



TATA CONSULTANCY SERVICES
Experience certainty.

MOBILITY
+ AGILITY

THINK INSIDE THE BOX

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ENTERPRISE SOLUTIONS, BUSINESS TRANSFORMATION

IT Services
Business Solutions
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- Organizations are constantly innovating and are taught to “Think Outside the Box”, but many of them become frustrated even at the thought of executing their ideas.
- The concept of idea-to-execution sometimes fails right at the onset of implementing the vision.
- Some organizations become so frustrated and spend lots of inertia on their vision but realize only part of their dream.



CAGES OF GETTING OUTSIDE THE BOX

Cage of Responsibility

- Less important responsibilities displace more important ones

Cage of Routine

- Sacred routines become empty rituals

Cage of Assumptions

- We stop living out of right-brain imagination and start living out of left-brain memory: “It’s too late. It’s too soon. It’s too old.

Cage of Guilt or Past Baggage

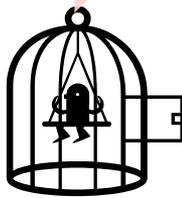
- As long as you are focused on what you’ve done wrong in the past, you won’t have energy left to dream big

Cage of Failure

- Sometimes our plans have to fail in order for other plans to succeed

Cage of Fear

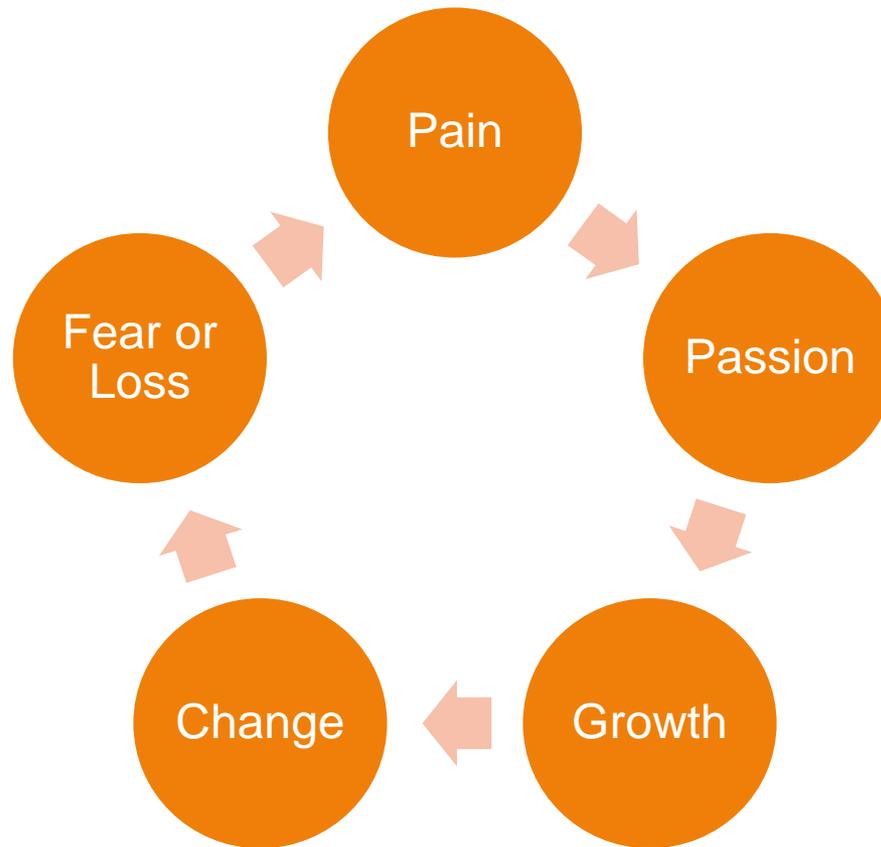
- Play it safe



- The Lottery Scenario
 - Your perspective determines your response



- For better or worse, you are stuck with your limitations....for now.
- And while it might be euphoric to think about life as if you didn't have these limitations, they're not going away automatically.
- The perspective changes to working with what you have while dreaming bigger.
- Only by embracing our limitations, can we start to use what we have to go beyond our limitations.

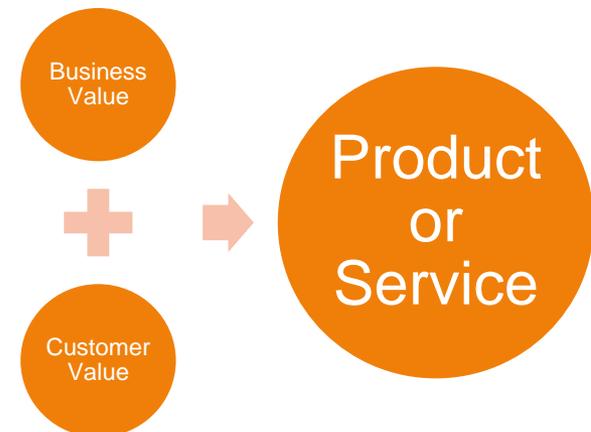


“Pain is the fuel of passion—it energizes us with an intensity to change that we don’t normally possess.”

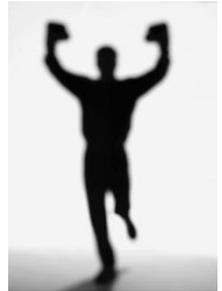
- I'm not saying you shouldn't plan ahead and you shouldn't dream. Of course you should.
- But your box is never going to expand to accommodate the dreams outside of it until you learn to trust what is in it.
- Dreaming about how an XYZ system can change your organization once it is implemented won't make you implement it any better if you can't install it to begin with.
- Visualizing how much more ordered your organization would be if your IT staff were certified or trained in a particular technology won't make the IT organization any more effective.



- IT applications don't grow to capacity in imaginary licenses you wish you had.
- And CFOs don't spend on capital expenditures for new software based on your desired future capabilities.
- Business Value is associated with compliance or regulatory needs which is not often “seen” by the customer—the unseen
- Customer Value is associated with products or services the customer “sees” or recognizes.



- Stop waiting for what you want, and start working what you have.
- This can turn your greatest frustration into your greatest potential innovation.
- How to work with what you have:
 - **Focus**
 - **Attitude**
 - **Humility** - embracing your limitations; not think less of yourself but more of others
 - **Coachability**
 - **Courage** - do the right thing
 - **Discipline** - do what you ought to do in order to do what you want to do



- Your greatest limitation is the greatest opportunity.
- Start small but dream big!
- Getting to Action:
 - Case Studies—tribal stories
 - Low hanging fruit—quick wins, celebrating the small successes
 - Organizational Change Effectiveness





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Thank you for your participation!

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