

BRAVE PERSONALITY: A SECRETO THRIVE IN GLOBAL BUSINESS WAR

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Abstract

With the rapid progress that the world is into, every organization today is running short to have efficient and capable personalities to run the show effectively. It is not a mere calculation but a felt reality in the universe. Today with the fundamental changes that are occurring in the universe one has to put on a different thinking cap to understand them all. Here one will certainly experience a certain level of talent shortage to continue the aspirations that one has for one's own future. So the need of the hour for the global business seems to be to develop or identify personalities those can manage the global supply chain, developing local leaders to world beaters, planning the workforce, planning and creating smart strategies to follow and to understand employees from different nations, colour, creed and personalities. In brief it is to be understood that anyone who is aspiring for a global level of business must have competencies in cross culture. It is all depending on the values that one holds and the culture that one is able to animate around oneself. So one has to break the shackles one is in, to move out of the comfort zone to a global scenario. So here in this article the author is trying hard to analyze some of those characters that can make a personality a brave personality which can withstand the strong storm of business world and still continue to thrive. Some of those character traits are having a deeper knowledge of the indigenous culture, the expected flexibility in one's approach globally, the necessity of having a wide range of networks, comprehensive attitude that one needs to possess, making sky as the limit for doing and learning anything, having a benevolent presence and finally of course possessing daring skills to know the self, to remain humble, having unending curiosity, need to have prudence to survive, being tactful in thinking, showing tolerance to the other, clear thought pattern and being a shrewd arbitrator. Finally we may say that it is globality as the need of the hour.

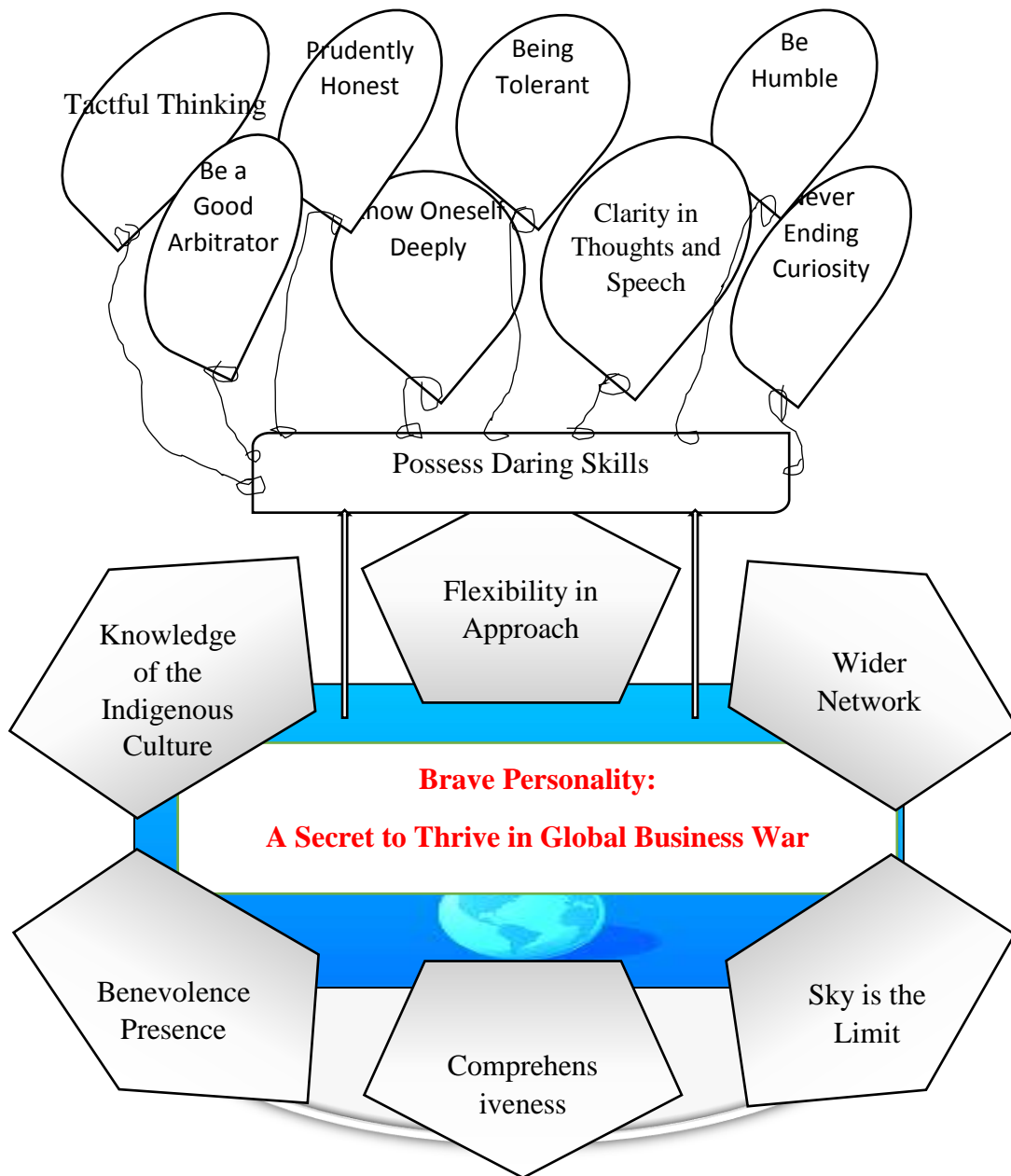
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Introduction

