

# Academy

Training Program

2019. Nanda Pavaday; James Duchenne.



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We believe that finding your truth, expressing that truth while working to add value to others lead to meaningful relationships. This in turn leads to a happy and fulfilling business and personal life.

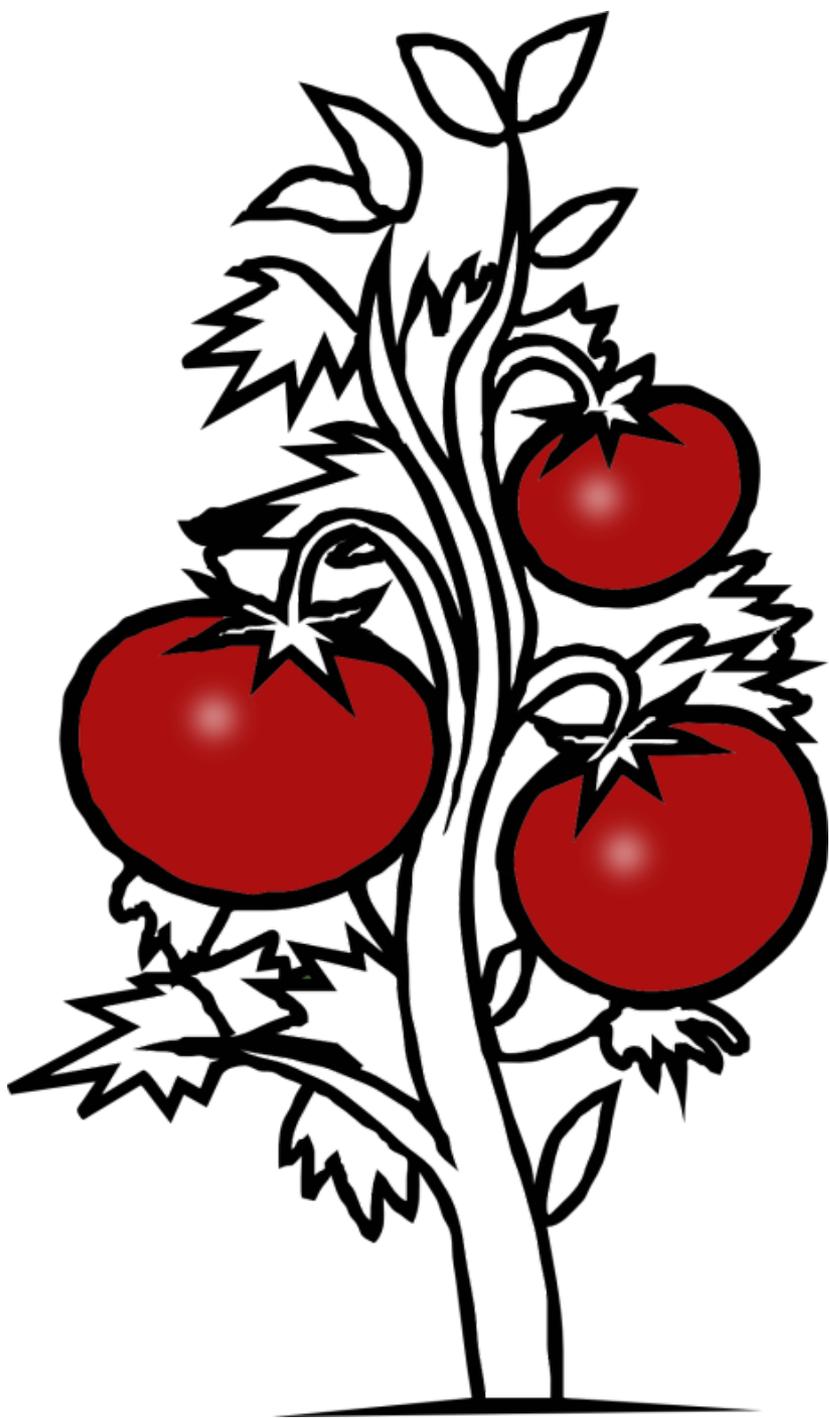
# The 3 attributes of a happy and fulfilling life





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# Course I: Life force theory



You cannot harvest  
what you didn't plant

## Course I: Life force theory

All organisms grow from a central point. The same applies for organizations.

At the core, there is an idea, the essence of what the organization believes. For individuals as well as for organizations, cultivating a core is key to sustainable success and happiness, both in personal and professional life.

