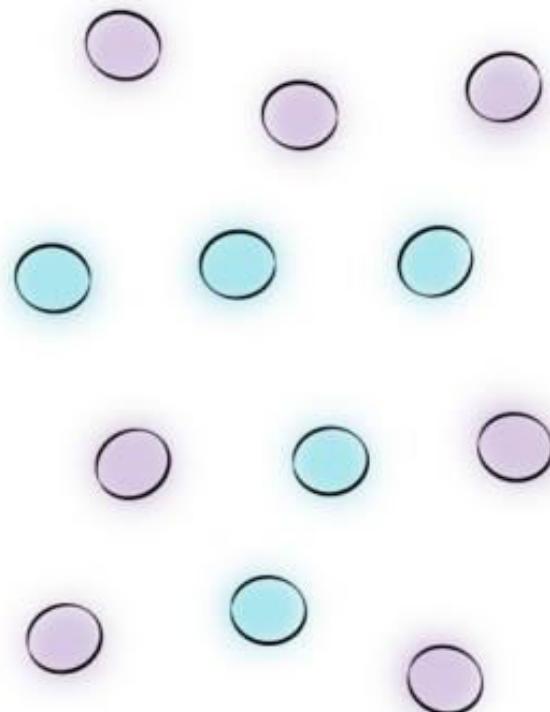
Steve jobs



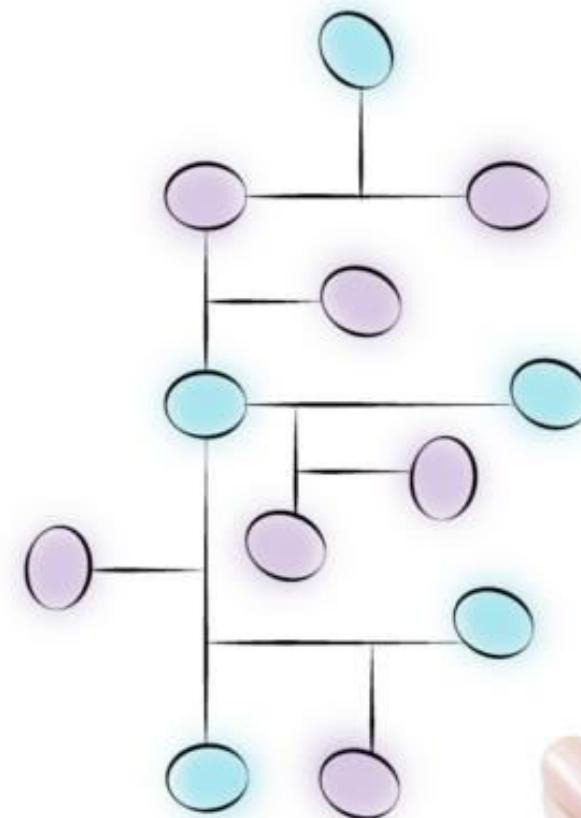
Connections fuel creativity

Nothing is original

knowledge



experience



Add to your knowledge

The more knowledge you have, the more connections you can make. Start by reading more, reading more widely, and exploring new opportunities for gathering knowledge



Generalist = a person competent in several different fields or activities.

The Rise of the Generalist



**A tractor company owner was
insulted by the founder of Ferrari.
That Tractor company is now
known as Lamborghini.**



Success is best revenge!

