

Campus to Corporate – Managing Change

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Abstract

In this article we will focus on various aspects for managing changes from college campus to corporate sector. Change is a continuous process & Change management refers to any approach of transitioning individuals, teams, and organizations. Change management is a tool for change focused solely on the individual. A student moving out from a campus and entering corporate needs to do a lot of changes within.

Keywords: change Management, Attitude, work stress, HRM and self-discipline.

Introduction

In this article we will focus on various aspects for managing changes from college campus to corporate sector. Change is a continuous process & Change management refers to any approach of transitioning individuals, teams, and organizations. Change management is a tool for change

focused solely on the individual. A student moving out from a campus and entering corporate needs to do a lot of changes within. Let us see this table which explains why change requires within them.

Table 1 : Campus Vs. Corporate

Student	Employee
More focus to improve the domain knowledge and less focus on soft skill.	Requirement of soft skill is very important to become successful
Examination time are the important	Each day is important
Good Marks need to become successful.	Always need excellent. Survival for fittest & fastest.
Maximum effort can fetch 100% marks	Maximum efforts – More responsibilities, increment, Promotion
Practical only 25%	Practical – 100%
Focus only on Individual result	Highly interlinked
Memorize & remember for examination	Understand, remember & utilize in workplace
Responsible for good performance in exam	Accountable for a task/ job. Responsible for good performance of your team

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Every student has their own dream. They join the corporate sector having only one thought to become successful in their function. They choose different career path. Entering the world of work for the first time is a far greater challenge and one has to equip to face these challenges. It creates a sense of excitement about forthcoming experiences and fear of what lies ahead, as there will be new challenges to face and huge obstacles to overcome when one starts the career. What is it required to makes them successful ? Whatever might be the profession if we search for an answer to this questions there

are many answers. Some feel it is hard work, some say luck, some give credit to talent or to God. With so many answers we have never understood precisely what exactly is required. To become successful three most required things are -

1. Attitude
2. Skill
3. Knowledge

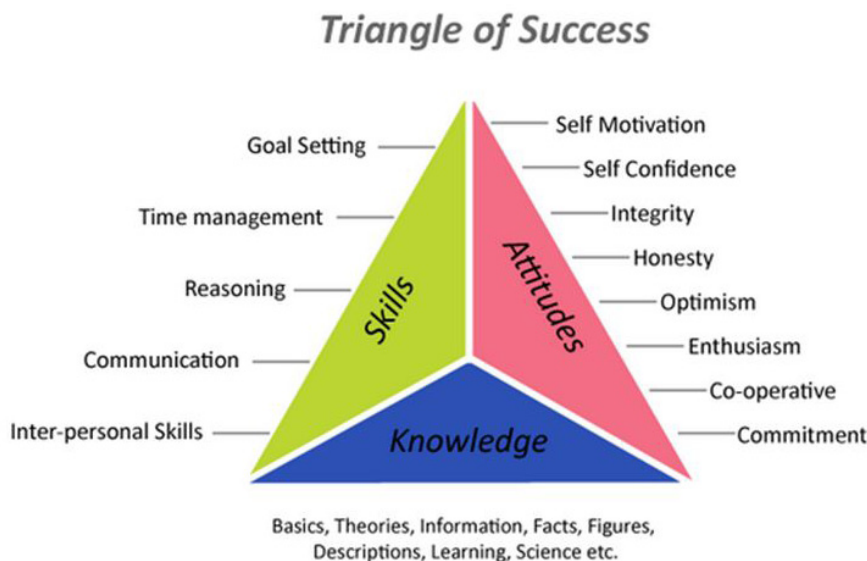


Figure No: 1 Triangle of Success

Attitude is the initial drive within us which pulls us from latent state to energetic state. Skill helps in doing things precisely and plays a very visible role in governing over other two. Knowledge is the foundation which supports the other two pillars. Attitude, Skill, and Knowledge comes to us only when we **ASK** for it. In ancient times, a disciple would yearn to learn from his Guru, suppressing his **Ego** and totally surrendering to him. Though it is necessary to surrender to our seniors, friends and even juniors to learn new skill. The society has given a new dimension for self esteem and will not let us surrender in this era, at least we can ask for the needful. There is a phrase *“The Squeaky wheel gets the oil”* this means that unless we ask for we will never get.

In Brihadaranyaka Upanishad there are conversations between the Sage Yajnavalkya and his wives Maitreyi and Katyayani. His wife Maitreyi asks him to teach her what he considers the best: Wealth or Knowledge, in the process of explaining her, Sage Yajnavalkya pours out his thoughts

which have made up as a section called Muni Kanda. This section was possible because Maitreyi asked him to gain knowledge. Asking is the source of gaining knowledge, and there is no shame in telling “I don’t know or I want to know.”

