

## 07 / Management Parables-1

From: "swati jadhav" <swatirj@yahoo.com>  
To: "S. M. Vaidya" <smv2004@mtnl.net.in>  
Subject: Fw: The Donkey & the Dog New story - The Corporate Way  
Date: Saturday, October 31, 2009 7:53 AM

--- On Wed, 10/28/09, Desai, Sandesh (SV) <[dsandesh@dow.com](mailto:dsandesh@dow.com)> wrote:

From: Desai, Sandesh (SV) <[dsandesh@dow.com](mailto:dsandesh@dow.com)>  
Subject: **The Donkey & the Dog New story - The Corporate Way**  
To:  
Date: Wednesday, October 28, 2009, 9:28 AM

The Donkey and the Dog- Read and think-You may find one in your midst

There was once a washer man who had a donkey and a dog. One night when the whole world was sleeping, a thief broke into the house, the washer man was fast asleep too but the donkey and the dog were awake. The dog decided not to bark since the master did not take good care of him and wanted to teach him a lesson.

The donkey got worried and said to the dog that if he doesn't bark, the donkey will have to do something himself. The dog did not change his mind and the donkey started braying loudly.

Hearing the donkey bray, the thief ran away, the master woke up and started beating the donkey for braying in the middle of the night for no reason.

**Moral of the story "One must not engage in duties other than his own"**

**Now take a new look at the same story... The Corporate way!!!!!!**

The washer man was a well educated man from a premier management institute. He had the Fundas of looking at the bigger picture and thinking out of the box. He was convinced that there must be some reason for the donkey to bray in the night. He walked outside a little

and did some fact finding, applied a bottom up approach, figured out from the ground realities that there was a thief who broke in and the donkey only wanted to alert him about it. Looking at the donkey's extra initiative and going beyond the call of the duty, he rewarded him with lot of hay and other perks and became favourite pet.

The dog's life didn't change much, except that now the donkey was more motivated in doing the dog's duties as well. In the annual appraisal the dog managed "ME" (Met Expectations).

Soon the dog realized that the donkey is taking care of his duties and he can enjoy his life sleeping and lazing around.

The donkey was rated as "star performer". The donkey had to live up to his already high performance standards. Soon he was over burdened with work and always under pressure and now is looking for a NEW JOB

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Disclaimer: All characters in the story are not at all imaginary. Any resemblance to person living or dying of work is purely intentional.

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----- Forwarded message -----  
From: <SAWANT.NILESH@mahindra.com>  
Date: Thu, Oct 15, 2009 at 2:30 PM  
Subject: FW: THE SEED  
To:

-----Original Message-----  
From: MARSHAL THOMAS  
Sent: Thursday, October 15, 2009 11:56 AM  
**Subject: FW: THE SEED**

A successful business man was growing old and knew it was time to choose a successor to take over the business.

Instead of choosing one of his Directors or his children, he decided to do something different. He called all the young executives in his company together.

He said, "It is time for me to step down and choose the next CEO. I have decided to choose one of you. "The young executives were shocked, but the boss continued."I am going to give each one of you a SEED today - one very special SEED. I want you to plant the seed, water it, and come back here one year from today with what you have grown from the seed I have given you. I will then judge the plants that you bring, and the one I choose will be the next CEO."

One man, named Jim, was there that day and he, like the others, received a seed. He went home and excitedly, told his wife the story. She helped him get a pot, soil and compost and he planted the seed. Everyday, he would water it and watch to see if it had grown. After about three weeks, some of the other executives began to talk about their seeds and the plants that were beginning to grow.

Jim kept checking his seed, but nothing ever grew.

Three weeks, four weeks, five weeks went by, still nothing.

By now, others were talking about their plants, but Jim didn't have a plant and he felt like a failure.

Six months went by -- still nothing in Jim's pot. He just knew he had killed his seed. Everyone else had trees and tall plants, but he had nothing. Jim didn't say anything to his colleagues, however. He just kept watering and fertilizing the soil - He so wanted the seed to grow.

A year finally went by and all the young executives of the company brought their plants to the CEO for inspection.

Jim told his wife that he wasn't going to take an empty pot. But she asked him to be honest about what happened. Jim felt sick to his stomach, it was going to be the most embarrassing moment of his life, but he knew his wife was right. He took his empty pot to the board room. When Jim arrived, he was amazed at the variety of plants grown by the other executives. They were beautiful -- in all shapes and sizes. Jim put his empty pot on the floor and many of his colleagues laughed, a few felt sorry for him!

When the CEO arrived, he surveyed the room and greeted his young executives.

Jim just tried to hide in the back. "My, what great plants, trees, and flowers you have grown," said the CEO. "Today one of you will be appointed the next CEO!"

All of a sudden, the CEO spotted Jim at the back of the room with his empty pot. He ordered the Financial Director to bring him to the front. Jim was terrified. He thought, "The CEO knows I'm a failure! Maybe he will have me fired!"

When Jim got to the front, the CEO asked him what had happened to his seed - Jim told him the story.

The CEO asked everyone to sit down except Jim. He looked at Jim, and then announced to the young executives, "Behold your next Chief Executive Officer!"

His name is Jim!" Jim couldn't believe it. Jim couldn't even grow his seed.

"How could he be the new CEO?" the others said.

Then the CEO said, "One year ago today, I gave everyone in this room a seed. I told you to take the seed, plant it, water it, and bring it back to me today. But I gave you all boiled seeds; they were dead - it was not possible for them to grow.

All of you, except Jim, have brought me trees and plants and flowers. When you found that the seed would not grow, you substituted another seed for the one I gave you. Jim was the only one with the courage and honesty to bring me a pot with my seed in it. Therefore, he is the one who will be the new Chief Executive Officer!"

**"Whatever You Give To Life, Life Gives You Back"**

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From: "swati jadhav" <swatirj@yahoo.com>  
To: "S. M. Vaidya" <smv2004@mtnl.net.in>  
Subject: FW: Indian Lessons in Marketing  
Date: Thursday, October 29, 2009 4:25 PM

--- On Wed, 10/28/09, Desai, Sandesh (SV) <[dsandesh@dow.com](mailto:dsandesh@dow.com)> wrote:

From: Desai, Sandesh (SV) <[dsandesh@dow.com](mailto:dsandesh@dow.com)>  
Subject: FW: Indian Lessons in Marketing  
To:  
Date: Wednesday, October 28, 2009, 9:28 AM

### **Indian Lessons in Marketing**

Three contractors are bidding to fix a broken fence at the White House. One from Bangladesh, another from India and the third, from China.

They go with a White House official to examine the fence.

The Bangladesh contractor takes out a tape measure and does some measuring, then works some figures with a pencil.

"Well", he says, "I figure the job will run about \$900. (\$400 for materials, \$400 for my team and \$100 profit for me)".

The Chinese contractor also does some measuring and figuring, and then says,

"I can do this job for \$700. (\$300 for materials, \$300 for my team and \$100 profit for me)".

The Indian contractor doesn't measure or figure, but leans over to the White House official and whispers, "\$2,700."

The official, incredulous, says, "You didn't even measure like the other guys!

How did you come up with such a high figure?"

The Indian contractor whispers back, "\$1000 for me, \$1000 for you, and we hire the guy from China to fix the fence."

"Done!" Replies the official.

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