

Building a future-proof company

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The past decade has enabled the world and its inhabitants to witness some of the most significant global transformations. To keep up with the booming population and its ever-growing demands, economies across the globe are expanding, and so are organizations and employment opportunities. However, as much as this boom translates optimistically to a growth that is both holistic and wholesome, it also means that the world around us is becoming increasingly complex and volatile.

Especially viewing things from a more recent perspective further enable us to see how the ongoing Covid-19 pandemic has left the majority of the world in shambles and at a standstill. As we now enter the unprecedented and still unpredictable 'New Normal', **how do we future-proof our organizations to survive the worst times?**

There are four crucial foundations or founding pillars of any business that need to be restructured, especially now in the face of this pandemic.

CAUSE

The primary foundation of any business begins with a **cause**. This is the centre of a business; it is the core reason why any organization exists or continues to exist. It can be moulded into its mission and, consequently, its vision.



CONNECTIVITY

The start of any business, after identifying its cause of existence, is formed with a concept that connects to the market. Every business organization comes to existence with an idea or concept, and it has to be real in the context of the market. The concept must be integrated with prolonged efforts that push through to incorporate multiple models, processes and unify them under one singular frame. That is the very essence of connecting.

CAPACITY

To run any business or organization smoothly, it is crucial to form its **capacity** or ability to fulfil its purpose through a combination of effective and efficient employees, operation, management, governance, and a strong persistence to assessing and achieving results.

CULTURE

The final yet just as a fundamental foundation - **culture** - is the set of values, beliefs, and norms that are continuously practised by the people, processes, and the organization itself. To put it more simply, the culture of an organization revolves around people and innovation and keeps changing with changing times.

All in all, when you assemble these four pillars, you form **the four foundations or Four Cs of Future-Proofing, an organization.**

It is at all times vital to remember that among all the four foundations, 'cause' is always the anchoring philosophy; it is timeless and stands tall against the odds of nature. As long as an organization is true to its core purpose of existence, it continues to exist, even when the other three foundations (connectivity, capacity, and culture) transform with passing time or fade away.



ILLUSTRATION: ZARIF FAIAZ

Four effective ways to maintain motivation during team meetings

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You are finishing with your day when your supervisor abruptly announces there will be a "brief" meeting. After a tiresome day of crunching numbers, dealing with varying clients, and concluding the day by a whisker is enough to drain you out vehemently. Diverging from grasping the contents of the meeting is therefore only plausible. That is why, to make meetings slightly more endurable, here are a few ways to maintain motivation during team meetings.

HOLD INTERACTIVE SESSIONS

The best way to initiate any meeting is to make room for the participants to share a bit about their day, especially during this dreadful pandemic, when daily experiences are somewhat overwhelming. This helps make the participants feel at home and thus concentrate throughout the meeting and present their ideas without friction.

Inquiring about their mental health always has a good, lasting effect on the participants. In addition to that, interactive sessions act as captivating icebreakers among new members, familiarising them with the remainder of the team.

Note that it is also vital to appreciate your employees and recognise their utmost contribution and efforts. Give them space, hear their valuable opinions out, make them feel heard. Content and satisfied employees are worthy of motivating themselves.

MAKE MEETINGS BUOYANT

This is predominantly targeted at the primary spokesperson of the meeting. The person hosting the meeting is parallel to a conductor at the orchestra. Just how a conductor brings together a beautiful orchestra, the host can use

his/her words and expressions to make the meeting coherent.

A tried and tested method is to use encouraging words that spark optimism and change the tone of conduction as to not speak monotonously.

AVOID LENGTHY SESSIONS

Time-consuming meetings are mundane and severely digresses from the main concept. Experts have stated that a maximum of twenty minutes is enough for an average person to lose track.

Therefore, to extract complete productivity and cut the meeting short, send prior emails containing necessary guidelines and detailed agendas. Objectives to be discussed, goals to achieve and problems to address can all be listed out beforehand to make the meeting succinct.

CONVENE BRAINSTORMING SESSIONS

Brainstorming generally refers to collectively converse and scrutinise, giving rise to innovative and pragmatic ideas. In addition to that, brainstorming unravels existing problems giving forth solutions that benefit the company.

An effective brainstorming session in a meeting engages the participants constructively, making it interesting and certifying the meeting fruitful. Team building activities are also noteworthy in bringing about sustainable solutions to critical problems.

Arrange for such team building activities that bridge the gap between contemporaries, eventually leading to more substantial teams, such as office trivia, workshops, decipher riddles and puzzles, work out case studies, among many others.

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