

## Webinar

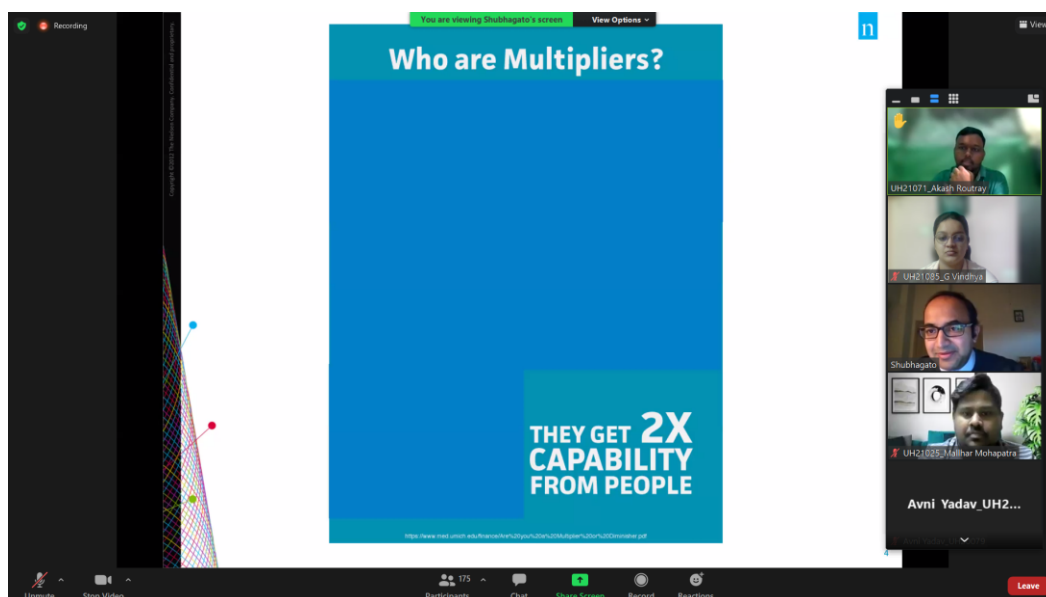
*Speaker: Shubhagato Bhattacharjee, Business Leader and Talent Multiplier*

*Date: 5 February 2022*

*Theme: Becoming a Multiplier Leader*



The first and second year students of School of Human Resource Management, XIM University, attended a webinar on the theme – *Becoming a Multiplier Leader* on February 5, 2022, delivered by our esteemed speaker – **Mr. Shubhagato Bhattacharjee**, Global Strategic Leader, NielsenIQ, Atlanta, Georgia. The talk was based on the book “Multipliers” by Greg McKeown and Liz Wiseman.



## ***Talk Summary***

Mr. Shubhagato covered the concepts of being a genius maker. He spoke to students about the difference between Multiplier Leaders and Diminisher Leaders. He spoke of leaders who act as Talent Magnets. A Talent Magnet looks for Talent Everywhere by finding people's native genius and growing them.

The screenshot shows a Zoom meeting interface with a slide titled "MULTIPLIERS VS DIMINISHERS". The slide is divided into two columns: "MULTIPLIER" and "DIMINISHER".

MULTIPLIER	DIMINISHER
Talent Magnet	Empire Builder
Liberator	Tyrant
Challenger	Know-It-All
Debate Maker	Decision Maker
Investor	Micro Manager

The Zoom interface includes a top bar with "Zoom Meeting" and "You are viewing Shubhagato's screen". Below the title bar are several video thumbnails of participants, including "UH21085\_G.Vindhya", "Shubhagato", "UH20038\_Priya Kedia", "UH20112\_Kaushiki Sh...", "UH20122\_Utkarsh Sriv...", and "UH21109\_Sattwiki Dey". The bottom of the screen shows the Zoom control bar with "Unmute", "Stop Video", "Participants", "Chat", "Share Screen", "Record", "Reactions", and "Leave" buttons. The system tray at the bottom right shows the date and time as "18:21 05-02-2022".

He further added that Talent magnet unlike Empire builders do not hoard talent and encourage employees to go to better jobs if they realise that their growth will be better elsewhere. He explained to students the difference between a Liberator V/S a Tyrant, a Challenger V/S a Know-it-all, Debate Maker V/S Decision Maker and an investor V/S Micro Manager.

## ***Key Takeaways***

- ✓ A genius and genius maker can both be successful business leaders; but every genius is not a multiplier
- ✓ A talent magnet doesn't leave any space for employees to do any complimentary things.
- ✓ All great leaders who are talent multipliers have a succession plan.

## ***Q&A session***

1. *Could you tell us one mantra for spreading the message of being a multiplier instead of a diminisher?*

There is not one *mantra*, rather awareness and practise are the two factors that help spread the message. Sometimes, people display diminisher behaviour without even realising it. So, it is important to create awareness regarding such behaviour to enable the individual to rectify and learn from it.

2. *Would you say life experiences can mould a person into a diminisher?*

Behaviour begets behaviour. Because you have seen it happen in your life you believe that demonstrating that behaviour will make you a success, however this is not necessarily true.

### **About the speaker**

A business leader in the information and insights domain, Mr. Shubhagato is currently NielsenIQ's global client strategic leader for The Coca Cola Company and Kimberly Clark. Based out of Atlanta in the U.S.A., Mr. Shubhagato works closely with TCCC and KC on behalf of NielsenIQ to help them win in the marketplace by driving actionable insights and strategic projects across the globe. With 15 years of analytics experience spanning 3 continents, Mr. Shubhagato has worked closely with large organizations like Nestle, RB, Unilever, GSK (to name a few) in the past to help them drive better decisions through data mining and analytics. Mr. Shubhagato is equally passionate about following winning leadership behaviors and mentoring younger leaders in his organization. In his prior role as the market leader for NiQ MENA (NielsenIQ Middle East and North Arica), Mr. Shubhagato helped groom insight professionals across 13 countries.

*Compiled By: Hridaya Ramanarayanan*

*Reviewed By: Dr. Subhra Pattnaik*