We all reap what we sow. We do not rely on luck, connections or opportunities. We need to prepare the soil, sow the right seed and tend to it regularly and consistently, till the time comes for harvest.

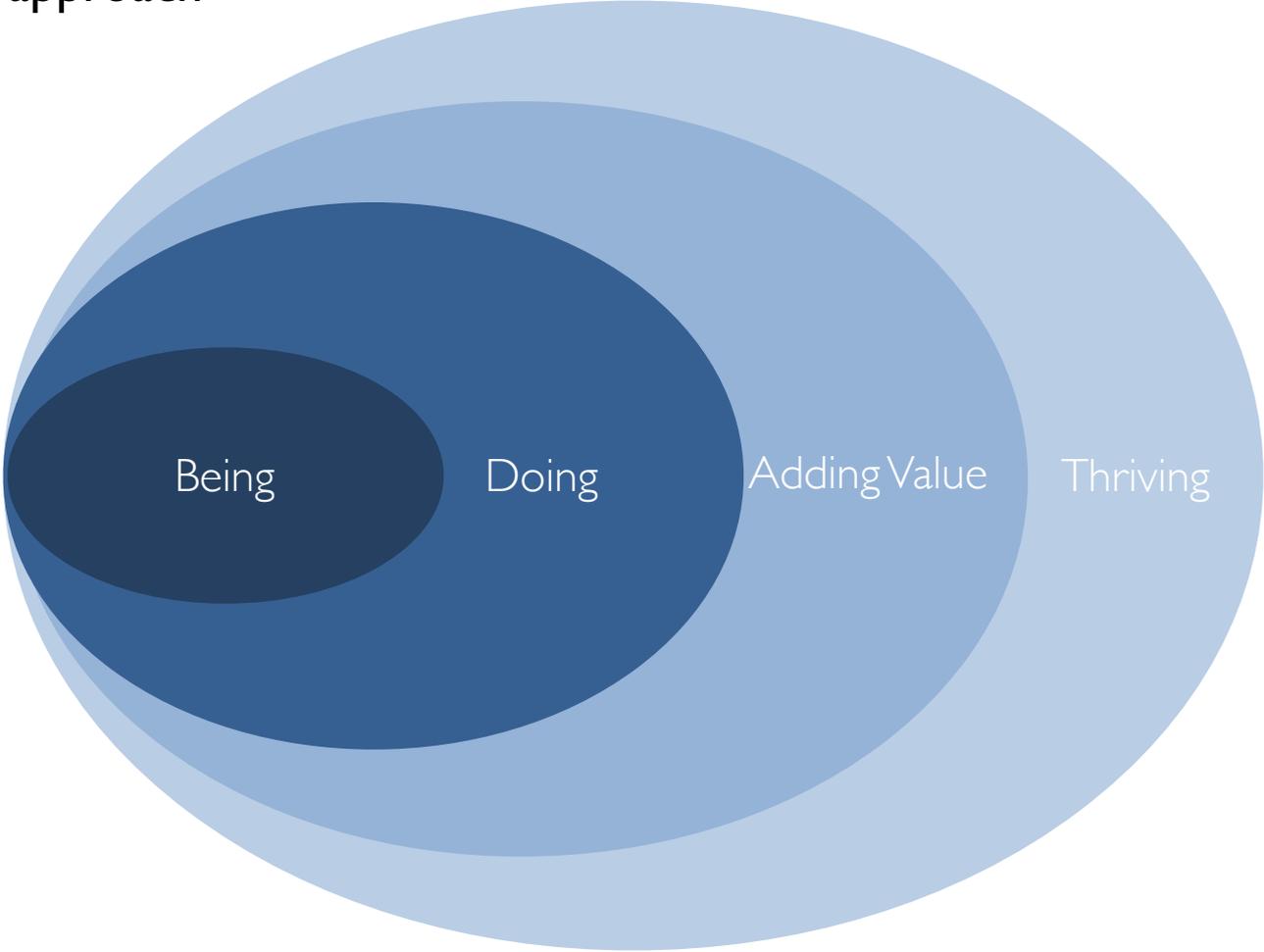
*“You can't make a plant grow faster by pulling on it.” – Chinese proverb*

Bearing fruits does not happen overnight. Everyone is on a timeline of what they will become. This transformation takes time and there are no shortcuts. Time is the crucial factor, not money. Money gives us a push that allows us to buy time to grow into our true shape.

