

# **AWAKEN YOUR POTENTIAL**

**Discover Transformative Paths to  
Personal and Professional Growth  
Through Actionable Insights and  
Powerful Strategies**

**Subramaniam P G**

## **About Subramaniam P G**

As a certified Growth Coach and Mentor, Subramaniam P G specializes in empowering executives and SME businesses to unlock their full potential and drive sustainable growth. As the Managing Partner of Embiggen Consulting LLP, based in Chennai, Tamil Nadu, India, he brings over two decades of diverse experience in coaching, mentoring, and strategy consulting, particularly through tools like OKR (Objectives and Key Results). His focus is on fostering professional growth among leaders and managers, helping them navigate the complexities of today's dynamic business environment.

He has authored several books centred on the professional development of leaders and managers, drawing from his extensive background in various industries, including Automotive, Food & Food Ingredients, Hospitality Services, Hospitals, Chemical Processing, Educational Institutes, Manufacturing, FMCG, Information Technology, ITES, Engineering, and Medical Devices. These experiences provide a rich tapestry of insights that he leverages in his coaching and mentoring assignments to create tailored strategies that deliver impactful results.

Throughout his career, Subramaniam has held key positions at esteemed organizations such as ITC Limited – Paper and Paperboard Division, Bakelite Hylam Limited, Kancor Flavours & Extracts Limited, ASAP Management Consultants Pvt Ltd, Threads of Excellence, and the Energy Group of Companies. These roles have equipped him with a deep understanding of diverse business challenges and opportunities, enhancing his effectiveness as a coach and consultant.

His areas of expertise include Six Sigma, Quality Management Systems (QMS), Environmental Management Systems (EMS),

Food Safety Management Systems (FSMS), Hazard Analysis and Critical Control Points (HACCP), Business Process Improvement Management, Business Excellence Models, and People Capability Development, among others. This expertise allows him to provide strategic guidance that aligns with the unique needs of each client, fostering growth and excellence.

Subramaniam is also a graduate in Chemical Engineering from IT-BHU, Varanasi, India, and serves on the board of several companies in India, where he contributes to their strategic growth and development. His commitment to excellence and continuous improvement is the driving force behind his work, and he is passionate about partnering with organizations and individuals to achieve transformative growth.

He welcomes the opportunity to explore how collaboration can drive business and professional success to new heights.

Connect with him on his web page  
<https://subramaniampg.guru>

## Foreword

PGS and I have now known each other for over 10 years. What started out as a purely professional relationship, transitioned to a friendship, with elements of philosophy and that of a guide. Being a part of the leadership team of the Enerji group, I have also had the opportunity to see PGS in action in different areas and situations.

In all these years, I have got to know and experience the diversity of his knowledge in topics, ranging from spirituality to pure science and data. I recall many tough and powerful conversations when emotions ran high, and logic seemed elusive. PGS was able to separate the two, and by interesting analogies and stories, drive home the winning point. I also recall instances where he may have lost the plot, as we all do, and have the humility to take feedback, add to his learning and grow.

So, it is not a surprise that he has written a book on growth. Growth, where it matters most, within. And no better place to look for personal growth than in the today. PGS provides a stable framework for growth via four dimensions, Navigate your network, Cognitive Discovery, Symbiotic Success, Performance Gaps. Each page serves as a standalone nugget of an idea and actionable steps to implement that idea.

PGS eliminates the excess of words and sentences that many books are guilty of, drives straight to the point, making it easy to read and digest, ponder and implement.

Aashish Agarwaal

Chairman, The Enerji Group

उद्धरेदात्मनात्ममानं नात्ममानमवसादयेत् |

आत्ममैव ह्यात्मनो बन्धधुरात्ममैव रिपुरात्मनः |

uddhared ātmanātmānam nātmānam avasādayet

ātmaiva hyātmano bandhur ātmaiva ripur ātmanaḥ

In the words of the Bhagavad Gita (6.5), “Let one lift oneself by oneself; let one not degrade oneself. For the self is the friend of oneself, and the self is the enemy of oneself.” This profound insight sets the tone for the book—a guiding light for individuals seeking growth in both personal and professional spheres.

Authored by Subramaniam, the book draws from a rich tapestry of personal experiences and finds inspiration in diverse readings. It serves as a compass, steering readers towards self-empowerment and resilience. Embracing the philosophy that the self can be both a steadfast ally and a formidable adversary, the book navigates the intricate journey of self-discovery and improvement.

