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Newsletter
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Editor's Note

By Raj Narayan, ISEC Editor

Philosopher saint Vivekananda says "all knowledge that the world has ever received comes from the mind; the infinite library of the universe is in our own mind." This statement opens up new perspectives on the correlation between teaching, learning and discovering knowledge.

At each step of our learning curve, we have access to a person who kindles our thoughts. If the kindergarten teacher taught us the alphabet that helped us master communication, the primary school teacher taught us numeric that helped us discover and solve algebraic equations.

This process of learning and discovery is eternal whereby the mind seeks the tools required to unlock potential. Seeking a mentor is one such tool where a person turns to friends and relatives to prepare their growth strategies. These persons are akin to the librarian who helps us search and find good reading material to bolster our intellect.

Coaching is a modern day equivalent of this process. It helps us get focused by cutting through unwanted data and emotions, while pushing us to perform to our potential. In this issue of the Newsletter, the articles discuss human identity and how it gets defined.

The ISEC Family wishes you a great festival season ahead. To celebrate the occasion, ISEC offers you a **FREE Coaching Session**. As always, we assure you complete confidentiality as per [The ISEC Code of Conduct](#)

Please write in to us at kk@intradconsult.com to avail of this **FREE Coaching Offer**.

MENTOR'S MUSINGS: *I Yam Who I Yam and That's What I Yam!*

By Krishna Kumar, ISEC Founder-Director

"I Yam Who I Yam and that's Who I Yam" - This statement from Popeye, the sailor, is often bandied about by children seeking to prove a point. To an adult audience, it reaffirms that Popeye never suffered an identity crisis like "The Bear that Wasn't" from our previous newsletter. ([Read it here in case you missed it](#))

After reading the bear's predicament, a good friend Bethany Knight recalled a story from the famous 'Mullah Nasruddin' fables about the lion cub. The cub's mother is killed by hunters and he is left to die. A pack of wild mules come by and a mare decides to mother the lion cub and does so till he is old enough to find his own food.

After many years, the lion encounters a gazelle while prowling around some fields. "Oh! I would love to kill and eat that," he thinks but gives up the idea upon seeing a tiger chasing it. "How can I have precedence over the tiger, as I am only a jackass," the lion tells himself while deferring to the tiger.

On its part, the tiger is shocked. "Your Highness! Please forgive me and consider the gazelle your meal," he says eliciting peals of laughter from the lion. "Your Highness? What're you talking about?" The tiger bows and says, "Well, perhaps I should be saying, "Your Royal Highness, the King of the Jungle."

The lion is perplexed but does not lose his sense of humor. "King of the Jungle, eh? Everyone knows that I just a jackass," he says, at which point the tiger persuades him to walk over to a pond and look at his own reflection.

"You see, Your Highness, You are a great and noble lion. You may have been raised by jackasses and even live with them, but you are not a jackass."

The story may have certain similarities with the bear's predicament, but unlike the earlier tale where the bear managed to discover himself without external help, the lion needed the support of the tiger to discover his true identity. Often we too keep waiting for our chance encounter with a "tiger" to show us the way and when that does not happen we resign ourselves to our fate.

It is at this stage that a professional coach can help in showing the way and discovering our true potential. Write in to me (kk@intradconsult.com) if you have faced / are facing such situations in your life where the need for a Coach has struck you as critical. s

The Coaching Notes: Change the Way You Define Yourself

By Marshall Goldsmith

Q: Sometimes I think that my biggest enemy is me. Why do we say and do things that limit our own success?

A: We all have a list of characteristics and behaviors that we use to define who we are. For successful people, most of these characteristics can be described by very positive words, such as: "intelligent," "dedicated," "results oriented," or "winner." Almost all of us have a few negative terms that are part of our self-definition. Common negative self-descriptions that I hear from executives are: "stubborn," "opinionated," or "I always have to be right."

One of the greatest challenges that we face, when we try to improve ourselves - as leaders, partners, friends or family members - is the challenge of changing the way we define ourselves. I must have heard this phrase a thousand times, "That's just the way I am." As long as we keep saying "That's just the way I am" to ourselves we increase the probabilities that "That's just the way I am always going to be."

I believe that (with very rare exceptions) we can all change our behavior. By definition, the only behaviors that we cannot change are either shaped by genetic preconditions (we are born that way) or environmental factors (external forces that prohibit us from changing).

When I hear someone make a remark like, "I can't listen. I have never been able to listen. That's just the way I am." I ask, "Do you any incurable genetic defects that are prohibiting you from being a good listener," or "Is the rest of the world conspiring to keep you from being a good listener." If the answers to these two questions are "no" and "no," I then go on to say "Then I guess you can change and become a good listener."

Here is a quick exercise that may help you determine how your own self-definitions are propelling you to success - or inhibiting you from positive change. Make two lists of the adjectives that you would use to define yourself: positive and negative. Review the words on each list. How have the positive words helped you to become successful? How have the negative words held you back? Ask yourself, "Is there any genetic or environmental reason that I have to demonstrate the behaviors on the negative side of the page?" If the answer is "no" - you can

get better.

In our society we talk about the harmful impact that we can have when we stereotype others in a negative way. What we often fail to consider is the harmful impact that we can have when we stereotype ourselves in a negative way.

(Excerpts from his latest blog)

Events @ ISEC:

The ISEC Peer Coach Meeting was held at our new premises in Whitefield on Oct 01, 2011. Our team of coaches and trainers shared coaching experiences and discussed methods to improve the processes. We also launched the ISEC Chamber - an exclusive club of Coaches.



**With warm regards,
Krishna Kumar
Executive Coach & Founder-Director, ISEC**