

## YOUR GUIDE TO LEADING CREATIVE PROFESSIONALS

Most people tend to think that running a creative team mostly involves throwing money at them until they shut up and work. Everybody likes money but creativity rarely does. The past eight years at Rantages, I was blessed with the best young talents in the country and our success had nothing to do with money [since it's voluntary work], but the people who contributed to the site. Here're a few things I've learned over the years through trial and error.

### Creative professionals want innovation, not fortunes

Although proper remuneration goes a long way and creatives will complain the most about this but it's only applicable for those who haven't made it yet. Nurturing creativity isn't about payment, it's entirely about leadership and the environment. People who are creative are also the people who dream big, money is only the by-product of the big dream. Your employees might become disenchanted if they think that their work has no end goal and there is no space for innovation. Which brings us to...

### Respect and love go a long way

Every artist, regardless of their medium, has a dream. Some struggle with figuring it out and some already know. As a team leader, if you treat their dreams and goals as eccentric fancies, morale will plummet like skilled labour in ad agencies. Instead, take an active role in their own personal growth, at the very least, show that you care. That goes a long way. Maybe one day, they'll return to you even better than before like Paul Pogba did at Manchester United. I remember working under Tanvir Hossain of Sun Communications during Dhaka International Folk Fest 2017. The man ran one of the biggest events without raising his voice even once



ILLUSTRATION: EHSANUR RAZA RONNY

and he always treated us with love. The end result? Most creatives who work under him are forever indebted to his love and guidance. That's something money can't buy.

### Human output is limited

As a consultant, I make it clear how much output and hours to expect from me. In a lot of cases, fresh talent and even some experienced ones tend to overestimate their output to impress their superiors. As a superior, you also need to understand that if you whip your team into increased productivity for an extended period of time, they will get fatigued and burn out. What's the consequence? Best case scenario, their output drops. Worst case scenario, their output stays the same but quality deteriorates. Once this happens, it becomes incredibly difficult to revitalise a demoralised employee.

### Let them breathe

Even a bookshelf stocked with relevant books can help your employees learn new things and unwind. A Playstation at the workplace can be an expensive investment but to a creative professional, it can make a huge difference. Once they feel comfortable at their workplace, they'll think twice before switching jobs. You'll actually be saving money in the long run by avoiding expensive raises to

maintain a good team. If they play more than they work, first figure out whether it's affecting their work or not. If not, don't bother. If it is, have a talk to them before taking drastic actions.

### Lead from the front

If you constantly sit back and order people around, eventually you'll be seen as a dictator and your workers will simply move away and compartmentalise. Every once in awhile, take part in work that's way below your pay scale and show the kids how it's done. Also, whenever an unpalatable piece of work comes up that no one wants, you should take it and show that you're not afraid of work. The way you think about your employees reflect in their work and attitude.

### Avoid the Nice Guy syndrome

Reading this article, you might think that this is a plea for leaders to be nicer to their employees. The answer is yes and no. When you're constantly letting your team walk over you, they stop taking you seriously. You can be nice and at the same time, be firm. Rules are rules and they should be made with the specific team in mind. Accounts and Comms don't work the same way and if you expect them to, don't get angry when you have numbers in your design and design in your numbers. Adhere

to it like law and when the time comes to bend the rules, make sure that the entire team is aware of the price you're having to pay to bend the rules. Consistently bending the rules make you look like a loser but doing it once in a blue moon makes you a hero. Respect should be maintained above everything and if your team isn't respecting you, find out why because each situation is different.

### Leadership isn't a degree, it's a process

One final bit I would like to stress upon is that you can't be a leader after reading this article or attending events organised by Bangladesh Young Youth Leaders' Motivational Forum. It's a personal journey that has to line up with your own vision. These things only give you food for thought. Trial and error is the best method because you're dealing with human beings, not robots.

RUMMAN R KALAM

Rumman R Kalam is the founder of Rantages and uses his 8 years of content experience as a consultant to help brands develop their long-term vision and bring stability to their marketing activities. Reach him at [rumman@rantages.com](mailto:rumman@rantages.com).



