



Publication: *The Hindu*. Date: July 30, 2006.

Motivating employees

Motivation among workforce has assumed significance in a competitive environment. "Simple techniques can motivate employees," says Anand Viswanathan, a Chennai-based motivational speaker.

Mr. Anand has floated a company called Imagequity, which specialises in providing guidance to companies that are interested in motivating their workforce. Mr. Anand conducts classes on reputation management.

He claims to have conducted over 1,250 'bonzer' sessions for over 35,000 people. A former journalist, his methodology is to extract lessons from everyday incidents and apply the theory to benefit his clients. He helps people realise the value of reputation.

"Reputation is the currency of this millennium," he says. He has undertaken several missions to impress upon

the workers the need for transformation. He recalls one such incident at a food processing company in Kerala. The company wanted to get a quality certification for which a series of procedures had to be adopted. It required the workers to wear masks during the processing; the workers were reluctant to do so. But the interactive sessions had the desired effect. The workers began wearing masks and eventually the firm got the requisite certification.

Mr. Anand has not had any formal training at modern management schools. "I have broken the barriers of traditional thinking."

He vows to fight all odds and champion the cause of reputation management in India. "As long as there is integrity of purpose, everything else will follow," he says.

R. RAMABHADRAN PILLAI