

MKT INSITE

Teaching the Language of Success

From the desk of Mala Subramaniam
Tuesday, 9:15 pm

Dear Friends,

As another successful day comes to a close, I have a moment to reflect on what an extraordinary personal and professional journey I am on.

It was mid-August when I had walked out of my IBM office with a glossy exit package and one question...now what? I was excited to be leaving the confines of corporate America and knew I had gifts to share but didn't know where to start. Then it dawned on me – start at the beginning!

As an Asian Indian I have experienced first hand the assumptions (prejudice) that plague my culture: the idea that I will not be assertive enough in my management skills; the notion that I will not stand my ground with clients; the belief that I cannot be a strong and competent leader. And worst, the misconception that I cannot effectively communicate in corporate America.

It seems like just yesterday that I first assisted an Asian Indian colleague at an IT Outsourcing firm in correcting her presentation shortcomings. Together we empowered her to deliver an authoritative message that caught the attention of her training manager. From there, I began teaching courses in communication skills and went onto design virtual workshops to meet the increasing need for my expertise. I was able to communicate both simple techniques for presentation and complex tools to work on case studies to deliver solutions for live business problems. I had found my niche.

By going back to the beginning and teaching colleagues and clients the strategies I had mastered as a communications expert – the same strategies that had afforded me such a successful corporate career – I was able to move forward. Soon after, another dream materialized

thanks to an invitation from a leading Director of Market Research. I was given the important challenge of teaching fellow market researchers how not to waste their effort by tranquilizing their audience with data. Slowly, many came to me to learn the language of success, both professional and personal.

Today, as I look ahead to the future of MKTInsite, the brainchild of these opportunities, I am acutely aware that my fellow Asian Indians still face communication challenges; challenges that are preventing them from realizing their own full potential. It is my mission to help today's struggling Asian Indians take their rightful place at the corporate table and enjoy the fruitful profits which are waiting there.

And this evening, I am inviting you to take the first important step forward.

I am leaving time open in my tight schedule to schedule your strategy session. I know that we have much in common. I know that I can help you achieve the status that you want so you can make more money, enjoy greater financial freedom and experience the success you deserve.

I look forward to your email so we can schedule a call in the next 48 hours. Let's not wait any longer. The time is now.

Your partner in success,

Mala