In a Gurukul after giving lessons to all the disciples at the end of the period of learning the Guru asks the disciples to tell him what they have learnt in the Gurukul. One disciple answers that he is now aware of Brahman, the other says he knows about creation, other says he is very well versed in science of Astronomy and so on. Lastly one of the disciple says, “Guruji what I learnt here is that I don’t know anything. And in the world outside this Gurukul if I need to know about something I have to ask for it.”

Guru then tells the disciples, “The important knowledge is to know that you don’t know”. There is a science behind this ASK:

Attitude is the science of knowing “WHY”

Skill is the science of knowing “HOW”

Knowledge is the science of knowing “WHAT”

With Attitude we are committed to the task which can be proficiently done with Skill and confidently approached by Knowledge acquired.

Why's How's and What's are the small words which can get us the answer for the most and vast unknown..... and of them all the most important question to search for the answers is “WHO AM I?” and most amazingly to get the answer to this question one need to ask himselfAm I Right???

Steps for managing change from campus to corporate:

- **Understand organization culture & Systems:** After joining, very first thing is to learn and understand the culture, rules, systems and the discipline of the organization. It should be followed honestly. For example company's uniform, attendance system, safety system etc. Initially, one must take efforts to know his employer and also the co-workers. It takes some time to achieve the task- understanding the people and climate of the organization. Till that time, he must be careful in his interactions as he is moving with different people with different temperaments. Sometimes, it will be very conducive and cosy; one may not always like his colleagues. It sometimes becomes difficult to tolerate them, as time passes one gets used to it as he comes to know the nature of people. Till that time good or bad one must patiently tolerate them. Planning the dress one would wear is also very important, unless the organization has a dress code. It should be appropriately as per the job profile. Coming to work on time is very important and it needs lot of effort. One should plan ahead the mode of transport and calculate the time taken to reach the office from residence. It is always better to familiar with the route and also familiar with some alternate routes in case of any eventuality like strikes in town, traffic problem etc.
- **Improve domain knowledge & Soft skill:** Domain knowledge refers to hard skills or technical areas that they learn by investing time in professional courses, degrees etc. These are measurable and universal. It is not required to modify them with every new situation. On the other hand, soft skills refer to how they behave in everyday life. These relate to how

people behave, communicate and listen to each other; how they engage, give feedback or cooperate as a team member in solving problems and resolving conflict. Given the nature of these skills, they are hard to quantify and measure. Interestingly, they need to be modified based on the situation. They should learn both these skills. They should learn & equipped with the concepts that will strengthen their domain knowledge. At the same time, they will have several opportunities to interact with a variety of people from different backgrounds and cultures that will give them a chance to build their soft skills. The decision, however, to build these skills lies entirely with them. Many people fail in building soft skills because of their ego or superiority complex. These are the people who face difficulties in the corporate world.

Possessing better softskills, the required technical skills, effective communication skills will help to improve courage and confidence. Making a first impression as an effective contributor will make the process of transition easier. Mannerism, behavior, the way one dresses up, the way one carries himself are some of the personality traits that set the tone for future success on the part of the employer. In today's competitive market these factors are very necessary. It not only helps in securing a job, it also helps to build strong employability -a necessary attribute to be successful in the chosen occupation and aids in developing one's individuality.

A corporate generally requires both domain knowledge and soft skills. Gone are the days, when your 'core job' was the essence. Today, your behavior and ability to deal with people at the workplace is of prime importance.

- **Exercise Self-discipline:** Self-discipline enables people to stay focused on a task and work on it until it is complete. Discipline to give task only the amount of time and effort they truly deserve.
- **Attitudes towards Other People:** The attitude you portray towards other people mirrors a reflection of how you actually feel about yourself. Belief in others- which is dramatically influenced by belief in yourself- is essential for good Inter personal relationship. Build relationship with those who can help you save time and enhance your productivity
- **Attitudes towards Practices & Procedures:** Constantly search for new and improved way of accomplishing your goals. Avoid becoming mindlessly devoted to a particular practice, Procedure

or policy. They should build an attitude for doing – S.I.I (Sustenance, Improvement & Innovation)

- **Attitudes Towards himself:** The attitude they adopt, the desire they hold and the determination they exhibit all contributes to patterns of time use and enhance their effectiveness.
- **Improve Self-image:** To strengthen self-image, one should begin today to identify specific attitudes that have stifled the success they desire and deserve. **Behavior patterns can be changed by these tactics:-**

1. By changing the attitudes that prompt them,
2. By deliberately practicing new behaviors until they become habits,
3. By associating with other successful people,
4. By reading self-improvement books and articles, and
5. By scheduling and consistent use of material related to personal effectiveness.