The generalist Student

AS THE MASTER OF THEIR TRADE

Practice empathy

Complement specialists

Challenge people to think differently

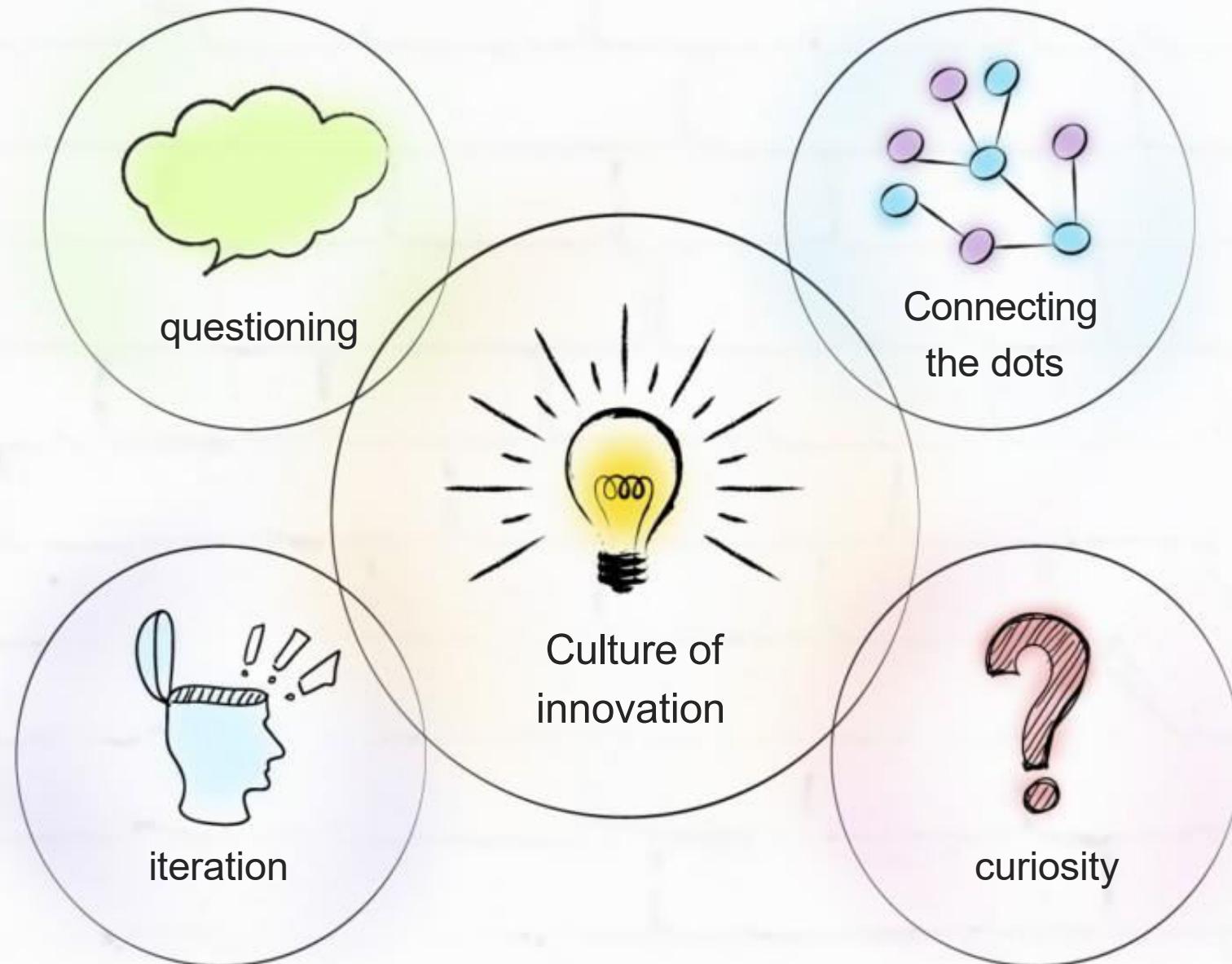
Approach challenges with an open mind



SKILLS OF THE NEW GENERALIST STUDENT

- Attitude first, not only experience
- Intellectually curious (to an extreme level)
- Connects the Dots
- Can imagine the world from different perspective
- Leads by influence and collaboration
- Constantly challenges the status quo and encourages new ways of doing things

Student's Cultural Attributes for INNOVATION



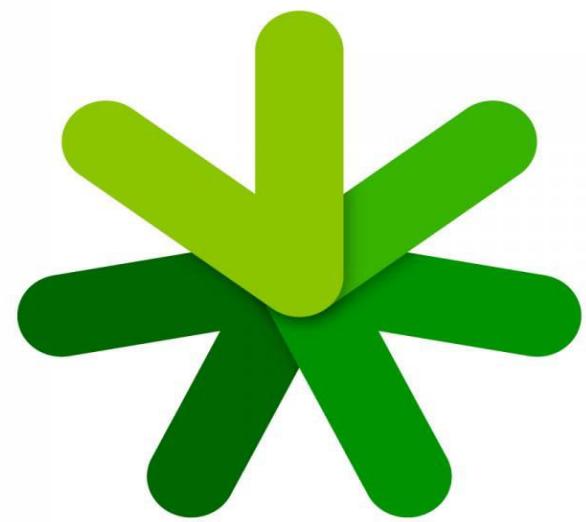
The generalist Student

As the master of their

trade



- 1. Practice empathy**
- 2. Complement specialists**
- 3. Challenge people to think differently**
- 4. Approach challenges with an open mind**



VIVA

The word "VIVA" is written in large, bold, orange-red letters. Above the letter "I", there is a small graphic element consisting of three stylized green leaves.

THE SCHOOL BY

VVIT

