

SWITCHING PEOPLE ON



Vijay Michihito Batra is driven to spread the message of positive thinking and work ethic since 1998 in India. Electrifying, intensely involved, down to earth, amazingly humorous, extremely driven, passionately connected, highly effective are some of the adjectives participants have used to describe him. He believes in an anchoring thought that he lives by "the harder you work, easier life becomes, the easier you work, harder life becomes." He has been driven by a mission he created early in his life - "I am an ordinary man with extraordinary desires, and I will persevere till I become an extraordinary man with ordinary desires." He is known to infect his participants with intense beliefs and desire to succeed.

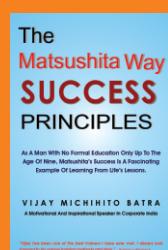
Vijay brings a unique blend of Indian, Japanese and American ways of success and ensures that he connects to his audience. Having worked in India, Japan and America over extended periods of time, he has realized the principles of success which are universally applicable, and shares it in a manner that facilitates transformation.

Vijay received his education in India, America and Japan. After completing school and graduation from India, he did his MBA from the University of Pittsburgh in 1986. After his MBA he was sponsored by Fujitsu for a 6 month intense training course at JAIMS (Japan America Institute of Management Sciences) in Hawaii graduating with a diploma in Japanese Management.

Vijay then joined Kankaku Securities, an investment bank belonging to Daiichi Kangyo Bank group in 1987 in Tokyo, Japan. Vijay Worked in Kankaku from 1987 till 1998. Of the years that he spent with Kankaku Securities he spent 2 years in Japan and 9 years in America.

Through his international exposure, Vijay has gained insights into ways by which success is achieved. He focuses on creating enabling beliefs, which trigger the desire in his participants to develop skills that lead to success and happiness.

He believes that adult education is a combination of learning and un-learning. He guides the participants to become aware of their limiting beliefs and leads them to unlearn the limiting beliefs and learn enabling



beliefs. He uses a combination of techniques that ensure effective learning and unlearning takes place to create transformation during the short duration of the workshop.

He honed his skills as a facilitator of adult learning at the PHP Institute, a Think Tank affiliated to Panasonic, founded by Matsushita Konosuke, considered to be the ultimate authority in management and leadership in Japan. Vijay has authored a book "The Matsushita Way – Success Principles" based on Konosuke Matsushita's life lessons.

He has authored books such as "Switch On"- a "How to do what is important" book, "The Matsushita Way Success Principles" & "Think There is a Better Way" - a compilation of his experiences. Over the years he has studied successful people, and their successful ways. The book contains his learnings from his studies and he has put them in form of anecdotes and tips that will help the reader understand better ways of fulfilling their responsibilities.

Vijay practices the art of effective questioning, asking questions such as "Why do you work?" to "why did you join the organization in which you work?" Often the answers given are pre-conditioned and not pre-

thought. The participants realize that working for money is not the primary reason; working to become better is the primary reason. Similarly the primary reason to join an organization is to make the organization better; in the process the individual becomes better.

He asks questions such as "What is the opposite of "happiness"? Many answer it as "sadness" and he impresses upon the participants that it is "boredom." If we engage ourselves in our lives at work and at home, we vibrate with positive energy. Similarly many confuse patience and tolerance, punishment and torture to be synonyms. When participants become clear that patience is active and tolerance is passive, punishment is an act by which a person becomes better, whereas torture makes a person bitter, clarity leads to focus and results.

Having interacted with over 3,00,000 participants in over 3000 workshops. His amazing breath of experiences, encountering innumerable questions and situations, has made him an "Outlier." Vijay owes his vast and varied experience to the rare ability to connect to small intimate groups of just ten participants for duration of three days, to large group of a hundred to 5,000 for duration as short as 30 minutes. He has conducted over 15,000 hours of active learning sessions.

Vijay is intensely involved in guiding a team of 30 professionals to impart and facilitate ways to enhance peoples lives through positive thinking. He is keenly involved in writing books and articles. His team is committed to creating and marketing items that further positive thinking like the Desk Planners, Wall Planners, Posters, Playing cards, Thinking kits and many other innovative items. People who know him closely identify him as to possessing a single-minded pursuit to deepen the understanding and impact of sowing seeds of Positive Thoughts in People's Minds to make Life Better. It is a mission typified by his Training Organization, Think Inc. Taking it further to a new platform and steadily expanding its reach is Think Media Inc.

Vijay also coaches one on one successful entrepreneurs and senior executives to overcome challenges and create new thought processes by learning the art of questioning and challenging limiting assumptions to scale new heights. Living in Japan, India and America in the impressionable part of his career has been a wide exposure, allowing him to see things through a new lens and facilitate his coachee to gain new perspectives. He is truly enjoying living in a flat world and is constantly helping the Indians, Japanese and the Americans to understand the dynamics of the new flat world. He conducts sensitization workshops for Indians wanting to succeed with the Japanese and for the Japanese wanting to succeed in conducting business in India. In all his interactions, he is constantly striving to create the energy among participants to pursue success and happiness. Like the Japanese constantly are wishing each other "gambatte kudasai" he also drives people to do their best, and not rely on luck, chance or fate.

A master of his technique, Vijay is known to "switch people on"- a technique that he introduced and has constantly been improving it since. "Switching on" is a powerful technique that anchors the pillars of success and happiness which are:

- 1. To work with a sense of commitment not compulsion,**
- 2. By creating more want to than have to,**
- 3. Think of targets to be achieved as important and not difficult,**
- 4. Function by creating better designs, and not by default,**
- 5. Learn, don't blame**
- 6. Take challenges as puzzles, not problems i.e. think; not worry;**
- 7. Be in the and mode not or, i.e. include dont exclude by focusing on Essentials not Inessentials;**
- 8. Add Strength not nuisance;**
- 9. Live life by choice not chance.**

Vijay has conducted workshops in:

Hyundai Motors India Limited, Maruti Udyog, JSW, General Motors, Skoda, Porsche, Audi, Eicher Commercial Vehicles, Mahindra Trucks & Buses, New Holland Tractors, Hero Motors, Airtel, Vodafone, Reliance, Aircel, Idea, TATA Docomo, Ericsson India, Alstom, Areva, American Express, Samsung, Philips, Whirlpool, Essar Power, NDPL, NEC-HCL, HCL, Dell, CSC India, Magnetti Marelli, Motherson-Sumi, Volkswagen, SAP labs, Dainik Bhaskar, Ranbaxy, Torrent Pharmaceuticals, Panacea Biotech, Siemens Hearing Aids, Virbac, Spectranet, Jindal Power And Steel, Apollo Munich, Aviva, Oberoi, Leela Kempinski, Jaypee Hospitality.

