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# NEXT STEP

## STARTUP LESSONS FROM SILICON VALLEY

HBO's *Silicon Valley* might be one of the most hilarious shows out there, but it's undoubtedly down-to-earth and educational for anyone entering the startup scene. Taking an idea from an untested algorithm to a complete product while you fight for survival in a world where the word "entrepreneur" and "startup" is thrown around lightly till it hits you hard, is no piece of cake. You don't get cake for a long time because before celebration comes the part where you can mess things up. Here are a few tips to pick up from this brilliant series:



### DON'T GET SIDETRACKED

It's very possible that any idea you have will evolve and mature with time. As you start working on it, you'll come up with new features, uses, and interesting ways to present it to the customers. Thing is, it's easy to get caught up in what might or might not be. Have a definite target for your product. What is the core problem that you want to solve? Stick to nailing that before anything else.

### BURNT BRIDGES CAN'T HELP YOU

You won't get along with everyone, but in the startup world, your needs come before personal woes. The sooner you understand this and accept it, the better. Whatever it is you don't like about someone or something, don't get worked up and ruin relationships. You never know how you might need help from an enemy you made ages ago.

### K.I.S.S (KEEP IT SIMPLE, STUPID)

You've probably heard this before from industry specialists and countless articles that talk about taking an idea from bare bones to product launch. Spoiler alert: Remember Pied Piper's first version in the latest season? It was so complicated and packed with options that users who weren't tech-savvy could barely figure it out. That is how you can turn a great idea into a horrible product. Most people don't want a platform that can be tweaked a lot—they want one that'll do the tweaking for them.

### DON'T OVERESTIMATE YOUR VALUATION

It's hard to properly evaluate what your idea is worth. And it's tempting to go overboard because seeing your brainchild not getting what it deserves is painful. But wrong evaluations that overestimate your business will not help you with investors or acquisitions.

Knowing what your numbers are, no matter how hard they are to accept, tells a lot about how much you know about the industry.

### MONITOR YOUR BURN RATE

Cool startup offices and perks are cool. Free lunch? Super soft bean bags in the corner? iMacs for all the copywriters? You name it! Sadly, that stuff we call money, runs out. Don't get overwhelmed by awesome ways to make your business stand out before you have a functional product and financial goals set. No one will care about how amazing your office is if you don't have customers who bring in the moolah.

### NOT EVERY INVESTOR IS RIGHT FOR YOU

It's important for you to select an investor who's in sync with your vision. Legal issues and all considered, you have to listen to the one who pays the bills. And if your goals are completely different, it's probably going to

end in a disaster. Just because someone is willing to give you money does not mean that they are the right source. Make sure you are transparent about your roadmaps and targets.

### KEEP AT IT

Look, startups aren't easy. No one ever said they are. It's okay to fail and stumble and make mistakes. You'll plan things down to every tiny detail and things will still go south at the last moment. But that's happening to every business out there. The ones that make it, the ones that come up as "successful" are the ones that don't quit. When you get hit and feel like giving up, take that one last step, every time. Microsoft came out of that disaster of an OS called "Windows Vista", you'll do too.

ABHIK HASNAIN

## LeadSPEAK: Creating leaders of the future

Mind Mapper Bangladesh is set to introduce LeadSPEAK, a flagship program with the vision to create inspired leaders in Bangladesh. LeadSPEAK's objectives are to present the real life experiences of successful leaders and to help create a much needed leadership pipeline in the country.

Powered by Next Step, the first ever LeadSPEAK event will be held on July 30, 2016 at the Grand Ballroom of Radisson Blu Water Garden Hotel, Dhaka, from 9 a.m. to 5 p.m.

The event will include sessions addressing five areas of leadership:

1. Business leadership: Achieving the best and staying competitive in the VUCA World

Speaker: Shehzad Munim, Managing Director, British American Tobacco Bangladesh

2. Transformational leadership: What it really takes to change, guide, inspire and execute

Speaker: Sabbir Hasan Nasir, Executive Director, ACI Logistics Ltd.

3. Marketing leadership: Linking consumers with business

Speaker: Soumendra S Das, Marketing Director, Consumer Healthcare Division, GlaxoSmithKline Bangladesh

4. Sales leadership: The transformation journey

Speaker: Ishfaq Ahmed, CEO, Omera Petroleum Ltd. and Omera Cylinders Ltd.

