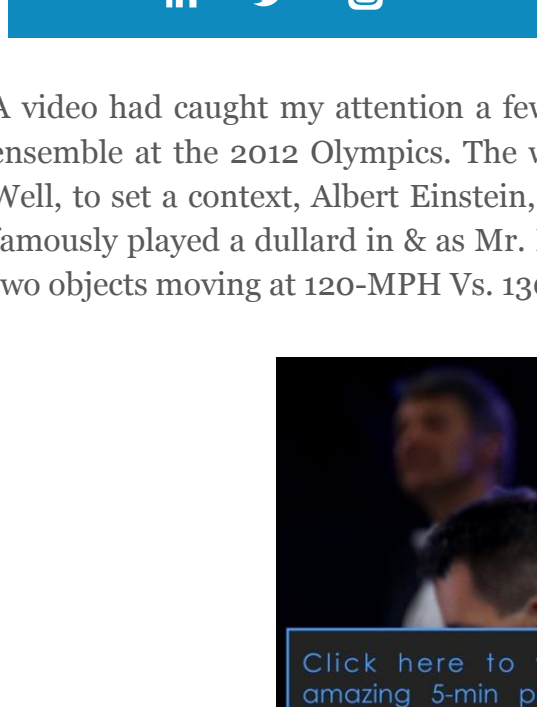


InfoBuzz

REACHOUT RELAX ENJOY

Leaderspeak

"Winners are not made by sacrificing what's vital for what's immediate, but by tackling the urgent problems, yet managing to secure their future with a smile on their face, and a cigar in their hand!"
— Ram R.



