The Calling Card Syndrome

Just as work is only a subset our life’s identity, the Calling Card becomes an integral part of our work identity. It is unmindful to use it as a barometer to measure and try to judge a person in a limited sphere. Here’s for us to pause and think, if we are “missing the woods for the trees”! An article by Aparna Sharma.

Coaching in your workplace

Coaching should not be treated as a remedial approach for underperformers or sticky employees. Instead, the Coaching activity must be recognized at par with other values management approaches. Most importantly, the focus should be on creating a Coaching Culture by establishing that coaching takes place across the organization and at all levels, functions and locations. An article by Dr. Sunil Kr. Kapoor.

Are your learning programs bring effective change?

There has been a tendency to come out with a laundry list of training programmes without understanding the real need of the business. Conducting such kind of learning programmes will only result in waste of time, money, effort and resources. An article by S. Ramachandran.

Impact of SAIL Judgment on Contract Labour engagement

The concept of automatic absorption of Contract Labour is no more a sine qua non in the establishment of the Principal Employer when a notification by appropriate Government is issued under section 10 (1) of the CLRA. An article by Deepanjana Dey.

Misuse of powers by EPF Authorities

Employees’ Provident Fund Scheme is a novel scheme in many ways, India can boast of having this Scheme from 1952, when most of the countries of the world did not have even thought of it. That is the reason that great emphasis has been laid on safeguarding this Scheme for the benefit of the employees. An article by H.L. Kumar.

Government Notifications

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NOTIFICATION UNDER MINIMUM WAGES ACT-U.P. GOVT.
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The Calling Card Syndrome

Aparna Sharma

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For a lot of people, "who they are" is determined by the "work they do". In other words, their 'work' determines their 'identity' and defines them. Am sure you would have noticed or observed this or maybe you are also in the same boat. Whatever may be your experience, it is important to take cognisance of this, especially since the drivers here are external. The 'relational identity' of how one is known by the society or the world at large!

I have been reflecting on this for a while now as I witness people, their behaviour and also situations shared or encountered by friends and fellow professionals.

Are you also suffering from The Calling Card Syndrome? I coined this term listening to experiences shared by numerous people from different walks of life. Let me recount some of these experiences to explain the nuances of this bug that has bitten quite a lot of people.

A 'Calling Card' in other words is a 'Visiting Card' or a 'Business Card' which has your name, name of the company, logo and designation (if applicable), address, email id, contact numbers, and identity. The more known the company and the expertise they possess, including the logo, name of the firm, your value is directly proportional to the Name and Brand of the organization employed by a Corporate, your value is directly proportional to the Name and Brand of the organization.

Identity, the 'Calling Card' works as the 'identification mark'. Drawing a simple parallel, while making a new passport or renewing one, the passport application form asks for your 'identification mark' and is sometimes also cross-checked by the official during the personal interview at the passport office. Similarly, have you participated in a seminar or conference where the first thing a fellow participant asks you or hands over to you, either before or after shaking hands, is the so called Calling Card?

In fact, the need and demand for The Calling Card starts from the Registration Desk of the conference/seminar. You would find a bowl kept where you would be requested to hand them in to their assistant to organise for the purpose of sending Diwali Greetings or Seasons Greetings.

So, just as an email id in today's times is your virtual address and identity, the Calling Card has been known for one's identity since a long time, especially in the professional domain. What irks me basis all the experiences shared by people, is that one's value increases or decreases basis the Calling Card you possess. If you're employed by a Corporate, your value is directly proportional to the Name and Brand of the organization and your designation. The more known the company and brand, the bigger fancier your designation, the higher your value in the eyes of the fraternity or audience. Isn't this bizarre?

Is one's worth and value appended/reduced based on the Calling Card you carry? What about all your achievements, accomplishments, experiences which are not depicted through the Calling Card? Does one demean oneself or doubt one's self worth in the absence of one?

Environment, it seems like demonstrating an act of one upmanship and getting the better of others. Have our standards and measures of success become so hollow that we dismiss "the person" and "their experiences shared or a lot of people, is that one's value increases or decreases basis the Calling Card you possess? Does one demean oneself or doubt one's self worth in the absence of one?

Just as work is only a subset our life's identity, the Calling Card becomes an integral part of our work identity. It is unmindful to use it as a barometer to measure and try to judge a person in a limited sphere. Here's for us to pause and think, if we are "missing the woods for the trees"!

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