

A passion to excel, a firm belief that Behavior affects Broadcast which, in turn, impacts Reputation; and an unflinching integrity of purpose - these are the core traits of a man on a journey to create an original Indian Consulting Firm for the world. AVIS is an evangelist who believes in leading people and organizations towards self-transformation, helping them build and protect their reputations.

He is imagequity+™'s *chiefdreamer*, CEO and co-Founder.

Is 'integrity of purpose' relevant today? Can we really pursue it in today's highly competitive world, where people are killing each other, where a dog-eat-dog tendency has destroyed value systems in families and workplaces alike? Isn't 'integrity of purpose' just another of those euphemisms a.k.a motherhoods? Ask AVIS, and he will tell you that you are sadly mistaken. "It is the most competitive tool at your disposal and it is the only weapon in your arsenal," says AVIS. In fact his mission in life is to help people realize the value and potential of this weapon that literally resides within each one of us. His life itself is a testimony to using and benefiting from it.

In August 1996, in the bedroom of an apartment in Chennai, the seeds of a dream were sown by AVIS and his co-Founder and *mothergoose*, Vaani - dream to build the "World's No.1 Reputation Management Firm". That led to the birth of **imagequity+**™, Asia's first Reputation Management Firm and the world's only **TrM**® (Total Reputation Management) Firm.

For over a decade exhorting individuals and organizations to transform their Behavior, so that they are experienced right by their stakeholders and acquire a rock-solid

reputation, AVIS has established a unique identity for himself as a motivator. Recognising his unique ability to ignite commitment in individuals and bring teams together, in March 2006, The Week magazine, rated AVIS among the Top 10 Motivational Speakers in India.

How does he make it all happen? What magic wand does he wave? To be honest, as he would say, there is none and never can be. It is all about touching a chord, connecting with his audiences and getting them to collectively set their hearts on a common mission.

AVIS' philosophy is really quite simple - "No one wakes up determined to do a bad job. Yet all of us fail to do great work consistently". This consistency, he says, will begin to happen when we realize that we are all **BONZER™**s: simple, fun-loving folks, who want to always do great stuff. AVIS' philosophy is inspired by the simple Australian slang term '**BONZER**' meaning a 'jolly good fellow'. In each of his 1,250 sessions touching over 35,000 people all over Asia, AVIS has left participants rediscovering the **BONZER™** in them.

AVIS sets the pace of each session. He gets the participants comfortable, to loosen up and unshackle themselves from set notions they may harbour rooted in the past, the present or the future. The air clears as the group relaxes, something shatters and in a moment everyone realizes that what has crumbled are their mental walls. What follows is a simple discourse on what is, what can be and how it can be created. Like a Pied Piper, AVIS leads teams to discover new worlds of opportunities and possibilities within themselves.

AVIS' sessions are interspersed with provocative anecdotes, enchanting tales, experiences and radical metaphors drawn from everyday life that make every participant walk the protagonist's path and makes the learning all the more effective. People who have been through his sessions frequently tell us that the feeling of 'aha!' they experience never really leaves them.

Equally effective are the carefully selected case-studies from the corporate world and profiles of unsung achievers that AVIS uses. As participants soak in the insights, their personal and professional inhibitions and biases, both real and perceived, vanish. In their stead emerges a passion for excellence and a commitment to excel.

In the process of motivating people and making them realize the big picture or the deeper meaning and purpose of their lives, the roles of facilitator and participant blurs and disappears. AVIS becomes one with the group and a personal connection is established. This is the hallmark of AVIS' Programs. Due to his innate ability to relate to people, discern learning experiences and create personalized analogies, mental walls crash, inhibitions crumble, the mind awakens and hearts get passionate. Participants are often awed by their own out-of-the-box thinking capabilities. The result is an outcome that every manager dreams of__a team that is together, moves onward, higher and stronger.

Some of the organizations where AVIS has contributed as an evangelist transformational leader and embedded the **BONZER™** philosophy are Polaris Software, Perot Systems, Sami Labs, AVIVA Offshoring Services, Scope International, Tasty-Bite, Murugappa Group, Adea Solutions, Eastern Spices, Vimta Labs, Goldquest International, Firstsource, Microsoft, Pizza Corner, Chennai Police and Somany Tiles.

Some of the testimonials we cherish the most are not those written by the companies, but by participants who write in about how the sessions changed their personal lives.

Epilogue: AVIS did not make it to B-School. In fact, he barely scraped through college__thanks only, as he says, to the desire to save his parents' embarrassment. After investing 10 years of his professional career in the media as a firebrand civic, investigative, political and business journalist in India, he 'touched and felt' life in the corporate sector, with global assignments, for two more. In the last 11 years, if he has achieved what he has, AVIS attributes it all to a larger cosmic design. He believes he is ordained to make people discover the **BONZER™** in them. AVIS has been married to his 'soul mate' Vaani for over 18 years now and the couple live with their children__son, Aashirwad and daughter Aanchal__in Chennai. When they are not at work, AVIS and Vaani spend time together exploring the beauty of this wondrous Universe; learning simple, valuable lessons that go back into creating their work.

Partnering with AVIS and embarking on his magical tour of discovering how your people can employ 'integrity of purpose' in their work and personal lives is the best reward that you can give them. An opportunity that they will cherish and benefit from...not just for the moment, but all their lives.