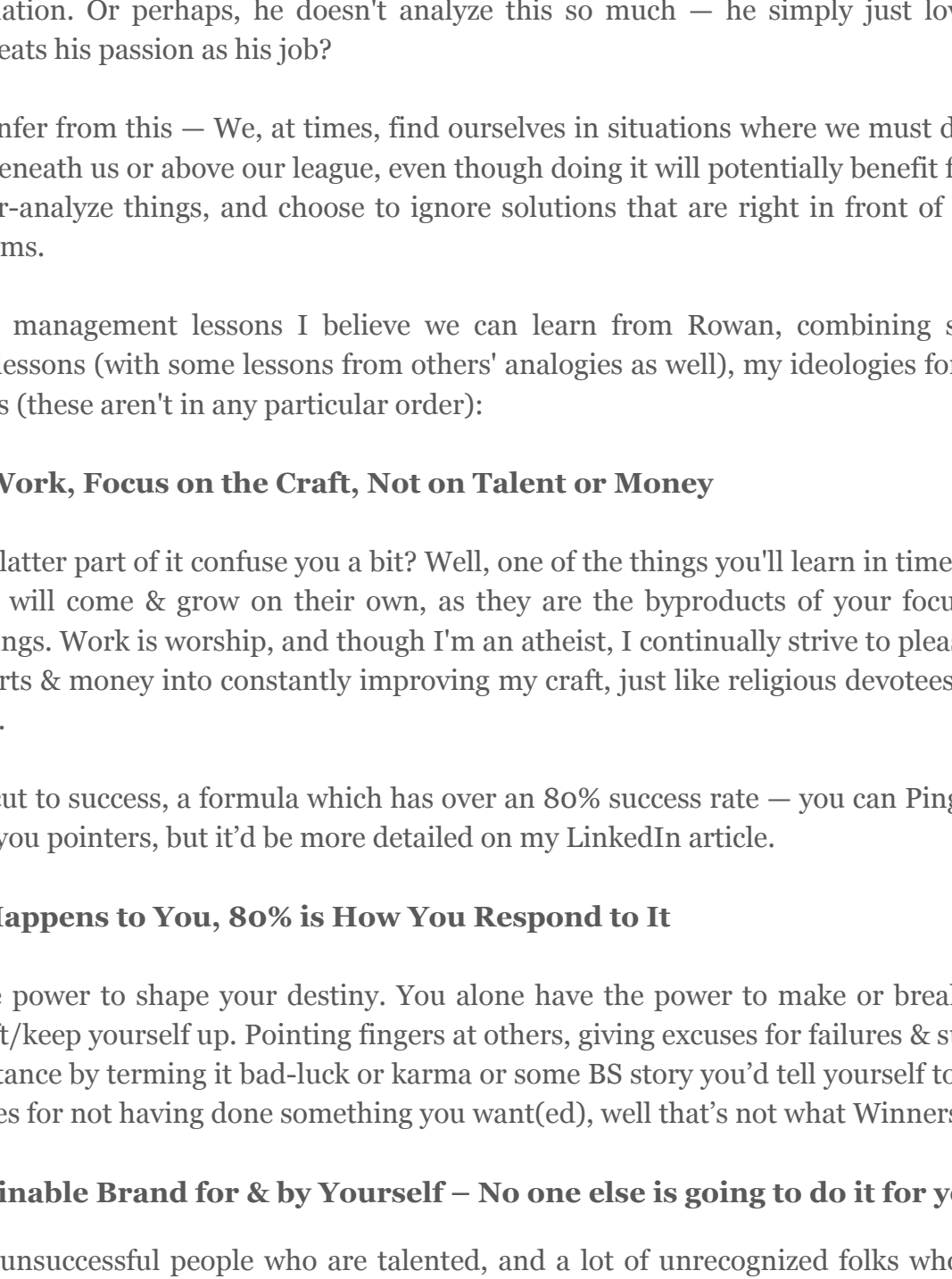
Ram Ramalingam
Chief Marketing Officer



What you're about to read is a combination of some key truths of life, simple ways of solving our problems, and some secrets to lead a worry-free life of joy, fulfillment, and success. Well, it sounds like I'm selling snake-oil, but no. I'm living that life, and I wanted to share my tenets, best practices, and life philosophies with you all. Why, what's my intention, you'd ask? Well, other than searching for something powerful to write on this Leaders Speak section, I wanted to open my playbook to you all on the Whats, Whys & Hows of life — explain how I play the game of life, but like every great thing in life, this too ain't going to be Free! This article contains snippets of it, for now.

I intend to actively start writing articles on LinkedIn, which would lay down the foundation for my book-release in 2024/25. Most of the analogies, ideologies, idioms, or acronyms, et al. are my own and are trademarked, while others are referenceable & commonly available. Follow me on LinkedIn to know when the articles, addressing all the below points in some detail, releases.

A video had caught my attention a few years ago of Rowan Atkinson, aka. Mr. Bean, performing in a musical ensemble at the 2012 Olympics. The way he portrayed himself during his performance, blew my mind! Why? Well, to set a context, Albert Einstein, who's a classified Genius, is said to have had an IQ of 160. Rowan, who famously played a dillard in & as Mr. Bean, has an IQ of 178! And FYR, a difference of 1-IQ point is like that of two objects moving at 120-MPH Vs. 130-MPH — so do your math!



Click here to watch an amazing 5-min performance by The Mr. Bean, aka, Rowan Atkinson, performing live at the 2012 London Olympics!

I was thinking, shouldn't Rowan feel offended with the rest of us for laughing at him, and stereotyping him as a fool? Or is he proud of himself for being such an amazing artist, who successfully sold us the idea that he was just a funny fool with zero/limited words, whereas in reality, he happens to be a genius and part of top 0.0001% of the world population. Or perhaps, he doesn't analyze this so much — he simply just loves playing these character(s), and treats his passion as his job?

But, here's what I infer from this — We, at times, find ourselves in situations where we must do something that we deem is either beneath us or above our league, even though doing it will potentially benefit few/many around us. We usually over-analyze things, and choose to ignore solutions that are right in front of us that can solve most/all our problems.

So, here are some management lessons I believe we can learn from Rowan, combining some of my own concoctions of life-lessons (with some lessons from others' analogies as well), my ideologies for success, and my definition of success (these aren't in any particular order):

1. Respect your Work, Focus on the Craft, Not on Talent or Money

Surprised? Did the latter part of it confuse you a bit? Well, one of the things you'll learn in time is that the things you don't focus on will come & grow on their own, as they are the byproducts of your focus and dedication toward the right things. Work is worship, and though I'm an atheist, I continually strive to please my own self by investing time, efforts & money into constantly improving my craft, just like religious devotees constantly strive to please their gods.