Through a synthesis of practical wisdom and diverse influences, it aims to empower individuals to uplift themselves, fostering a holistic approach to personal and professional development.

# Introduction

Embarking on a journey through the tapestry of my personal and professional life, I've encountered a mosaic of experiences—each a lesson waiting to be learned. The continuous pursuit of knowledge has been the compass guiding me through the diverse landscapes of success and failure. Learning, for me, is not just a phase; it's the heartbeat of my existence.

In the labyrinth of interactions with a myriad of individuals, a revelation unfolded: the dichotomy between reading and application. It dawned on me that accumulating knowledge without its practical application is akin to indulging in high-carb sustenance while trudging on a treadmill. The synergy between theory and action is where true transformation occurs.

As I found myself informally guiding others to bridge this gap—urging them to apply the wealth of insights I had garnered—it struck me: why not distil these experiences into a source of guidance for individuals and professionals navigating their unique growth journeys?

The book delves into four dimensions of the Growth of an Individual:

- a. **Navigate Your Network: Unveiling Your Personal Ecosystem** I have deliberated upon various pointers that will help you in understanding your ecosystem better. Each one of us has a unique ecosystem, and we thrive and grow based on the ecosystem we live in or build.
- b. **Cognitive Discovery: Unveiling the Art of Learning** Once we know our ecosystem, it is

important to develop our abilities to harness the ecosystem and also grow our capabilities with the changes in the ecosystem.

- c. **Symbiotic Success: Navigating your Collaborative Environment** Our success is not only dependent on what we do. It is also dependent on what others do or do not do. I have shared some aspects of navigating through this collaborative environment successfully.
- d. **Performance Gaps: Bridging the Path to Success** Once we have the necessary ingredients, the path to success requires fine balancing of what we know, what we have. We will encounter gaps that could lead to potential falls. I have dealt with many aspects of the success journey.

The book can be read in any order. Each page can serve as an independent growth idea and action.

Each page has some insights and recommended activities titled as **Growth Steps: Taking Action Today**. This conveys the idea that the recommended actions are not just theoretical or conceptual but are designed to facilitate a real and measurable ascent or improvement in one's personal and professional development.

## Navigate Your Network: Unveiling Your Personal Ecosystem

भवन्ततिनम्रास्तरवः फलोद्गमैः नवाम्बुभिर्भूमिविलंबिनो घनाः ।

अनुद्धता सत्पुरुषाः समृद्धिभिः स्वभाव एवैष परोपकारिणाम् ॥

bhavanti namrāstaravaḥ phalodgamaiḥ

navāmbubhir bhūmivilāmbino ghaṇaḥ।

anuddhatā satpuruṣāḥ samṛddhibhiḥ

svabhāva evaiṣa paropakāriṇām।

Fruit bearing trees, when laden with fruits, bow down due to the weight of the fruits; the rain bearing clouds laden with fresh water, hover in the sky closer to the hang low to pour life sustaining rain on the Earth. Similarly, noble and righteous persons also remain humble and charitable even on becoming very prosperous, because it is part of their nature to help others!

## **Ecosystem Knowledge Multiplier**

We grow not by ourselves. The ecosystem, where we live, provides us all the nutrients required for our growth.

How well do you know your ecosystem? This knowledge needs to be beyond the physical characteristics of all living and non-living.

Do we know what other people (in your ecosystem) know? This knowledge should come from experiencing them not based on their biodata.

This knowledge can help you in several ways. It can motivate you; build synergy when needed; increase collaborative power. The outcome of this knowledge will have multiplier effect on your success.

## **Growth Steps: Taking Action Today**

Start recognising the experience with others in form of their abilities. It will be difficult in the beginning as we recognise and associate with outcome easily.

## **Detecting Subtle Shifts**

Detecting changes within your ecosystem is an intricate skill, reminiscent of the boiled frog syndrome. Often, changes are either too subtle to perceive or too abrupt to allow for timely responses.

To discern these minute changes, it's essential to remain vigilant. Ground your senses to catch the faintest signals. Pay attention to:

- a. Shifts in the quality, warmth, and timeline of the responses you receive.
- b. Emerging developments across the different components of your ecosystem.
- c. Alterations in your day-to-day routines.

