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Newsletter  
May 2011

## Editor's Note

*By Raj Narayan, ISEC Editor*

When the ISEC team decided to share anecdotes and coaching perspectives via our monthly newsletter in early 2010, our only thought was to share some insights with a larger audience. Today, more than 15 months after we launched it, the newsletter has turned into a vibrant interactive forum between the Intrad School and its well-wishers and supporters.

Last month you received the 15<sup>th</sup> edition of our newsletter. For each of us involved with this project, it has been an inspirational journey on that two-way street called 'Knowledge Sharing'. While your bouquets kept our spirits up constantly, the few brickbats that came our way strengthened our resolve to do even better in the months ahead.

As part of an effort to enhance interactivity over the next 15 issues, we hope to create a daily online edition that collates coaching material from around the world. The edition will be available on our [in-house blog](#). Additionally, we are opening up the UGC (user-generated content) section on ISEC by inviting subscribers to our newsletter to share their thoughts in greater detail. We intend carrying some of these in the form of a Guest Column in the subsequent issues of the Newsletter.

Watch out for this space for more on our social media initiatives in the subsequent issues.

For now, read on to learn why you should never 'try' to do your best...!

## MENTOR'S MUSINGS: *Do or Do Not!!*

*By Krishna Kumar, ISEC Founder-Director*

"I will try and do my best."

The irritability is clearly visible on my client's face. He is the CEO of a large global corporation based in India. "If only I got a gold coin every time I have heard this comment, I would have more wealth than is stored in Fort Knox!" he quips with expressions of anger and sarcasm chasing each other across his face.

I ask him why the comment upsets him so much and he retorts: "By the use of the word, 'try', the person is taking anticipatory bail in case the work incomplete." He goes on to add that it is not just his co-workers but his kids and friends who introduce this clause in their conversation. "Once, a person has committed to a task they should wholeheartedly pursue it to completion irrespective of the outcome," he avers.

I am suddenly reminded of a strange quotation. For once, it isn't attributed to Mark Twain, Mahatma Gandhi, Buddha or several other historical celebrities. Instead, it is spoken by a green alien, Yoda, who lives on a planet named Degobah, in the Star Wars movies. The quote is:



***"Try not. Do or do not!!***

***There is no try"***

What appears initially to be gibberish actually implies that one should not approach a task with the attitude that only an attempt will be made. In effect, you either do something or don't, you don't just try. "Trying" accepts the option that there might be failure. "Do" or "Do not" means success or failure isn't being discussed, only the choice of accepting the task is.

Most coaching conversations deal with self-doubt. While taking on a challenging task, we are usually confronted by self-doubt... doubts in our ability to perform the task... tasks that we ourselves chose to carry out...and, not one that is thrust upon us. And, it is in such situations that we sub-consciously use the 'try' word my client found so frustrating.

*"Creating awareness, 'I tell the CEO' is the first step towards reducing self doubt. You will find that very often the person may not even be aware that the word has been used."*

*He is thoughtful. "Should I bring it to their attention that they appear to be having self doubts and ask them the cause of their concern(s)?" The question seems rhetorical so I don't reply as he appears to have found an answer to his problem.*

*How often have you faced such situations? Do write in with your comments to [kk@intradconsult.com](mailto:kk@intradconsult.com)*

## **Coaching Notes:**

### **20 Seconds Reading: The Best Temptation!**

*– The Paulo Coelho's Blog*

A group of devils were trying to enter the soul of a holy man who lived near Cairo; they had already tempted him with Nubian women, Egyptian food, Libyan treasure, but nothing had worked.

One day, Satan passed and saw his servants' effort. "You're hopeless," said Satan. "You haven't used the only technique no one can resist; I'll teach you."

He went over to the holy man and whispered in his ear. "Remember the priest who studied under you? He's just been made Bishop of Alexandria." Immediately, the holy man was filled with rage, and blasphemed against God's injustice.



*Illustration by Ken Crane*

"The next time, use this temptation," said Satan to his subjects. "Men can resist almost everything, but they are always jealous of the victory of a fellow man."

## **Happenings at ISEC:**

The ISEC Mentor-Coach workshop was held on 13-14 May 2011 at Bangalore. We had a great group of ten participants and the sessions were highly interactive. The learning's for both the participants and the faculty made us at ISEC deeply grateful for the opportunity to share our knowledge with a highly enlightened group.



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## **Forthcoming Events @ ISEC:**

ISEC will be conducting the Executive Coach (Level Two) Workshop on 23-25 June 2011 for those who have completed the Mentor-Coach workshop and wish to start a career as an Executive coach.

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