But, I have a shortcut to success, a formula which has over an 80% success rate — you can Ping me 1X1 if you're interested, I'll give you pointers, but it'd be more detailed on my LinkedIn article.

2. 20% is What Happens to You, 80% is How You Respond to It

You alone have the power to shape your destiny. You alone have the power to make or break yourself, to put yourself down or lift/keep yourself up. Pointing fingers at others, giving excuses for failures & success, or playing a victim of circumstance by terming it bad-luck or karma or some BS story you'd tell yourself to calm your mind, and/or given excuses for not having done something you want(ed), well that's not what Winners do!

3. Create a Sustainable Brand for & by Yourself — No one else is going to do it for you

There are a ton of unsuccessful people who are talented, and a lot of unrecognized folks who are geniuses (& often inventors!). Alex Lodygin, Harvey Hubbell & Nicola Tesla, including a few others, actually invented Electricity, not Edison, like we were taught. Alessandro Volta came up with the idea first, and built the first-ever practical method of generating electricity (called The Voltaic Pile) 79-years before Edison patented it! Humphrey Davy created the light bulb almost 40-years ago but Edison unveiled it.

So, one thing Edison did, apart from stealing an idea (just like Newton in one of his theories), is he created a sustainable brand, albeit a false one.

4. Understanding What's Success

Success means Not Having to Worry about making Money, or hampering Relations, or maintaining a great Work-Life Balance, or how much your Neighbor's Dog Barks! You can achieve this state both as a capitalist, or as a monk, but since you're reading this, I deduce that you're the former.

5. Nothing is Ever a 100% — Be Selfish about Your Goals & Happiness!

We've been tuned by the society, our families and often by their respective mediocre ideologies to not only uphold some of those ideologies, but also to blatantly follow their self-made rules on what's possible & what's not, what's right & what's wrong, what's good for you & what's bad, et al. Remember, nothing in life is ever a truly selfless act, whatever you do, you'd derive joy & satisfaction from it. So embrace your selfishness, and use it to help bring joy to others. The by-product of this action would make the world a better place.

6. Be Smartly Lazy — Never Struggle, Be Ready to Work Hard, Aim to Work Smart!

Everyone struggles, but nothing great has ever been achieved by just struggling. Focused hard-work on the other hand, combined with Smart Work — absolutely! The key is to tune your mind to find the quickest, most efficient way(s) to do something — least efforts, with maximum results. I wanted to keep this one short for a change, which, by the way, is NOT the only constant in life, unlike most say! :-)

There are 18 such points, but here's a sneak peak of three more to get it to 50%:

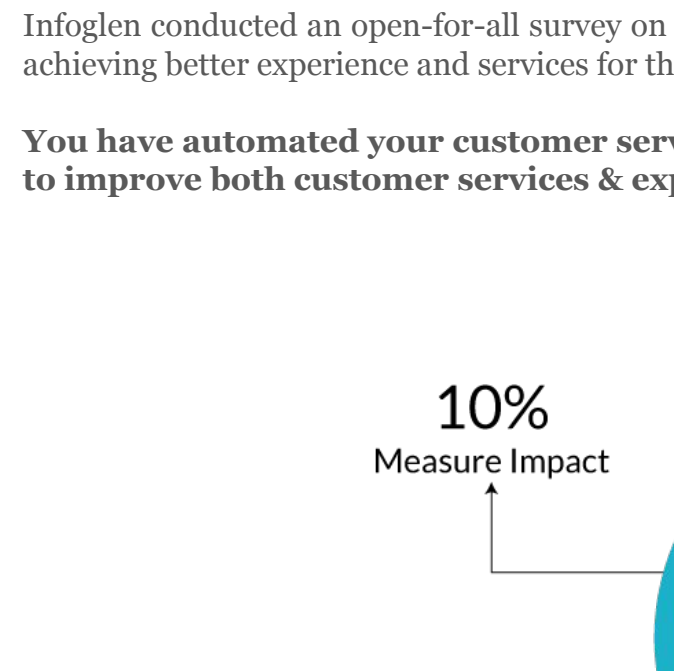
7. Live Life like You're Working at a Call Center

