**Leadership Talk**

Speaker: Mr.Abhishek Mohanty and Ms. Gitika Saksena, Co-founders and Directors at LagomWorks.

Date: 14th December, 2020

Theme: Everybody's a Winner: A Study on How Unidimensional Scaling Up as an Entrepreneurial Rite of Passage Is Beginning to Be Resisted in India's Start-up Capital

The first-year students of School of Human Resource Management, Xavier University, Bhubaneswar, attended a Leadership Talk on December 14, 2020, delivered by our esteemed speakers – Mr. Abhishek Mohanty and Ms. Gitika Saksena, Co-founders and directors of LagomWorks. The talk focused on Anthropology and Organisational Ethnography and stressed on the need to valuing "people as whole" in an organization.
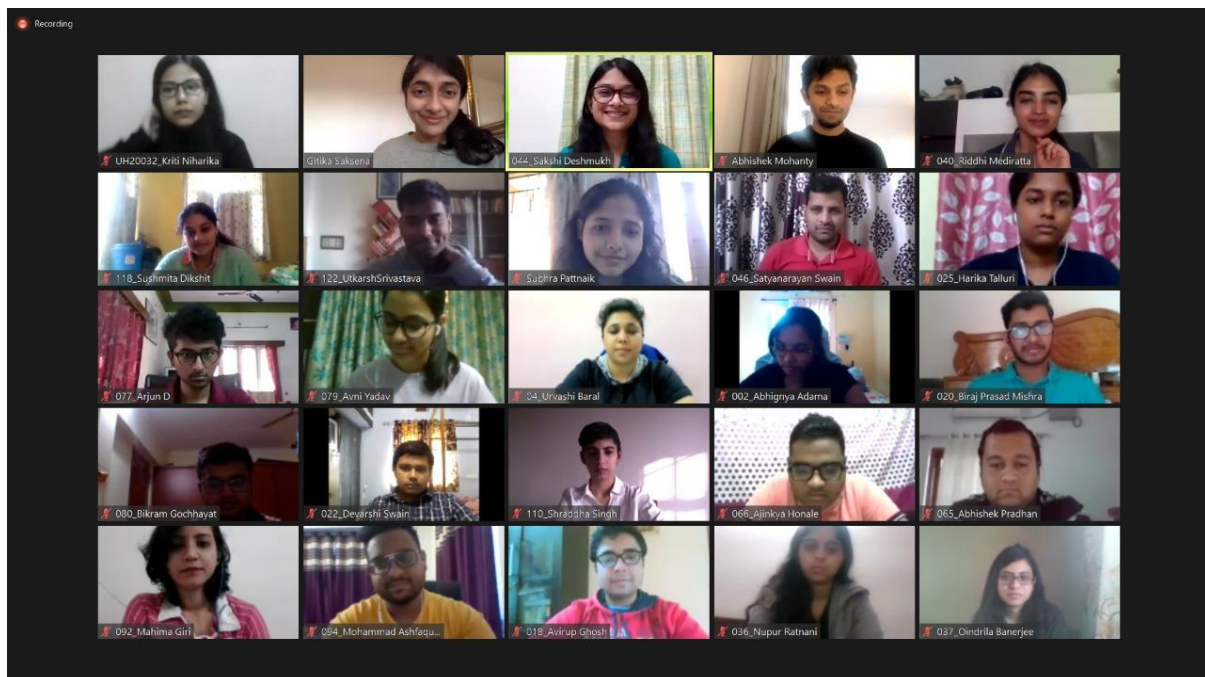
Talk Summary

The session revolved around concepts that blended design thinking, anthropology, and ethnography into the field of HR. It focused on exploring HR solutions based on the five key anthropology concepts - Life Worlds, The Lived Every Day, The Social, Relations and Flows, and The Humans and Non-Humans, describing Organizational Ethnography as a methodology that provides a voice to the humdrum of everyday experience of people at work. The speakers stressed on the need to develop a holistic understanding of "employees as whole" and then create employee experience enhancement programme based on that. In the process answering two questions becomes very important – "How is the everyday of work organized? How does the work organise every day of the people and the societies they inhabit?" These questions help us understand how employees compartmentalize work. Further, there is an innate need to understand the entities and flow units in a HR project. This can be done using several tools such as Textual Analysis, Surveys, Participant Observation,