## GRAND FINALE OF FINWITZ 2017

### Battle royale amongst future finance leaders

On December 27, 2017, the grand finale of Finwitz 2017, a prestigious finance-based business competition was held at the Celebration Hall (Level-14) of Dhaka Regency Hotel & Resort. IBA Communication Club (IBACC) had teamed up with LR Global Bangladesh, a New York-based investment management firm, to organize "FINWITZ 2017". LR Global is the most experienced and the only multinational asset management company in Bangladesh.

Dr. Muhammad Abdur Razzaque, MP, Hon'ble Chairman, Standing Committee on Ministry of Finance, the Government of the People's Republic of Bangladesh was present as the Chief Guest. Mr. Reaz Islam, CEO of LR Global Bangladesh AMC Limited, was also present at the ceremony as the Special Guest.

Professor Dr. A. K. M. Saiful Majid, Director, Institute of Business Administration, University of Dhaka, presided over the ceremony.

The ceremony was celebrated by more than 200 finance professionals and enthusiasts, who kept cheering the participants as they continued the final presentations, aptly titled 'The Winning Pitch'.

FINWITZ 2017 was IBACC's novel attempt at an 'investment management' based inter-university competition, the first-of-its-kind in Bangladesh. The competition received an overwhelming amount of response from 174 teams from 25 universities across the country. The stage was set for the potential business graduates, who have a knack for finance, to demonstrate their analytical abilities and apply intuitive judgments. FINWITZ 2017 challenged the participants to think out of the box and apply practical solutions to real-life business dilemmas.

LR Global Bangladesh AMC Limited is the proud sponsor of FINWITZ 2017.

The winning team Finatics from

IBA, University of Dhaka won prize money of BDT 150,000, the first runner-up Beta Bots from IBA, University of Dhaka received BDT 75,000 and the second runner-up No Name Consulting from FBS, University of Dhaka received BDT 50,000.

Reaz Islam, CEO, LR Global said, "As the per capita wealth of the Bangladeshi population grows, the need for qualified investment professionals is bound to increase. And this is where we need more passionate and dynamic young talents. Finwitz was our attempt to enlighten the young students about the exciting opportunities awaiting them in this fast-growing industry of the country."

The four members of the winning team were Syed Sameem Shahriyar, Mustafid Raiyan Khan, Mohammad Sohrabwary and Abu Tousif Zubayer Ishti. All of them are third-year BBA students of IBA, University of Dhaka.



## Making a DIFFERENCE



The end of your exams brings with it a new dilemma. While you're glad to finally have some free time and not constantly worry about the pile of assignments due the next day, you soon start wondering how to make good use of this opportunity. You remember the French course you started in Duolingo last semester break and stopped after three classes. You also recall the extensive plans you made with your best friend to learn dancing together. Or perhaps, now is the right time to earn brownie points with your boss at your new internship by working on your presentation skills!

Instead of cramming up your routine with a gigantic to-do-list that you'll never finish, opt for

properly learning one or two things. Certain skills such as driving and cooking are essentials and the sooner you master it, the better. If you've already started learning but haven't quite gotten around to finishing it, now would be the best time to hone these skills. However, for skills such as playing an instrument, if you have already figured out that it isn't your cup of tea, move on to something else.

For job-related skills that you need on a daily basis such as working with MS Excel or PowerPoint, a clear concept is required, so remember to brush up on them if your knowledge is rusty or inadequate. But some skills are complementary and it's

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.

## Learning new skills vs honing old ones

ADIBA MAHBUB PROMA

best to learn them simultaneously. For example, don't wait till you're a pro at CSS to learn HTML if you want to be a web designer. Learning them at once will help you understand their roles more effectively in the final design and will also allow you to start your own pet projects.

Whichever method and pace of learning you choose, don't dwell on just one particular skill set. The world is dynamic and to keep up with it, you're going to constantly have to hone your old skills as well as learn new ones! Like most things in life, the key here is to find balance.