8. In Life, Pack Light and Travel Lighter

9. Winners & Losers — Who Are You?

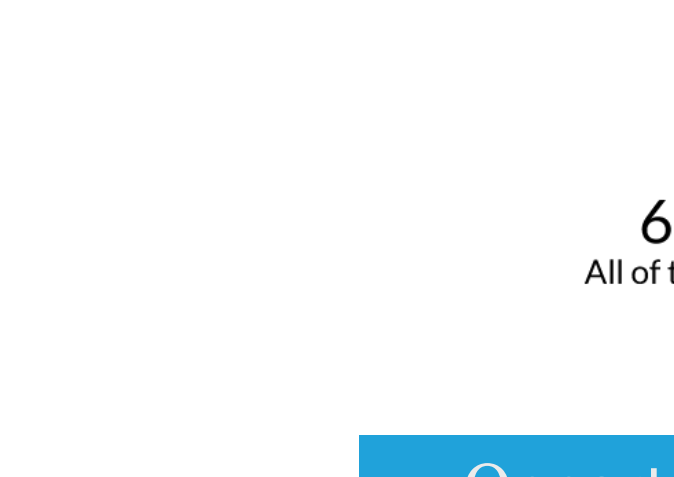
Follow me on LinkedIn to be notified when the fairly detailed article drops on each point above! The book will be really elaborate, just wait till 2024/25.

Salesforce News Feed



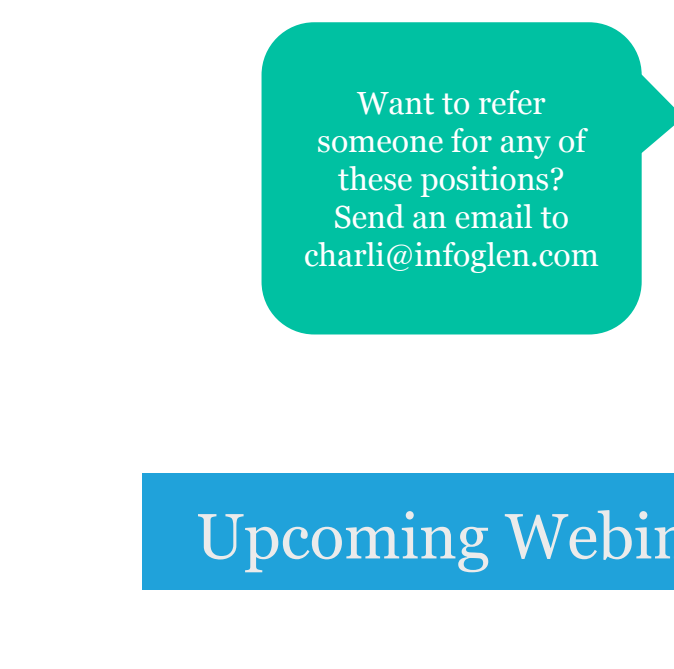
Salesforce completed its acquisition of Slack Technologies, Inc., a proprietary business communication platform, to together deliver the Slack-first Customer 360 that gives companies a single source of truth for their business.

[Read more](#)



Salesforce Ventures' \$150 million Impact Fund has now invested in 28 companies — 60% of which have a female or underrepresented minority founder or CEO.

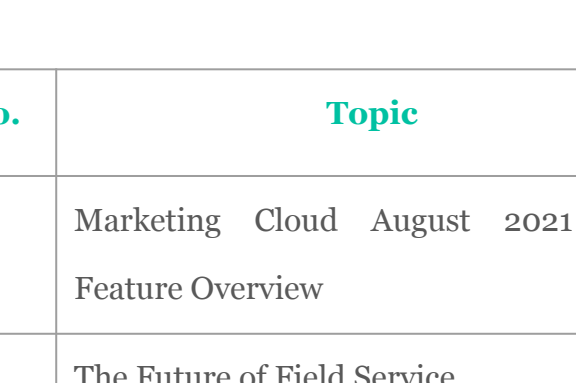
[Read more](#)



