

“An
**exemplary
 leader**
 is well-aware of
 the **internal** and
external
 economic factors”



★ ALLIED DIGITAL SERVICES LIMITED ★

NITIN SHAH,
 CHAIRMAN & MD

→ In today's challenging business environment, a combination of skills is required to be an exemplary leader. These skills are in-depth knowledge of one's area of expertise, innovation, team management and meticulous hard work with strong ethics. Any employee, irrespective of hierarchy, with such skill-sets can evolve into an exemplary leader.

An exemplary leader is well-aware of internal and external economic factors. By nurturing all the levels of the organisation in tough times, creating win-win situations with the customers and suppliers and finally giving some contribution back to the society are crucial. Thus, a leader plays an active role in improving the economy as a whole. While a legacy is classically defined as something of significant and 'lasting value' that survives its creator, the best legacy is one that can be lived before it is left behind. Create a legacy that transcends your career. To be successful - do what's right, the right way, at the right time. **Leadership is learned overtime. People skills, emotional strength, vision, momentum and timing are all areas that can and should be learned.** Leaders are always good learners. Success is only another form of failure if we forget what our priorities are.

When it comes to leadership, there are no shortcuts. Building trust requires competence, connection and character. The potential of an organisation depends on the growth of its leadership.



SHAH (CENTRE) WITH HIS TEAM

The true spirit, grit and mettle of a leader are tested under tough conditions. When faced with such economic conditions in the past, I utilised the time to transform our organisation internally by making the employees 'future-ready' through motivation, training and empowerment. A typical case study that I can relate to is our own organisation. In recent tough times wherein the IT industry underwent a paradigm shift, we've spent quality time in motivating, training and empowering our employees. We collaborated internally to make crucial decisions including cost-cutting and have continuous communication with our employees and customers, to keep the pace of the business steady. In 2012, we transformed our organisation across all levels to prepare for newer challenges in the IT industry.

★★★

THE KEY LEADERSHIP MANTRAS *today are:*

- 1 TO BE CUSTOMER-CENTRIC AND FORTHCOMING TO DELIVER ADDED VALUES;
- 2 TO CREATE A WIN-WIN SITUATION FOR THE COMPANY AS WELL AS CUSTOMER;
- 3 TO COME UP WITH OUT-OF-THE-BOX SOLUTIONS COLLABORATIVELY;
- 4 TO CONSTANTLY MONITOR, MENTOR, TRAIN AND MOTIVATE THE EMPLOYEES.