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RAJNI'S PUNCHTANTRA

Business and Life Management-
The Rajnikanth way.

Film: Padaiyappa



‘En Vazhi Thanee Vazhi’

‘My Way is Unique Way’



Message: Differentiate yourself; have a distinct identity

In Business

- Good Organizations have a unique work culture, exclusive products and services .
- USP of company should go beyond products and services.

In Life

- Every human being is unique and need to have a unique identity /style of their own.
- We should not be conventional and be copycats.



'Naan oru thadavai sonna, nooru
thadava sonna maadhiri'

'If I say something once,
it is equivalent to saying it a hundred times'

Message: Communicate Effectively

In Business

- Communication is not just what you say but also how you say it.
- It is in a way, an irreversible act :no one gets a second chance to make a first impression.

In Life

- Effective and proper communication builds better relationships and helps in retaining important ones.

Film: Sivaji



‘Paera Kaetavudanae
chumma athuruthilae’

‘The mere mention of [his] name causes tremors’

Message: Build an impeccable reputation

In Business

- In the corporate world, reputation is the result of innovation [ex.google], integrity and trust [ex. Tata group] creativity [ex. disney] and product innovation [ex.apple].

In Life

- All human beings are keen to have their own individual and well respected identity.
- It is this identity that distinguishes one from the rest of the crowd.

Film: Annamalai



‘Naan solrathaiyum seiven...
sollaathaiyum seiven’

‘I will deliver what I promise...and deliver even what I didn’t’



Message: Surprise others, go beyond expectations

In Business

- The foundation of lasting self-confidence and self esteem is excellence-mastery of work.
- Beat expectations in whatever is to be done.

In Life

- The true success of a person's life is directly proportional to his commitment to achieve ,exceed expectations and scale excellence ,regardless of his or her chosen field.

Film: Baba



‘Naan yosikkaama pesa maaten,
pesina piragu yosikka maaten’

‘I think before I speak, and don't doubt what I say’



Message: Carefully deliberate on what you wish to commit to, but do not hesitate once you have committed'

In Business

- What are the qualities of a good communicator? Clarity of thought, foresight, deep contemplation and analysis of the subject matter, consideration of possible impact of the communication, delivery of the idea and a readiness to deal with the impact of the communication. Such is the quality of good leaders

In Life

- Every human being goes through these phases of decision making in Life, be it choice of education, life partner, friends, material possessions or investments.
- Once you commit to something you need to cross the hurdles you may face from time to time.

Film: Yejaman



‘Neenga sattapadi dharmam pannanumunu solreenga,
naan dharmam panratha sattama vechukiren’

‘You say that one must do good as stated by law,
whereas I believe that doing good is the law’



Message: Give back to society at least a portion what you gain from it-make this mandatory within yourself

In Business

- Corporate Social Responsibility is the new evolving mantra of the corporate world. Ex bill and melinda gates foundation/ the buffet foundation / the tata trusts / the infosys foundation

In Life

- No person is ever honoured for what he received . Honour has been the reward for what he gave.
- Make it your personal law to contribute your efforts to a social cause.

Film: Dharmathin Thalaivan



‘Nan thatti kaetpaen, aana, kotti kudupaen’

‘I question hard [the wrongdoer] and
reward generously [the deserving]’



Message: Instil discipline through judicious reward and punishment

In Business

- Management theorists have called this the 'carrot and stick' approach for team leaders: incentive through reward and deterrence by punishment.
- Thatti kaetpaen is the stick in action.
- Kotti kudupaen is the carrot or motivation thru reward.

In Life

- In today's world ,parents seem to be too indulgent with their children ,but they largely 'outsource' the responsibility to discipline to external units like schools, teachers and other authorities.

Film: Baba



‘Khatham...khatham...mudinjathu mudinju potchu’

‘Let bygones be bygones’



Message: Bury the past and look forward

In Business

- There is a popular saying :'One reason God created time was so that there would be a place to bury the failures of the past'.
- In many organizations a lot of productive time is wasted in digging through past data and reviewing instances of project failure or overspent budgets.
- One should ponder over the past only for course correction and not for fault finding.

In Life

- Life is all about moving on. We should forget ,forgive and celebrate life.
- One must deal one day at a time :don't look back, take care of the present and make it worth remembering ...the future will take care of you.

Film: Engeyo kaeta kural



'Kai alavu kaasu iruntha athu nambala kaapathum,athuvae
kazhuthu varai iruntha atha namma kappathunum'

'If you have a handful of money, it will take care of you; if
you have too much wealth, you will have to take care of it'



Message: Practice Inclusive growth and the fair distribution of surplus

In Business

- Jeffrey Bryant quotes “Diligent accumulation of personal wealth is not inherently ungodly so long as it is complemented by equally diligent distribution of personal wealth.
- Businesses are not cisterns for hoarding ; rather, they are channels for sharing.
- Progressive organizations are lean and hungry because they believe in inclusive growth .

In Life

- Mahatma Gandhi aptly said that there is enough food in the world for every hungry man’s need but not enough for even one man’s greed.
- Money making should not lead to mindless money chasing.



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