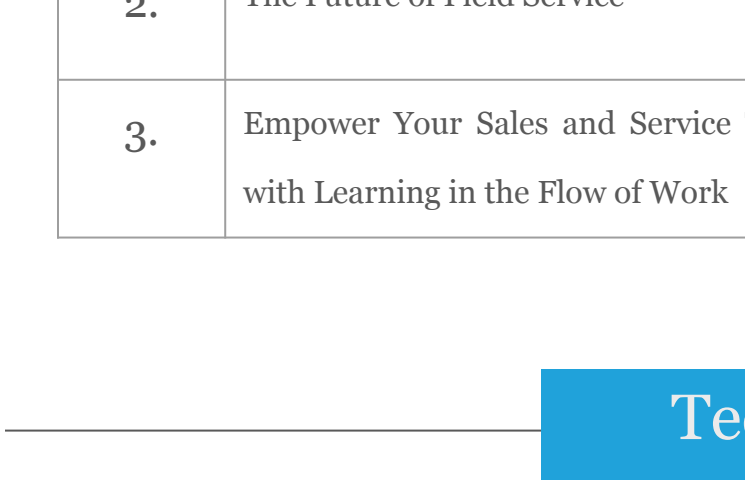
Gartner has named Salesforce a Leader in its 2021 Magic Quadrant for Multi-experience Development Platforms for the third consecutive year.

[Read more](#)

What's Hot @ Infoglen



Infoglen is fully ready to launch **Pulse** — a revolutionary offering geared to helping businesses optimize their processes, with data/insights, on Salesforce.



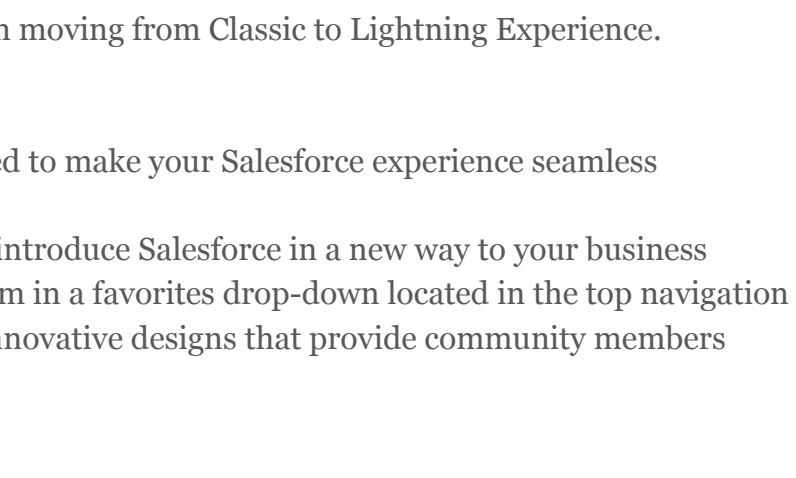
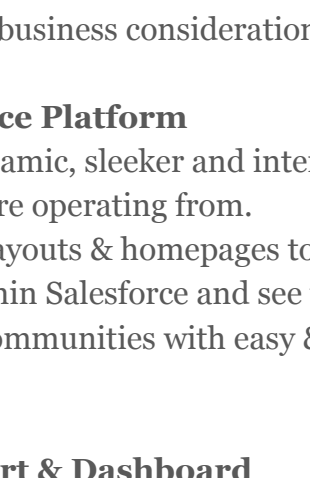
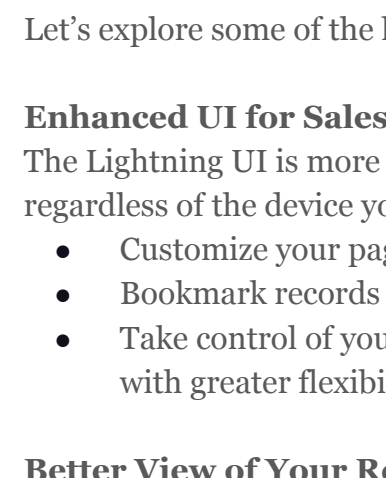
Get actionable insights on your key business processes, and team productivity by measuring the aging of any process — case, lead & opportunity on Salesforce. Pulse lets you measure the business age of any process on any standard/custom object, through inbound & outbound comms, for a comprehensive process improvement and lifecycle analysis.

