

Lead the Field - Timeless Principles for Success!

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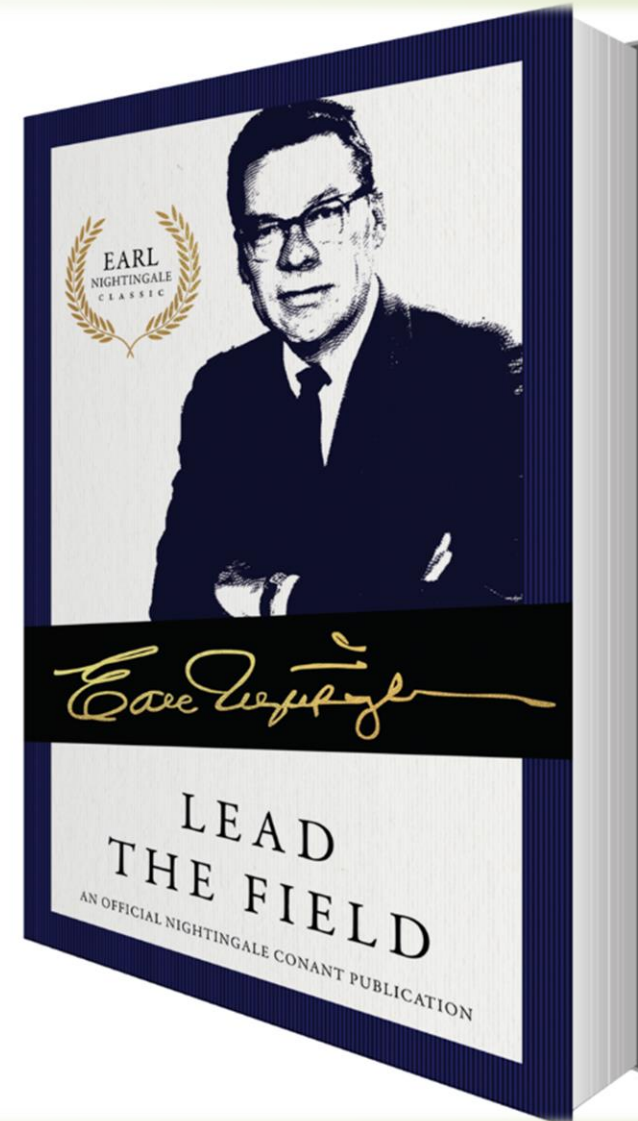


About me

- Grew up in Kolkata with a strong interest in math and science
- Electrical Engineer by education
 - B. Tech from IIT, Kharagpur
 - MS and PhD degrees from the University of Maryland, USA
- Researcher, Innovator and Business Leader
- Founded Electrosoft in 2001 to bring high-end cybersecurity expertise to US Federal Government market
- Strong believer that core values pave the path to success and happiness!

What is “Lead the Field”?

- ▶ Audio Program and Book
- ▶ 12 Major Principles for Self Development and Success
- ▶ Author and Narrator
 - ▶ Earl Nightingale





Business Research and Innovation

- ▶ Continuous Improvement Essential for Business Survival and Growth
 - ▶ Requires Business Research
 - ▶ Requires Innovation
- ▶ Customers attracted to Organizations that are Agile
- ▶ Talented Candidates look for Employers that are Innovative
- ▶ Innovation Differentiates Businesses from one another



Research and Innovation in Cybersecurity

- What is Cybersecurity?
 - Art of protecting networks, devices and data from unauthorized access
 - Comprises technologies, processes and practices
- Cybersecurity Landscape is Continuously Evolving
 - New Threats and Threat Actors
 - New Vulnerabilities and Weaknesses
 - New Attack Methods
- Scope of Research is Vast
- Necessity of Innovation is Urgent



Research and Innovation at Electrosoft

- ▶ We help Customers to:
 - ▶ Develop Policies for Cybersecurity Implementation
 - ▶ Develop Standards/Guidelines for Cybersecurity
 - ▶ Design and Implement Secure Solutions
 - ▶ Improve the Security of Networks, Systems and Data
- ▶ Thought Leaders helping to Elevate State of the Art
- ▶ Research and Innovation is
 - ▶ Inherent in every Customer Project
 - ▶ Essential to develop new Capabilities and Offerings



5 Principles from “Lead the Field”

- The Magic Word
- A Worthy Destination
- The Miracle of Your Mind!
- Seed for Achievement
- Living One Day at a Time!

The Magic Word – Attitude!



- Our attitude tells the world what we expect in return
- Our environment is a mirror of our past attitudes
- We can change our life by changing our attitude
- An attitude of gratitude keeps us happy and healthy
- An attitude of expectancy enables us to see opportunities

A Worthy Destination - Setting Goals!

- ▶ Do you have a vision/dream/goal that excites you and fills you with joy?
- ▶ What the mind can conceive and believe, it can achieve!
- ▶ Write down your goals and review them often
- ▶ We are at our best and happiest when we are fully engaged working towards our goals
- ▶ Success is the progressive realization of a worthy goal
- ▶ Prioritizing tasks that take you towards your goal





The Miracle of Your Mind!

- Start the day with a blank sheet of paper with your most pressing question at the top
- Try to find and write down 20 answers to your question
- Gets the subconscious mind working all day long to find answers
- Pick the answers/ideas that seem to have merit and act on them

Seed for Achievement - Integrity

- ▶ Honesty and truth are good business practices
- ▶ Integrity breeds trust – and trust is the most fundamental fabric of human connection
- ▶ Doing what you say and saying what you do
- ▶ If you are true to yourself, you cannot be false to anyone else

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Living One Day at a Time!

- Goals are often far off and our progress painfully slow
- It's easy to lose heart and give up
- A single day is the building block to build the tower of your life
- Keeping your goal in mind, work each day to move towards your goal
- A string of successful days leads to a successful life!

Where are **YOU** Headed? What Values Will Take You There?



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