The world has become a global village with the progress that the humanity has made in practically every sphere. He is even making attempts to see if one could live in the moon. When the progress that has reached to such a greater height, it is also to be noted that along with this, business in the world also need to move along the same line. That could be identified as global business. Global business could be understood as the business done by companies across the globe by way of their manufacturing and distribution centers in various countries. More than ever before, today business of this sort is picking up momentum as survival tactics. In this scenario, many of such business tycoons have their headquarters in various countries to understand the country, its culture, its people, its environment, its thinking pattern and its likeness and dislikeness. That is the challenge that awaits everyone who dares to go beyond one's country and culture.

Making one's business globally recognized has become the dream of everyone. For this everyone makes that extra effort to see that their dream of going beyond the boundaries of own nation is achieved. Here the fact remains, while all try for the same, there is expected to be a cut throat competition, in which for survival, one needs to have strong and daring personalities at the helm. If it is found to be in a wanting stage, then the organization fails miserably. The destruction is only a matter of time. Here in this article the main aim is to analyze some of those characters that can make a personality a brave personality which can withstand the strong storm of business world and still continue to thrive.

The framework of 'Brave Personality: A Secret to Thrive in Global Business War' is presented below.



01. Knowledge of the Indigenous Culture

Multinational companies while they open up their plants and pockets of distribution in foreign soil, other than their home soil, need to see that personalities who take leadership roles in the company take care of the local practices that are prevalent in the culture and the values they hold as very dear to them as far as their region is concerned. In simple words they should be culturally sensitive. Though each of the cultures will have their own organizational structures, they have to be respected with utmost care. Even similar structures are to be emphasized in one’s own organization.

In this scenario, a leader with strong personality is able to understand the culture and their practices, can survive successfully. He/she should be able to understand the variations available in the cultures and their way of considering the wages for the employees, various benefits to be provided with, various marketing strategies to be followed and the various goals that are to be put in place, be it long term or even the short terms once too. Personalities that are not flexible and understanding to various nuances of such situations will automatically can find oneself in a lost ground. The misunderstanding and non-effectual situations will emerge which will be detrimental for the growth of the organization. So, those at the helm must be people who are daring and bold with regard to their decisions and must have the heart to understand the scenario and situations to survive the heat of the market.

02. Flexibility in Approach

The executives of multinational companies must have decent communication skills to make them heard and understood. The personality of executives must be such that they must come across to the employees in a clear and precise manner. While doing this, local cultural factors can’t be over looked either. Herein comes the

personality of the executive to prominence. There one should be able to portray flexibility in one's approach and the strategy that is followed must be able to take every one along the path to make the business a success. Daring to adapt to the fast changing scenario makes the business a global success.

Taking a point from Brian Sullivan, who is the CT Partner's Chief Executive, it is understood that every leader should be able to remain flexible and willing in their approach. They should be able to get the collaboration and co-operation from all to understand various perspectives of others before making serious decisions. It is also said that such leaders must be bold and brave enough to make timely and daring decisions when conflicting situations arise. This is where the strong personality of the individual comes into play.

Being into global scenario, it is to be noted that risk factor is something that everyone must keep in mind. At any given point of time, there could be unforeseen situations occurring and so one should remain patient in such situations. Here, being afraid to the situation will doom the individual and the organization. One should remain fearless and bold in such situations and have confidence and good communication between the other members of the same organization. In such kind of situations one may even get the possibilities of anticipating the normal occurring events and be able to find solutions that are strong enough to face such challenging occurrence of events.

