

Preface

This book has evolved from a collection of my thoughts, observations and evaluations, which I have jotted down over the last seven years. These are based on lessons I have drawn from my own experiences, and an analysis of people who have achieved success in various fields. I never dreamt that I would one day write a book on management thoughts! Frankly speaking, I have no formal training in management, and I am no expert on management theories. I had to write, in order to communicate my thoughts to our managers and staff, who are geographically dispersed in various places.

Many people believe that the 'V' in our brand name stands for 'We'. At the functional level, it is the concept of 'We', which is the driving force behind 'V-Guard'. Teamwork is the secret of our success. Through this book, 'We' have once again proved our strength. A list of the names of all those who helped to put together this book, would run into several pages. I express my heartfelt thanks to all of them for their sincere efforts. A special word of thanks to all those who consented to write their opinions about the book, and also wrote the Foreword. Once again, I thank everyone involved, especially those who encouraged and motivated me to keep writing my thoughts, and many others who were in some way, involved in publishing this book.

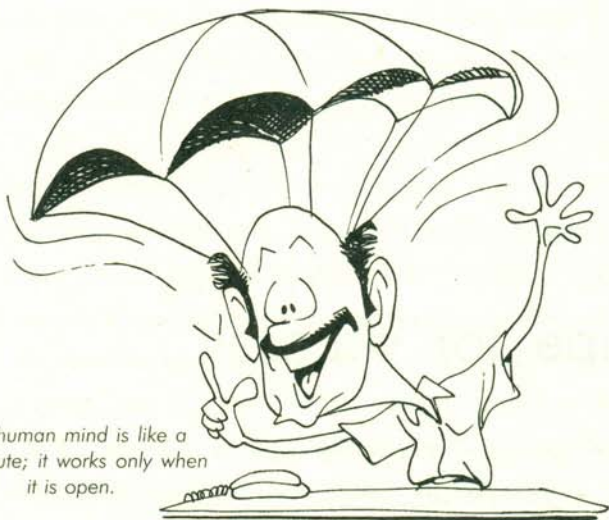
Kochouseph Chittilappilly

Recipe for success

ALL of us agree that hard work is essential to become a successful person. We come across a good number of hardworking people around us. But many of them are not successful in life. Why do they fail to achieve success? To be successful, hard work should blend harmoniously with new ideas, to form a potent combination. Unless we generate new ideas, we cannot survive in this fast-changing, competitive world. This process will enable us not only to reduce our workload, but also provide us with the essential mental happiness.

Ideas hover around us unknown or unnoticed. An alert mind can catch them and tap them to the best advantage.

Nothing under the sun is new. Ideas hover around us unknown or unnoticed. An alert mind can catch them and tap them to the best advantage. The human mind is like a parachute.



The human mind is like a parachute; it works only when it is open.

It will not work unless it is open. We must feel the pressure to generate new ideas.

I would like to cite a small example. Whenever our relatives came to Kochi, they visited us before visiting other relatives. This happened frequently since our house is located on a prominent road. Every time, it was my wife's duty to conduct them to the houses of other relatives because the guests were not familiar with the roads in Kochi. In this way, a lot of her time available for renewing social contact was wasted in giving them directions. To solve this recurring problem, she prepared a route map showing the location of relatives' houses and ensured that enough number of copies were made available. It was in itself a simple act, but it was a true innovation. She just opened her mind and it opened up the way to find a solution to her problem.

Now she finds ample time to socialise with our relatives in a relaxed manner. Looking back, she wishes that the idea should have dawned upon her much earlier!

I have cited this small instance to convey the idea that new ideas will help to reduce one's workload considerably. To generate new ideas, four conditions must be fulfilled.

1. One must feel the pressure of the workload to the extent of a problem.
2. There must be strong belief that there will be a solution to any problem, ie; a more simple alternative.
3. An open mind to search for alternative solutions to any problem.
4. Selection of the best alternative and proper implementation of the same.

Follow the rules; success will be yours!

