



## Samira Gupta

### Making Real Assets Count

A Business Leader, Leading Image Consultant, Trainer & Leadership Coach - Samira talks to us about her nearly 3-decade long journey of crafting success!



**With nearly 3 decades of illustrious experience behind you, how has it been working with Business Leaders then and now – what are the few leadership virtues that have stood the test of time according to you:**

"I have always been a huge believer in Emotional Intelligence as a leadership tool over Intellectual Intelligence. As you go higher on the ladder of corporate success, it is important to connect with people around you at the emotional level to not just motivate them but to actually inspire them to deliver world class performance. I have been lucky to have worked with many business leaders in the last 24 years of my Corporate career as well as in the last 5 year span of my Life & Leadership Coach role & it is amazing to see how the leaders in today's world are conscious of who they want to be, I am also amazed at how they are open to learning & adopting the new normal to drive their teams in the positive direction.

Many Leaders that I have worked with in the earlier corporate roles have taught me so much about what a good leadership should be and what it shouldn't be, one of my biggest motivators in this current role of Leadership Coach is to help business owners & corporate leaders to discover their charismatic, powerful yet emotionally intelligent side of personality to achieve incredible results & fulfillment.

Somehow the focus has always been the financial success however, if the focus becomes **"PEOPLE & PEOPLE DEVELOPMENT"** the desired result can be achieved with less effort. Its exactly like sales; if you place your focus on the client and the relationship building, the relationship & the sale both will happen, however, if you place the importance on the **"SALE ONLY"** it is likely that you lose the sale as well as the relationship. Good leaders can achieve the targets & short term goals but Great leaders go beyond short term goals and achieve outstanding results by inspiring people from within.

Its very simple, if you can help others succeed, your success becomes easier... If you can build more leaders, you become a stronger leader.

**Resilience, Forward Thinking, Active Listening, Fearless Giving, Generous Communication, Approachable Body Language & Dapper Physical Appearance** (it's a combination of Clothing, Grooming, Accessories & Etiquette... irrespective of the body shape, height or skin colour) are some of the virtues a great leader must have."

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**Managing client relationships with trust has been the single most important aspect of growing a services business – are there any examples you can share of how an exemplary business leader effectively drove this in his/her team:**

“In my own experience I have yet to come across a leader who has been exemplary in this area, however, there have been many leaders who have tried to deliver excellence. A lot of times due to pressure on deadlines, growth, targets even the good leaders have succumbed and hence, the focus shifts from being a great customer service orientation to achieving the short term goals.

Customer service is all about knowing, doing & being... understanding the needs, concerns, problems & providing them solutions & addressing their concerns with great people skills like listening without interrupting, acknowledging what is said, maintaining positive body language & taking the responsibility to resolve, in short placing the importance on their feelings.

Today's world is not about customer satisfaction it is about customer delight! It is about surpassing the expectations! It is about making them feel important! It is about helping them in a friendly-helpful & positive way! & of course being there for them!”



**A lot of times, Business Leaders do not realize their need to be coached, is there a simple way of self-assessment which can help them realize this need**

“That's right, this is what I have heard several times: “I don't need a coach. I have years of experience!” OR “I am an Expert” OR “What is wrong with me” OR “I am not underperforming”... However, as Bill Gates said on the TED platform: “Everyone needs a coach”...The one thing common in all exceptional performers is that they all have coaches, whether executives, sports personalities or even politicians. A coach can help an individual identify and develop personal & professional goals. A coach is a facilitator who asks you the right questions for you to find the right answers within.

Some of the areas that I work with my coachees on are : Image Coaching, Life Coaching, Leadership Coaching & Relationship, the beauty is that they are all linked and help my clients to build a great Personal Brand, Identify their Goals & Challenges, Clarify their Purpose, take Tough Decisions Effectively, Have amazing Relationships all around.

A specially designed coachability tool (a psychometric assessment ) helps individuals to understand the Why's what's, How's of their coaching need & process.”



**As an image consultant, often you are helping people deal with a lot of inhibitions or personality traits which become road blocks in their professional and personal life–what are the one or two most common but also most difficult aspects for people to overcome:**

“Image is not just about Clothing, Grooming, Etiquette, Body Language & Communication, it is also about Self Awareness, Confidence, Attitude & Values, as an Image Consultant I work with individuals on all of these aspects to help them achieve a strong Personal Brand and a Powerful Executive Presence.

I would say **Assertive Communication, Attitude & Self-Image** stand out as the most common yet most difficult aspects for people to understand, develop and apply as these are an outcome of deep rooted beliefs and take time to shift to a positive & resourceful state.

I have seen my clients transforming into very sharp & sorted individuals who not only look great from the outside and also start feeling great from the inside & a happy being is always more productive, more friendly & more desired in every situation.”

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## Your one big leadership mantra, to succeed in VUCA times

Higher level of leadership agility & few A's...

- Ability to recognise the skills of people
- Analyzing completely
- Allowing feedback & Listening well
- Admitting mistakes
- Adjusting to get it right
- Adopting the change

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