03. Wider Network

No one can live as an island remains a universally understood fact. Herein it is to be noted that all need the help of the other to survive and to be able to live own life peacefully and successfully. That calls for personalities that is accommodative and willing to collaborate and cooperate with others. Such personalities in the global level will succeed. They will have such a wide range of network, so that they are able to get help and give the same, as and when it is called for. The traditional understanding of management which is vertical in nature, gradually gives way to horizontal type of management wherein everyone in the organization is heard and understood and also the main leader will have top officials of other organizations too to aid him with the necessary help. So here it is more of a help or a collaboration from every one, be it horizontal or a vertical one.

All leaders must build up a decent working relationship with all those people who are involved in getting their work completed. It can be the team members, the vendors, the distributors, the customers or any other player that is there in the business circle that enables the business to succeed and flourish. This is the opinion put across by Herminia Ibarra and Mark Lee Hunter who are supposed to be organizational behavior experts.

04. Comprehensiveness

An all-inclusive attitude of the leader makes the organization to have new initiatives and innovations coming alive. Herein the idea is to see that all are given their due importance and no one is left out of the flock. With no exception attitude, the leader takes everyone along including the last one down the line. For the alternative to the same is to leave the majority out and just having a few top officials to make all the decisions. Here the influence from outside and their opinion will have no importance or place. A leader with comprehensive attitude finds the going easy since one is able to get the feedbacks and ideas from the external sources too. It becomes all the more enriching when the gathering of opinions are from people who are having lots of ideas.

With the new and changing scenario prevalent in the global market every day, there are new things happening in the market. This must be taken into consideration while one plans to be competent in the global business. For this, one has to accommodate and involve every one of the organization with their ideas, approaches, knowledge, style and perspective to achieve the optimum level of success. This enables the organization to accommodate and understand the new sets of customers who will be becoming part and parcel of the organization. This is what Dan Schawbel has stated in his article titled 'How Companies Can Benefit from Inclusion'.

05. Sky to be the Limit

A global leader stands out when one makes all the efforts to see that own knowledge level is on the rise and managers and team members duties are learned and have identified what is best for every one of the organization. This was the opinion of Pearl Zhu, who is a digital leader. He also went on to add a few more things to the same list wherein he says one has to move from being a problem solver to the one who can set the agenda. One should not be a mere tactician but must reach out to be a strategist. Once this happens, own personality gets expanded and learns to expand their horizons. This enables one to get into a global leadership mode. Here nothing seems to be a limit other than the sky.

Global leadership also means that one is climbing the ladder of greater responsibilities, rewards and risks. As the saying goes, one has to learn from those above him/her. One has to be of the personality to understand the organization in its fullness, if not, to the maximum with the capabilities and the future directions the organization holds. One learns to be sensitive in the global level and accordingly works to increase one's knowledge, skill and abilities in every sphere to make life a promising one with greater impact for the self as well as for the organization.

06. Possess BraveSkills

In order to make one's way forward in international field of business, one has to acquire certain skills that can keep one going even in the midst of storm. They are:

a. Know Oneself Deeply

If one has to adapt to the situations and take a tolerant attitude towards others, one should first of all need to know self. Here one has to know, where does one stand with regard to belief and how far is it going to be different from others. It is very vital also to know about own feelings, sensations, reactions, habits, behaviors and thoughts. It is very critical for a global executive to succeed. If one's personality does not permit oneself to accommodate the other with their understanding, one may lose the opportunities to excel in international field of business. The attitude of all the others are wrong and only I am right may not stand in good stead. So one should be having a heart that is open enough to accept all and appreciate all.

b. Be Humble

While being in global business, one has to have the personality to say that others ways are also good when they are found to be so. Here, one should be able to keep one's profile in a low level and need to begin to adjust and adapt to the cultures of others as well. When something of worth is seen in others, must be acknowledged and be able to say, that could be another way of doing the same. In business especially when this humility to show interest in others culture is found missing, one will surely land up in trouble. That is to say, others culture and their way of living can also find solutions to life's problems may be in a new way that I never thought of. For this one must be open to such answers and must be curious to adapt to such situations. The readiness to listen and the willingness to adapt makes the one at helm to be more successful.