5. Personal leadership: Leading from the inside out

Speaker: Ejazur Rahman, Managing Director and Lead Consultant, Mind Mapper Bangladesh

The event is open for the public. Anyone from the corporate world can pay the registration fee in order to attend. Members of different professional bodies like BSHRM, Rotary International Bangladesh, and JCI Bangladesh, as well as business associations, will enjoy special pricing.



## The butterfly effect at the office

### THINK BEFORE YOU SPEAK

Usually in a group, we tend to direct our jokes at specific people. While you were backbiting, you were surrounded by other backbiters. When the targeted person gets wind of it, he may or not take it normally. Based on the extent to which it is hurting the person's ego, the greater the impact will be against you, whether it's today or tomorrow.

### MAKE COMMITMENTS YOU CAN KEEP

If you promise your employee that you'll give him a pay raise or promotion or anything else within a specified time, then make sure you are able to keep the commitment. If you fail, the employee may get dissatisfied, leave the company, spread negative word-of-mouth, and thereby pollute the culture and make others dissatisfied by creating fear of future career prospect. Employees run the same risk of losing their goodwill if they can't meet deadlines or do a colleague a favour they promised.

### THE BLUES

When you are in bad mood, it is wise to avoid debates with colleagues or your boss since you might say something that's irrational or offensive. Bad

blood sticks; don't become the victim of revenge.

Same goes when you're talking to customers or clients. Once a customer feels offended with your tone or approach, consider your relationship damaged.

### GIVE OTHERS THEIR DUE CREDIT

Are you taking full credit of your subordinates' work? Well it may help you in the short-run with the higher-ups, but the person who worked for you will lose respect towards you and will show reluctance when doing the next job. This is because instead of motivating him, you prioritised your personal gain. Consequently, news of this will spread throughout the lower ranks.

### DON'T BLAME OTHERS FOR YOUR MISTAKES

Utilising your power or position to shift the burden of blame can have serious consequences. You will be initiating a toxic game of whodunit within the organisation. One day you may find yourself carrying someone else's mistake on your shoulders.

SHAHRIAR ROHMOTTULAH

## Intra University Short Film Competition held at BRACU

Mirror-2, an intra university short film competition, was held at BRAC University premises on July 17, 2016. The two-part day-long event was organised by BRACU Film Club and sponsored by Acme Group.

The competition showcased 18 short films submitted by students. The judges' panel consisted of directors Debashish Biswas, Mohammad Mostafa Kamal Raz, and Mabruur Rashid.

The award for Best Actor went to Yash Rohan (*Doob*), while Best Director went to Yash Rohan (*Lal Kagojer Taka*). *Eti Laboni* directed by Dipto Mondol won second place at the film competition, while *Daag* directed by Kabir Ahmed won first place. The winner of the competition was *Lal Kagojer Taka*.

Mirror aims to inspire young film-makers to express their creativity and contribute to the betterment of the film industry of Bangladesh.

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## NEGOTIATING SALARY 3 PRO TIPS

INFOGRAPHIC BY:  
SHAHRIAR RAHMAN

### TIP #1



TIMING IS EVERYTHING. STUDIES SHOW THAT IF YOU NEGOTIATE YOUR SALARY BEFORE YOUR CONTRACT RENEWAL OR THE COMPLETION OF A BIG PROJECT, YOU ARE MOST LIKELY TO BARGAIN A BETTER DEAL THAN AT ANY OTHER TIME.

75%

PEOPLE WHO ASK FOR A RAISE GENERALLY GET A RAISE. SO BE BOLD. TAKE A CHANCE.

20%

WOMEN WHO DON'T ASK FOR A RAISE END UP HAVING A PAY GAP. SO ASK FOR A RAISE, LADIES.

57%

PEOPLE NEVER NEGOTIATE THEIR SALARIES IN THEIR LIFETIME. SO PEOPLE, SPEAK UP!

### TIP #2



NEGOTIATIONS NEEDN'T BE RESTRICTED TO SALARY. BESIDES YOUR SALARY, YOU CAN ALSO NEGOTIATE YOUR PERFORMANCE BONUSES, VACATION TIME, AND OTHER CORPORATE BENEFITS. YOU CAN ALSO RE-NEGOTIATE A PREVIOUSLY NEGOTIATED SALARY.

### TIP #3



PLAN THE NEGOTIATION AHEAD OF TIME. RUN A MENTAL DRILL: HOW IT MIGHT GO, WHAT THINGS YOU WILL TALK ABOUT, POINTS YOU WOULD WANT TO DISCUSS. ALSO BE REALISTIC WHEN ASKING FOR A RAISE, UNLESS YOU HAVE VALID REASONS.