



# TOP'S THE WORD

**Aruna Rathod on  
how to sustain  
success**

It's an uphill task, getting qualified, finding a job, setting up your enterprise, proving your mettle and then persevering to remain at the top. But it takes more than just hard work to retain the top slot for years. So what exactly does it take to remain at the top?

**Shantonu Aditya**, executive director, UTV Global Broadcasting believes it takes two things. "One is application, commitment and dedication. The other is you have to be analytical and move fast. You have

to smell opportunities, analyse them and take quick decisions." Since success also depends on a team, Aditya gives due credit to the efforts of team members. "Besides these two things, building a great team is a critical function — a team which can deliver. You are as good as your team — not only the hiring but also retention of the team members which is crucial for the leader," he adds.

## Fundamentals

Women at the top are competing not only with other women but proving themselves against men

so rapidly that all you learnt over the years can become redundant overnight, and unless you are on the cutting edge, you run the risk of getting outdated. You have to constantly upgrade and be ready for the change," Basu says.

For **Jaishree Sharad**, a cosmetic dermatologist, research in this field moves at lightning speed. "To keep myself abreast with recent developments, I attend international conferences so that I am aware of the latest technology."

## Self-learning

She even reads extensively on various work-related subjects and goes for hands-on training in botox, fillers and lasers abroad.

"I learn not only to help my patients but also to pass on the the same to colleagues and juniors by giving lectures, conducting training programmes and giving presentations at conferences."

Sharad has presented papers in conferences across the world. She also believes that it is important to love your work, be enthusiastic, concentrate and never think of work as a burden and in this field one must be presentable and always have a pleasant smile.

## Wants and needs

**Sarabjeet Sachar**, founder and CEO — Aspiration, media recruitment adds, "To remain at the top, one requires clarity of direction — in terms of what one wants to achieve. Second, equally important, is execution. It is something which is so critical — many are clear about what they want to achieve, but when it comes to execution, they falter. For instance, if a CEO promises that in one year he will turn around the company, he has to deliver. The executing ability is very rare."

Sachar believes that an absolute solution-oriented approach and a positive frame of mind is very important. "The higher you go, the problems will always seem larger. But the guy who thinks positively, will come up with a solution. Most of the people at the top spend only 10 per cent on the problem and 90 per cent on the solution."

## Keeping up with change

First and foremost, knowing your job. You have to know the fundamentals of your job, right down to the smallest detail of every process.

"Second, have the ability to move with the times. Technology changes