

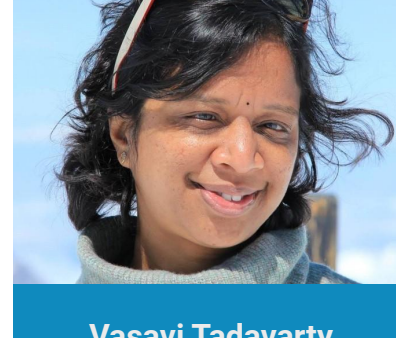
# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak

### What is the 'Circle of Influence'?

An approach to simplify your life and be happier.



**Vasavi Tadavarty**  
Director – Delivery & Customer Success

We are entering into a brand New Year yet again. It is time for us to pace down a little bit and reflect on ourselves. I take this opportunity to introduce all of you to a powerful concept of the "Circle of Influence", introduced in the book "7 Habits of Highly Effective People" by Dr Stephen Covey. Dr. Covey talks about this topic in the chapter "Habit 1 - Be Proactive".

First let us talk about the Circle of Concern. This includes all those things that are not under our control, e.g. weather, politics, what people think about us, other people's mistakes, other people's opinions, etc. So now, what is the Circle of Influence? It is all the things that we can control, e.g. our attitude, our values, our principles, education, skills we learn, hobbies, habits, etc. It is all about an 'Inside-Out' approach.

There are two ways to live life. First is to be reactive. People who are reactive tend to complain about the circumstances around them and don't take ownership for anything. The other way to live life is to be proactive. People who are proactive decide that their purpose is to determine their lives and not to let it be determined by conditions. Proactive people don't complain about the things they cannot control. However, they do focus on the things that they can control and work on improving themselves.

Let us consider a couple of examples to understand this concept better.

In our professional life, take a scenario where we have successfully delivered all the user stories on time and deployed the content for Business UAT. The client executes the UAT and brings up a couple of changes that are very business critical. A reactive team in this situation, will be disturbed about this circumstance as there will be rework and the eze cycle to be executed again. A proactive team in the same situation will accept the decision, revise the MVP by articulating additional requirements in detail, obtain sign off from the client, prepare the revised plan, communicate to all the stakeholders, implement and deploy to production, perform a good retrospective together with business to learn from this situation and take required steps to deal with them on time from next release.

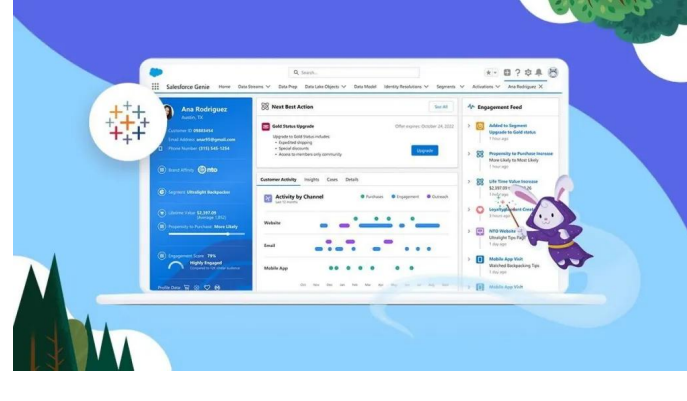
In our personal life, let us imagine that we have planned for a fantastic outdoor vacation. All of a sudden the weather changes and there are heavy rains. Sounds familiar? A reactive person would tend to blame others in the family for bad planning, weather changes, being unlucky, bad time, etc. A proactive person will understand that there is nothing much we can do about it. Instead, we just chill indoors, eat good food, take good rest and spend quality time with family as that is the purpose of the vacation anyway.

As we can see, there are always countless ways to respond to a situation, we just have to think. By responding to a situation proactively, we increase our circle of influence. The bigger the circle, the more we are successful in all walks of life.

My wish for everyone in this new year is to always be proactive. Use those few seconds between stimulus and response to identify whether something is in our circle of influence and then respond accordingly. This will help us to use our time effectively and always be happy.

Wish you all a Happy and Fantastic New Year 2023 with your loved ones!

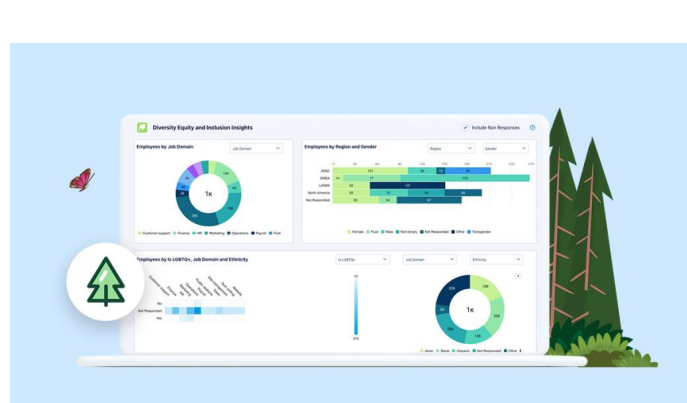
## Salesforce News Feed



### Genie Customer Data is now Powered by Tableau

Every company can easily become a customer company, thanks to the Salesforce Genie Customer Data Cloud. Genie is now powered by Tableau, and processes more than 100 billion customer records on a daily average.