If you want a seed to grow, patience is key. In a competitive world, patience connects the dots to success. We're all on different timelines. Some people don't synchronize their actions towards who their blueprint say they should be. Some don't put in the effort to become what they know they can be; some want it quickly and short-circuit the growth cycle.

We must first try to understand where people are heading to begin to add value to their lives. When others judge us according to their timeline, it distorts reality because they do not see where we are heading, and that every step we make is getting us to our goal. When we play the long game, we do not play against anyone but ourselves. It only matters that we try to beat our best scores, and the prize is just achieving a new level. It is also what keeps us level headed to carry on with humility as we keep moving forward.

Inside out approach



*“The most important ingredient we put into any relationship is not what we say or what we do, but what we are.*

*And if our words and our actions come from superficial human relations techniques (Personality) rather than from our own inner core (Character), others will sense that duplicity.”*

**Stephen Covey**

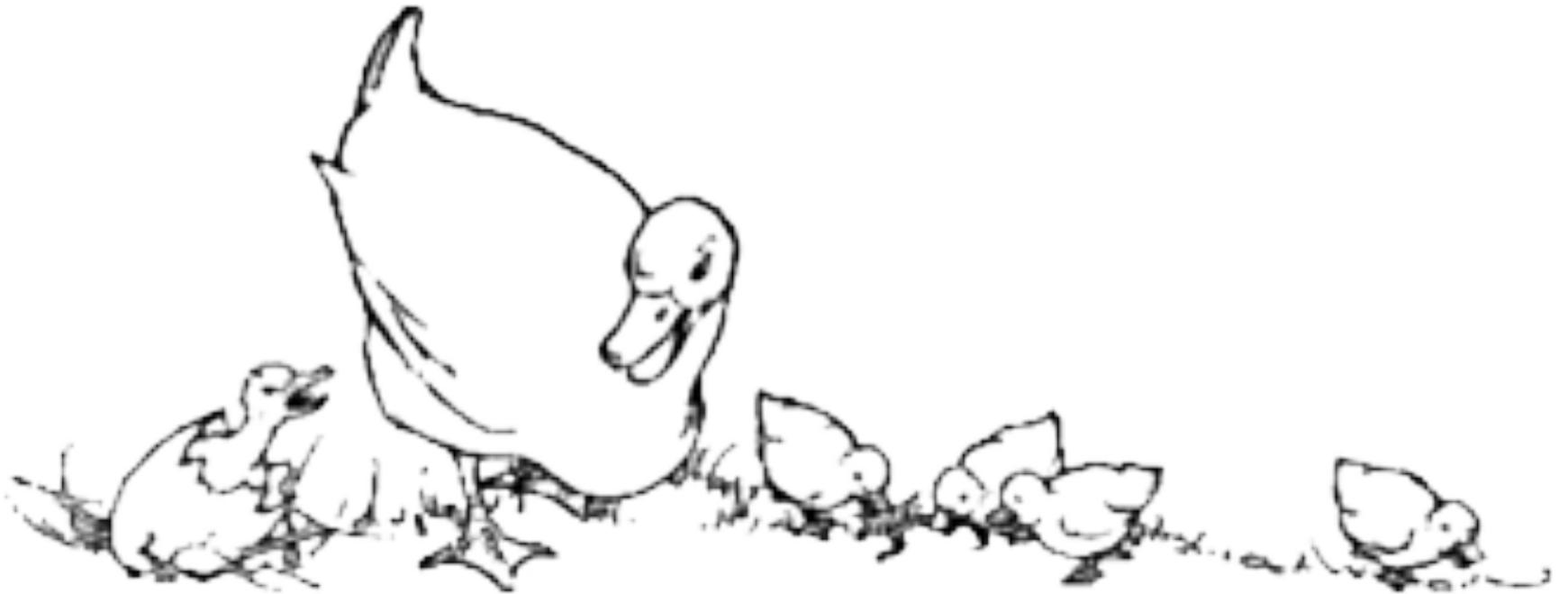


## The Authenticity way

- Being authentic
- Developing self-awareness
- Talking straight and telling the truth
- Not manipulating people or distorting facts
- Being transparent in your dealings
- Recognizing when you are wrong and admitting to it
- Making things right when you're wrong
- Demonstrating humility and not letting pride and the opinions of others get in the way
- Showing loyalty to yourself and your happiness first
- Not making excuses, ever
- Taking responsibility and acknowledging that everything that happens to you is your own doing

# The ugly duckling

Knowing your truth



# Exercises : Finding your truth

- Identify 3 qualities you most value about yourself
- Remember a situation when you were most irritated by someone.