Ethnographic Interviews, Visual Anthropology, or Design Anthropology. Usually, such projects follow the below mentioned four stages:
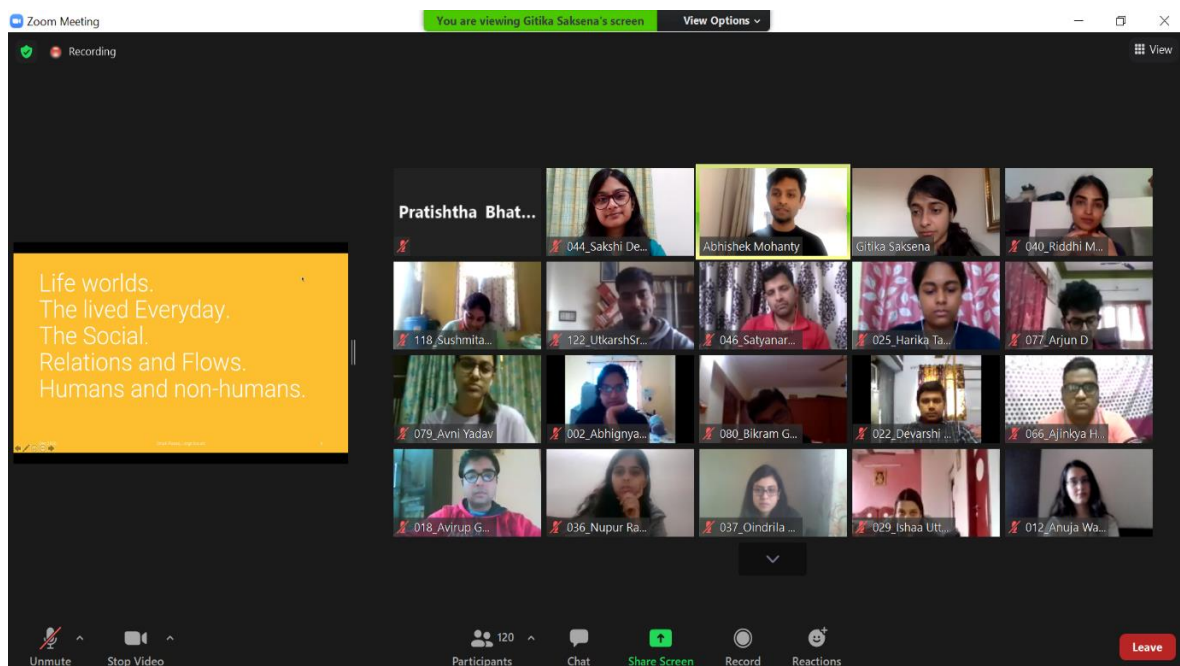
Stage 1: Thematic analysis of Employee Goal Alignment, priorities and perceptions using the empathy maps that have four quadrats to capture respondent views - Say, Do, Think and Feel.

Stage 2: Conduct surveys as to how collaboration manifests in the various cultural aspects and the processes of the company.

Stage 3: Analyse and understand the stories of the various employees in the organisation to understand the problems.

Step 4: Create a solution and also give the same to the people.

They also discussed about another case on entrepreneurs in Bangalore where they felt that other than the traditional scale of measurement of success the start-ups also think about the impact they made with their product. There was a case discussed that related to farmers in a drought struck place in India and plans as to how to get the people together collaborate and not get panicked by the situation. Through their discussions on the various problems, we realized that different approaches need to be taken to solve different kinds of problems based on the language and vocabulary of the people. It was an enriching session on how to apply this knowledge in our work while forming performance matrices and employee experience programs.

✓ Anthropology is the study of what makes us human.
✓ It is important to understand the individual doesn't change his/her personality when they enter into the workplace.
✓ An understanding of entities and flow units is important.
✓ Anthropology is a study around human behaviour and not looking at them as a commodity.
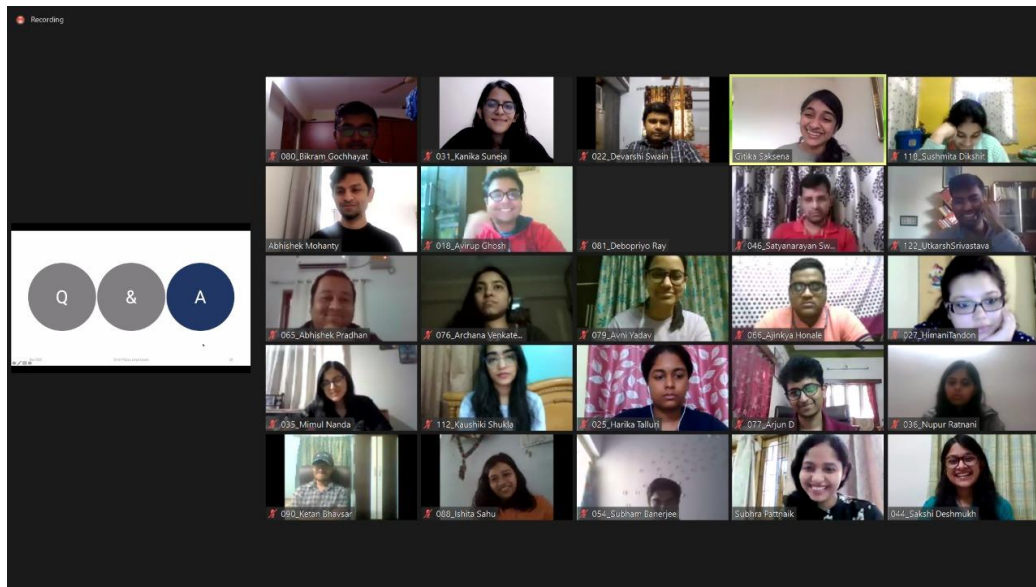
About Abhishek and Gitika

With professional experience covering anthropological and design research, impact entrepreneurship, and management consulting, Abhishek and Gitika are Co-Founders and Directors at LagomWorks. The both of them are also Entrepreneurs-in-Residence at Impact Central in London, working to realise a Tech-led Social Impact Startup, looking to help households in the UK halve the food they waste in their kitchens.

Before LagomWorks, Gitika was a Vice President in Human Resources with Accenture Technology in India. Outside of work, she is a practicing documentary photographer, having worked with not-for-profit organizations (including VSO UK, International AIDS/ HIV Alliance, Sense International, etc.). In his earlier role, Abhishek was an Associate Director with PwC India's management consulting team, with whom he had a long association. He is also an amateur long distance runner.

Both of them have MA degrees in Social Anthropology from SOAS University of London, as well as MBAs/PDGMs from XIM Bhubaneswar. Both also have a BA (Honours) in Economics from Delhi University. While Gitika is from Delhi, and Abhishek cannot put a finger on where he is from, the both of them currently call London their home.

Compiled by: Ms. Sushmita Dikshit; *Reviewed by:* Prof. Subhra Pattnaik