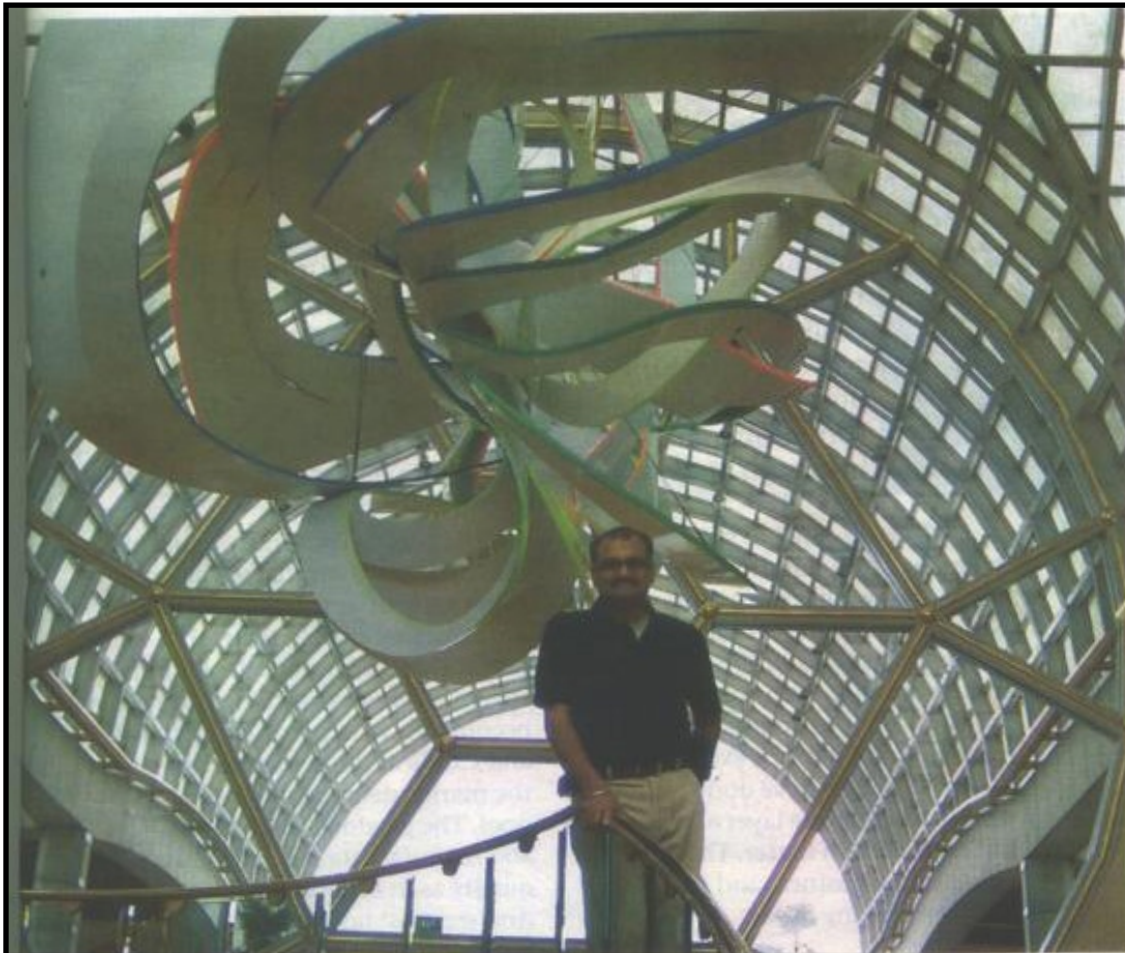




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Stress reliever

Recently, *The Week*, a Malayala Manorama group publication, undertook an unusual rating – that of motivational speakers. And **Anand Vishwanathan**, ex-journalist turned motivational speaker, was rated as one of India's top 10 in that category. Essentially, Vishwanathan, chief dreamer and CEO of *imagequity+*, is a motivator for corporate clients (he insists on being called Avis). Current topics and situations are taken to develop source material. Being a non-conformist, his sessions are informal. "I am a non-conformist and love being dramatic. Sometimes, shock treatment relaxes the group," he says. According to him, the whole business of motivational speaking is challenging at times, and tiring. "Strangely, for me, the tiredness goes out of the window, once I start addressing the gathering. It is a great stress reliever," he says.