

Gandhi – CEO*

A.V. Balakrishnan

Biographers have given a kaleidoscopic image of Mahatma Gandhi, from their perceptions in the background of their experiences, with variations that sometime touch to the extreme. The number of volumes of selected works and other writings of Gandhi, itself are enormous. The uniqueness of Mahatma Gandhi is that the rays that emanates from his spirit, gives one kind or other awakening to all *karmayogies*. The CEO of modern business organization is a *karmayogi*, or rather she has to be a true *karmayogi* if she has to win the rat race, face challenges successfully and end up in a win-win position – win for the share holders and stake holders including the society and the environment, say Management Gurus.

GANDHI – CEO, not only expands the knowledge base on intricate techniques that can be adopted to be in a win-win position all the time, but could also serve as a hand book and guide for many young Managers yet to reach the top of the ladder.

Alan Axelrod, author of Elizabeth I – CEO and Winston Churchill-CEO, has embarked in a new mission to expose the pragmatic, result oriented approach of Mahatma Gandhi, “the visionary fighter and reformer who fought his war with an unusual and hitherto unheard of weapon of non-violence, sharpened by his unique ideology of Satyagraha”. That is “Gandhi – CEO”.

Mohandas Gandhi was a saintly spiritual figure. But he had not withdrawn to himself from the world around. He was always in the thick of the real world, down-to-earth with his feet on the muddy, dirty world of real life and politics.

Author of GANDHI – CEO, unravels the mysteries of the simple but most effective techniques of Gandhi to convince his team and his opponents and convert them to accept the ideas with confidence and trust, which in turn brings positive results.

The author picks up 100 points or quotes from Mahatma Gandhi and elaborates how a modern CEO can create a better business and admin. environ around and be effective, which in turn will make every one feel the winner. These hundred points or lessons are covered in 14 chapters titled (1) Deciding, (2) Do or Die, (3) The Genius of Non-cooperation, (4) Give Everyone a Stake, (5) Learning and Experience, (6) Making It Real, (7) Exemplary Miracles, (8) The Non-violent CEO, (9) Principles and Pragmatism, (10) Reject Tyranny, Take Responsibility, (11) Revaluation as Revolution, (12) Sacrifice and the Servant Leader, (13) Suasion in Persuasion and (14) Truth.

As described in the introductory flap of the book “The circumstances of Gandhi’s life and struggle make his example uniquely relevant to the multinational business environment of the twenty-first century – a fiercely competitive arena in which concepts of sustainability and resources renewal have taken on fresh importance, and in which respect for the dignity of a global workforce is more essential than ever. Competition itself has undergone a change, spurred by necessity and the collapse of stock markets – and suddenly ethical cooperation has been revealed as not only a path to wisdom but to wealth.” That is the Gandhian way ●

* Alan Axelrod – Sterling Publishing Co. Inc., 387, Park Avenue south, New York NY 10016 – page 210 - \$22.95