## **Growth Steps: Taking Action Today**

Create a record of the alterations occurring within your ecosystem, distinguishing between gradual, subtle changes and abrupt, sudden shifts.

## **Constant Ecosystem Monitoring**

The ever-changing nature of the ecosystem demands mental agility, reminding us that our understanding of it is an ongoing journey.

Understanding your ecosystem is akin to Continuous Glucose Monitoring (CGM); it requires constant sensing and adjustment of your learnings and actions.

## **Growth Steps: Taking Action Today**

Assess the alterations within your ecosystem over the past few months.

How do you feel you have adapted to these changes?

## Cognitive Discovery: Unveiling the Art of Learning

असतो मा सद्गमय ।

तमसो मा ज्ययोतिर्गमय ।

मृत्योर्ममाऽमृतं गमय ॥

asato mā sadgamaya,

tamaso mā jyotirgamaya,

mṛtyormā'mṛtaṃ gamaya.

From the unreal lead me to the real!

From the darkness lead me to the light!

From death lead me to immortality!

## **Evolving Knowledge Foundations**

Plato defined knowledge as “justified true belief.” Our knowledge needs to be constantly updated as the beliefs will keep changing with time and space.

One great example from the book - Debt: The first 5000 years, a great book that discusses the history of debt. We all have learnt in our schools that barter was keyway of economics activities in the early society. That knowledge was busted after I started reading this book.

Barter was used only with strangers and enemies. For the rest of the economic exchanges in society, it was a kind of “debt” system.

## **Growth Steps: Taking Action Today**

Never consider whatever you know as final. Can you proactively seek new knowledge that is likely to change the way you understand something?

## **Symbiotic Success: Navigating Your Collaborative Environment**

Rigveda

आ नो भद्रः क्रतवो यन्त धु ववश्वतः ।

ā no bhadraḥ kratavo yantu viśvataḥ।

Let noble thoughts come to us from every side.

Ishavasya Upanishad

मा गृद्धः कस्यन्स्वद्धन्म ।

ma gṛdhaḥ kasyasviddhanam।

Do not covet the wealth of anyone.

## **Inspiring Mutual Investment**

Individual efforts tend to be the most straightforward, whereas seeking assistance from others necessitates relying on their availability, interest, and skills.

Crucially, the initial task involves convincing them of the concept, after which the subsequent steps usually unfold effortlessly.

To gain their support, it's imperative to address the unspoken question in their minds: "What do I gain from this?"

The answer should be compelling enough to motivate them to invest their time and energy.

### **Growth Steps: Taking Action Today**

Choose a project that requires collaboration from others.

Consider the advantages they'll gain from participating in your endeavour.

Assess whether these benefits are significant enough to incentivize their assistance.

## **Aligning Focus Intentionally**

Anything beyond routine tasks can be categorized as things you either wanted to do or didn't want to do.

Certain tasks are unavoidable, regardless of your preferences. They may be as straightforward as taking bitter medicine to improve your health.

A significant portion of tasks are delegated to you simply because you are capable of handling them.

Not everything that we are capable of doing is necessarily what we should be doing. Similarly, not everything we are currently doing is necessarily what we should be focusing on.

It's essential to redirect our focus towards what we want to do and what we need to do.

## **Growth Steps: Taking Action Today**

Compile a list of activities that align with your desires and necessities for personal development.

## **Cultivating Brand Reputation**

In a world where brands command a premium, they earn respect and occupy niche spaces in the marketplace.

To secure your place in your ecosystem, crafting a personal Brand Image is essential – it's about aligning what you say with what you do.

Personal Brand Image is the impression and reputation an individual consciously cultivates through their actions, communication, and overall behaviour.

### **Growth Steps: Taking Action Today**

What is your Brand Image?

What is dominant in what you are known for?

What are the different ways you can articulate that?

## **Evolving Performance Expectations**

Ever considered the expiration date of your achievements?

Performance is a fleeting result, unaffected by past accomplishments.

Once you excel, expectations evolve, subjecting you to new standards.

Surprisingly, “Good Performance” has a briefer shelf life than “Poor Performance.”

To stay pertinent and memorable, continuous effort is required to meet the changing expectations of stakeholders.

### **Growth Steps: Taking Action Today**

Estimate the duration your noteworthy and subpar performances linger in stakeholders’ minds.