c. Never Ending Curiosity

Situation around is, the world at large is, the universe itself is constantly changing and evolving. So there is nothing that can be called as the end in itself and the ultimate knowledge. As the changes occur in the world so is the case with the knowledge of the same. Here one can't stop learning but has to be continuously a curious student who eagerly waits to get the shroud and explosive answers to everything that one has in and around oneself. Without this attitude, one may find oneself lacking behind and the world will be continuously on a progressive note. In this situation one has to tell oneself, one has to challenge oneself, one has to break open the comfort zone that one has built around oneself and be open minded enough to ask those difficult questions even to oneself and to others to acquire more knowledge to remain abreast in the world.

d. Prudently Honest

Being honest and truthful at all times to every one is the ideal situation. No compromise on to this part of ethics even in global business. But one has to be prudent to make the truth known and a discernment has to be made as to choose whom to tell and how much of this truth is to be revealed. This is where one has to be cautious. Here in one has to make oneself reliable to one's boss and need to make oneself trustworthy. So honesty must be there to keep up with the business promises made to keep up the reputation of the organization as well as the individual concerned. So the balancing part has to come in with such leaders to be prudent according to the context and situations. This is where, strong personality plays its vital role. Once a word is given it has to be respected.

e. Tactful Thinking

This is very essential for one to clearly make plans for one's future. It shapes one's views to various realities in an around and creates images of what could be awaiting them in the future. So coming into global level, one has to think tactfully to get the best talents around to manage and accommodate the entire business that one has. Much of this is possible only from the right attitude one possess. Here, one has to learn to build up a strong network around oneself. Therein, the limited views of individuals will have to give way to broader views that make life easy and comfortable to accommodate the best from across the world.

f. Being Tolerant

All can't be expected to be running at equal speed at all times. But that does not mean that considering to the situation of each of the countries, those that are slower to the speed that is expected can be left out. If so then business will certainly have set backs. Here in one has to be patient and tolerant enough with the situation and the circumstances for growth and development. A balancing act may be required with regard to the technological progress, man power efficiency, cultural factors and the social scenario. Once this patient wait can be in place then sure enough constant pestering and continuous efforts will bring the expected results in the longer run. For this, hurry and worry are not the answers rather, remain patiently impatient to achieve the goals.

g. Clarity in Thoughts and Speech

Another major area of concern, especially when it is in global scenario is the number of native languages that are prevalent in each of those cultures. Here, one has to be specific and clear in ones thinking and expression. When one expresses oneself in the local language with precision and accuracy, as it is said, half of the burden is already lowered. For a business to flourish, one of the basic things in place should be proper and effective communication. Once every one knows their roles and duties, then the going becomes smoother if not it becomes a hurdle and the life become a sower pill to swallow. So thinking and speaking in a refined manner carries the day.

h. Be a Good Arbitrator

Global business does not run on one culture, one type of people, one type of taste and one type of thinking. It varies according to the place, culture, nationality and the environment. So a good capacity as a negotiator will carry the day. Herein, one has to see that be it for merging business, or between the regions or the nations, the arbitrator is the one to bring convincing and trustworthy atmosphere to see that the business firms are taken forward smoothly. Such skills will make the individuals highly effective in international arena.

07. Benevolent Presence

The individual carries the day. The personality surrounding the leader, his/her influence on the entire organization, the way one carries oneself within the organization and outside of it has a lot of say on the culture of that organization. The titles and positions can bring only part of the influence that one can have on one's own organization and also to the others. But the major chunk remains with the way one is, one enthusiasm, creativity, energy level, confidence level, interest on the other, capabilities in problem solving and risk taking capacities. This is where the role of individuality or the personality comes into play. As a leader, one has to respect the identity and individuality of the other and at the same time get one's way forward to reach the goals that one has set.

Conclusion

Business has to be expanded and it should not be only within the same locality or in the known and comfortable areas alone. It must go far and wide to other nations too then only it can turn out to be advantages to the organization. When one ventures out of their comfort zone, their business can become stronger, successful and can bring more turn over which can in turn facilitate better growth for the future. In order to do this we need bold and brave personalities at the helm of every business endeavor. They are the ones being shrewd will be able to identify the right time, place and opportunity to strike to get the best result out. It is their brain and intellect that should be able to guide an organization. It is such kind of personalities that can get the power of the employees together to achieve the goal of the company.

Brave personalities go beyond all titles and chairs. They turn out to be a combination of self-belief, self-assurance, great personality, enthusiasm, long vision and also a decent level of luck and timing. It need not be understood as something that is available by birth but is something that all can develop as they are in their life journey. It can become perfect by having constant practice towards it. So boldness and brave personalities are the two important factors to climb to the top of the ladder of success.

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