Pulse is coming soon on AppExchange in 2021!

Click [here](#) to know more about Pulse.

5 Fun Facts

About Salesforce



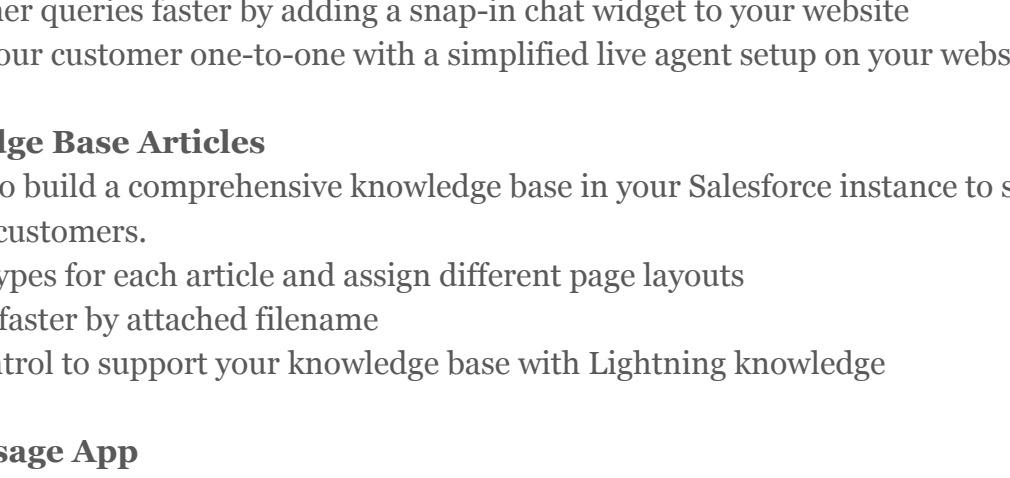
- ★ Marc Benioff, the founder of Salesforce, had natural entrepreneurial streak since childhood. At 12, he was going door to door to repair antennas. At 15, he sold his first bit of computing software, and paid for college through royalties on the software he had developed.
- ★ Benioff had originally planned to call AppExchange the App Store. He trademarked the phrase and registered the URL before deciding to "gift" the name to Steve Jobs, finally switching to AppExchange.
- ★ The Salesforce Tower, also known as Transbay Tower, is the tallest building in the Bay Area.
- ★ Time magazine was acquired by Salesforce founders for \$190 million.
- ★ Forbes named Salesforce as the world's most innovative company 4 times in a row between 2011 to 2014.

Sources:
[Salesforceben](#)
[The Enterprise World](#)
[Cloud Analyst](#)

Poll Power

Infoglen conducted an open-for-all survey on LinkedIn to understand what people view as an important step in achieving better experience and services for their customers. The results are out:

You have automated your customer service process. What do you think you need to evaluate now to improve both customer services & experience?



Opportunities @ Infoglen

Want to refer someone for any of these positions? Send an email to charli@infoglen.com

- Developer
- Inside Sales
- Delivery Manager

Upcoming Webinars & Events by Salesforce

[Click to know more about the webinars!](#)

S. No.	Topic	Date	Time	Registration Link
1.	Marketing Cloud August 2021 New Feature Overview	19 Aug	09:30 PM IST	Click here
2.	The Future of Field Service	24 Aug	09:30 PM IST	Click here
3.	Empower Your Sales and Service Teams with Learning in the Flow of Work	31 Aug	11:30 PM IST	Click here

Tech-Know

Why Make a Move to Lightning Migration?

Lightning migration can level up the real power of a Salesforce instance, meet unique business needs and enrich the look and feel of the community.

Industry Trend towards Lightning:

45% of Salesforce users have already switched to Salesforce lightning while 39% are already planning to switch. Salesforce itself took the world by storm and when it introduced its all-new lightning experience, there was no looking back. Here's why industries across the globe are making a paradigm shift towards this new experience.