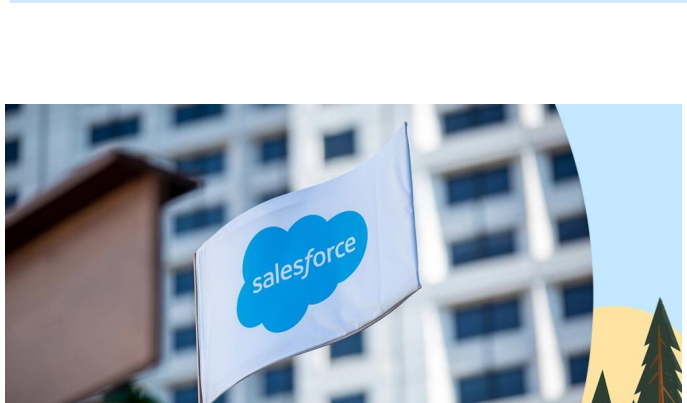
[Read more](#)



### Salesforce's ESG Solution Automates Investor Reporting

With 'Automate ESG Reporting', businesses can manage Environmental, Social, and Governance data in real time and quickly create reports tailored to specific frameworks, saving time and money.

[Read more](#)



### Bret Taylor will step down as Salesforce's Co-CEO

Bret Taylor will no longer serve as the Vice Chair and Co-CEO of Salesforce, effective January 31, 2023, at which point, Marc Benioff will be the Chair & CEO.

[Read more](#)

## Latest News @ Infoglen

### All Hands Meet - November 2022

On 30 November, Infoglen organized its monthly AHM. Guest Speaker, Faisal Ahmed, conducted a session on 'Developing a Customer Mindset'. Faisal has had experience in multiple roles like Program Management, Transition Management, Scaled Agile Delivery, Digital Transformations, etc, working with global clients like Alcatel Lucent, Ericsson, AT&T, Nokia and many more. Here are some key takeaways from the session:

- Teams that are more customer driven have leaders modeling and supporting customer-driven behavior, such as frequently sharing customer learnings, asking customer-focused questions, celebrating customer impact and learning more than shipping features
- Teams that are more customer driven tend to have specific customer-focused processes operationalized into the ways they build products and run the business, by making such processes just "part of the job", leveraging customer-first language, measuring not only business outcomes but also customer outcomes, having supportive managers that make customer focus a priority
- The difference between customer outcome and business outcomes is that the latter is what the customer asked for and what you delivered, while the former is what the customer really needed/wanted or what really made an impact to the customer's profitability, revenue, etc.

### Women Infoglenners Circle (WI Circle)

#### December 2022



### Warmest Greetings of the Festive Season!



## From the Marketing Desk

### How to Market Yourself at the Workplace

#### Five tips to showcase your strengths

- **Demonstrate Your Expertise:** Show your co-workers and supervisors that you are knowledgeable about your job and the Salesforce technology industry by sharing your expertise in meetings, networking with other Salesforce professionals outside work, and participating in educational opportunities. Establish yourself as a knowledgeable resource for Salesforce topics by going through Salesforce content, speaking at events, and participating in forums outside of work as well.
- **Create Relationships:** Connect with other Salesforce professionals at work, share your knowledge, learn from their experiences. Invest yourself in relationships you build with your co-workers and supervisors, and if possible, their supervisors as well. You can do this by attending work-related events, bringing positivity and warmth to the workplace, and volunteering to help out with projects.
- **Be Proactive & Take the Lead:** Be the one to suggest new ideas or solutions to problems. Show initiative by coming up with creative ideas and taking ownership of them. Don't wait for someone else to take the lead on a project. Show that you can take charge and manage tasks independently.
- **Keep Learning:** Keep up-to-date on the latest Salesforce developments and trends. A great way to achieve this is by engaging with the rich and vibrant Salesforce community online. Join Salesforce-related groups on LinkedIn, follow relevant hashtags on Twitter, follow Salesforce experts, participate in Salesforce events such as Dreamforce and TrailheadDX, join Salesforce user groups, utilize Salesforce's online resources such as AppExchange, Trailhead, and the Salesforce Developer Community to further your knowledge and find solutions to common problems. Salesforce also offers some great free webinars, and there is always something new to learn on Trailhead.
- **Build Your Personal Brand:** Create a professional online presence by using social media to share your knowledge and industry insights. This can help you stand out from the crowd, increase your visibility and credibility, and help you connect with potential mentors. Here are some quick tips to get you started: First, identify what do you want to be known for? Second, choose your platforms. Will you focus on social media, blogging, or a combination of both? And finally, stay consistent with your messaging, content, and activities.