- **Planning & Goal Setting:** Transition from campus to corporate needs more attention to improve the ASK factors because it involves a better planning. Planning for change should take account of the personal goals and ambitions. The objective of the planning must ensure that they possess the necessary skills to enable them to cope up with the corporate culture and climate. Transition period is expected to be stressful and difficult, so proper planning will help to reduce anxieties and facilitate the person to adapt to the new environment successfully. For an individual, starting to work in an organization is a unique and critically important phase that needs a better planning and strategy to become successful.

Planning and goal setting are always powerful time savers. With them their efforts propel toward the progressive realization of the worthwhile, predetermined goals. They should not waste time. They should consider all blocks of time- small and large. It must be remembered, most time is wasted, not in hours, but in minutes. With determination, one can plan; find the time they need for planning. Improving their personal effectiveness depends on it. They should make habits that at the beginning of each week they should block out specific time to reserve for planning. It should be marked on calendar. Then they should follow the plan. If they do not

find time, then they should schedule properly.

They should learn to take SMART goals (Specific, Measurable, Achievable, Realistic & Time bond) and the goal should be in written form. Following are the importance of written goals-

1. **Written goals save time :** One should always know what have to do next. This saves their time.
2. **Written goals help measure progress:** Motivation is greatest when there are objective goals by which one can measure and monitor accomplishments.
3. **Written goals Produce motivation:** Written goals remind about mission and objectives.
4. **Written goals reduce conflicts:** They can identify conflicts between their priorities and eliminate damaging frustration.
5. **Written goals form a basis for action:** They can lose specific action steps for moving from the daydream stage to the reality of solid accomplishments.
6. **Written goals stimulate visualization:** With the plans written out they can visualize future results more easily and clearly.

- **Learn Data Analysis & Problem solving:** Fresher must learn the tools of problem solving and data analysis, so that they can use these skills to solve the real problems. They should learn different statistical tools for data analysis. They should also learn to use data analysis software packages. There are different certifying agency for training on data analysis and problem solving.

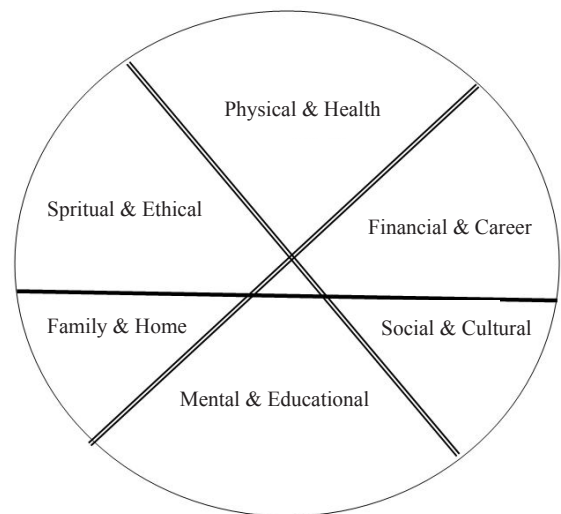


Figure No: 2 Managing work stress

Managing work stress by controlling priorities in Life

If one wants to survive in the corporate world he should be able to control priorities to balance the Wheel of Life. These will help them to manage the stress.

- **Financial & Career** - Consider the effect of finance on your ultimate career goals and priorities.
- **Physical & Health** - Set priority on eating nutritious meal, exercising and getting enough rest to be as productive as possible.
- **Family & Home** - Spend quality time to maintain meaningful relationship with members of the family.
- **Spiritual & Ethical** - Give attention to the values you want to demonstrate in your life.
- **Mental & Educational** - Continue to grow in knowledge of your career field and knowledge of the world in general.
- **Social & Cultural** - Develop a broad circle of friends with whom you have mutual interests

Putting affirmation & visualization

Affirmation has been given many names- self-motivation, self-commands, auto-suggestion. An affirmation is simply positive declaration of something you believe to be true or something you expect to become true. The most effective affirmations are those which you compose yourself, based on your goals and on your own ideas. They should use affirmations as positive material for their mind to act upon in building constructive attitudes. If they feed their mind with negative ideas, it can only respond negatively. But when you give it constructive, confident directives, it responds with positive motivation for productive action. It is a useful technique for focusing creative power on goals is the practice of visualization- the force that transforms the dreams into reality.

10 Tips for survival & succeed during transition:

1. Learn, unlearn & relearn.
2. Develop positive attitude
3. Exhibit Professionalism.

4. Always be punctual.
5. Follow the rules, system and disciplines.
6. Understand properly before jumping to any conclusions.
7. Be polite & communicate properly.
8. Find a mentor to guide in the career path.
9. Always stick to deadlines.
10. Make a good first impression

Making a successful transition from campus to corporate is the very challenging and it can become very successful if plan properly to bridge the gap for improving domain knowledge and soft skills.

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