- All Salesforce platforms (incl. Sales Cloud & Service Cloud) innovations are available only on Lightning
- 40% increase in the lead conversion rate
- Enhanced features to boost user experience
- Fast, responsive, and productive business implementation
- Supports both Sales and Service parameters through features like Kanban, LiveMessage, etc.

Let's explore some of the key business considerations in moving from Classic to Lightning Experience.

Enhanced UI for more dynamic, sleeker and intended to make your Salesforce experience seamless regardless of the device you are operating from.

- Customize your page layouts & homepages to reintroduce Salesforce in a new way to your business
- Bookmark records within Salesforce and see them in a favorites drop-down located in the top navigation
- Take control of your communities with easy & innovative designs that provide community members with greater flexibility

Better View of Your Report & Dashboard

Salesforce Lightning provides a major upgrade to Reports & Dashboards. Extract maximum information with minimum drilling into the reports.

- Add more than 3 columns to dashboards in Lightning Experience
- Get more information with interactive dashboards as it provides links to data-supplying reports
- Hide totals and subgroups from the report view and present what is important
- Add interactive filters when viewing reports and modify data as required
- Subscribe others to your report and make sure everybody is on the same page

Enhance Your Sales Capabilities

Lightning Spotlight- Kanban view

It's time to make your sales team more productive and happy by introducing them to the Lightning spotlight - Kanban view. Kanban is all about visual management and allows users to easily manage records from the list view. With Kanban on your side, it will be easier for your sales team to identify which opportunity needs their attention first.

- Drag records displayed as cards in columns
- See records from one column to another or click to update the record
- View transparent sales processes by customizing opportunity pages by stage in Lightning Experience
- Enjoy full capabilities of Salesforce Einstein and high-volume sales volume available only in Lightning
- Level up your lead conversion game by allowing your representatives to specify the resulting contact and opportunity record types in addition to the account report-type selection
- Keep your opportunities on track with an improved activity timeline in Lightning

Better Insight With Lightning News

- Get access to the Lightning news feature to make your selling easier and personalized
- Get up-to-date with the relevant information related to your customers, partners, competitors, etc.
- Get access to news components from the past 30 days available on your business accounts, contacts, leads, and the home page
- Get improved quality of news that is relevant to your business needs

Maximize your Support Efficiency

Salesforce Lightning experience is designed to help your service representatives support your customers better, faster and in the most effective way to deliver exceptional customer experience.

- Embed support channels of your customers' choice
- Resolve customer queries faster by adding a snap-in chat widget to your website
- Connect with your customer one-to-one with a simplified live agent setup on your website

Enhanced Knowledge Base Articles

Enhance your ability to build a comprehensive knowledge base in your Salesforce instance to serve your service agents, partners, and customers.

- Create record types for each article and assign different page layouts
- Search articles faster by attached filename
- Get version control to support your knowledge base with Lightning knowledge

Plug In to LiveMessage App

Change the fundamentals of your customer experience with the LiveMessage Application.

- Set up LiveMessage Natively through the Lightning Setup
- Get a 360-degree view of your customers on a single platform
- Automate routine tasks such as answering or gathering FAQs for your customers
- Enhance agent's productivity by allowing admins to setup personalized message templates to be used with LiveMessage messaging channels, sent to users based on certain triggers, events, or record changes

Phases Rollout for Minimal Disruption

It is time to make a move!

- Phased (per user or profile) based migration, allowing for minimal disruption
- Less front-loaded work as you set up for Lightning migration through a phased rollout strategy
- Easy accessibility to run a pilot program with a phased rollout strategy

AppExchange

Salesforce Lightning provides a plethora of CRM features with a more user-centric design approach optimized for speed, efficiency, and productivity.

- Due to the growing demands for user experience, all new AppExchange apps are built on Lightning
- The AppExchange apps can be directly plugged into your Salesforce ecosystem to meet specific business needs
- Easier to build responsive applications for any device through Lightning Components
- Access to pre-built Lightning Components to enhance the look and feel of your Salesforce instance
- The growing marketplace of reusable Lightning Components