What value of yours was not being met?

What belief you have that was not being honored?

What do you see in the other that you are repressing within yourself?



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# Course 2: Storytelling Theory



## The small boy and the tree

### Part One

There was once an ancient and majestic tree, with branches spreading out towards the sky. When it was in a flowering mood, butterflies of all shapes, colors and sizes danced around it. When it grew blossoms and bore fruit, birds from far lands came and sang in it.

The branches, like outstretched hands, blessed all who came and sat in their shade. A small boy used to come and play under it, and the big tree developed an affection for the small boy. The boy grew. Sometimes he slept on the tree's lap, sometimes he ate its fruit. The boy grew even more. He began to climb the tree to swing on its branches.

The tree felt very happy when the boy rested on its branches. With the passage of time the burden of other duties came to the boy. Ambition grew; he had exams to pass; he had friends to chat with and to wander about with, so he did not come often. But the tree waited anxiously for him to come. The tree felt sad when the boy did not come.

As he grew, the boy came less and less to the tree. The boy was now engrossed in worldly affairs. One day, while he was passing by, the tree said to him, "I wait for you but you do not come. I expect you daily."

The boy said, "What do you have? Why should I come to you? Have you any money? I am looking for money."

The tree thought for a while and said, "Don't go anywhere else, my dear. Pick my fruit and sell it. You will get money that way."

The boy brightened immediately. He climbed up and picked all the tree's fruit. The tree felt happy, even though some twigs and branches were broken, even though some of its leaves had fallen to the ground.

The boy did not come back for a long time. Now he had money and he was busy making more money from that money. He had forgotten all about the tree. Years passed. The tree was sad. It yearned for the boy's return.

## The small boy and the tree

### Part 2

After many years, now an adult, the boy came to the tree.

The tree said, "Come, my boy. Come embrace me."

The man said, "Stop that sentimentality. That was a childhood thing. I am not a child any more." But the tree invited him: "Come, swing on my branches. Come dance. Come play with me." The man said, "Stop all this useless talk! I need to build a house. Can you give me a house?"

The tree exclaimed: "A house! I am without a house. We do not stay in houses, but you can cut and take away my branches -- and then you may be able to build a house."

Without wasting any time, the man brought an axe and severed all the branches of the tree. Now the tree was just a bare trunk.

The man built his house. Time passed and the man had now become old. Once he was passing by and he came and stood by the tree. The tree asked, "What else can I do for you? You have come after a very, very long time." The old man said, "What else can you do for me? I want to go to distant lands to earn more money. I need a boat, to travel."

Cheerfully, the tree said, "But that's no problem, my love. Cut my trunk, and make a boat from it." The man brought a saw, cut down the trunk, made a boat and sailed away, never to return. The ego only goes where there is something to gain; the ego is an eternal beggar. Love is charity. Love is happy when it can give something; the ego is happy when it can take.

## Course 2: Storytelling theory

Stories based in truth are an effective vehicle to foster relationships.

A good story makes an emotional and personal connection, takes an audience on a journey and inspires action. Stories enable people to trust us as we reveal our character, giving expression to our authenticity, our empathy and our competence.

We tell stories that matter. They show our humanity, expose a glimpse of the real, not just someone boxed in a task. It follows our life-shaping experiences that made us who we are, who we aspire to be and, forms bonds that are true and meaningful.

Threading our stories together builds communities.

Through our stories, we aim to give faith in life and connect communities that are powered by truth and trust.

## Giver Mentality

- Delivering what we promise
- Giving more than the expected value.
- Bringing value without expectation of anything in return.
- Demanding more of ourselves that others do.
- Focus on learning and applying our knowledge to make a difference.
- Putting the collective interest ahead of our own, operating with the primary goal of adding value to others.
- Demonstrating empathy by putting ourselves in others' shoes.
- Showing respect and genuine care
- Living to add value to others
- Acknowledging the contributions of others
- Valuing gratitude and the game of business more than money
- Not judging others and being self aware
- Confronting reality and taking issues head on
- Exerting a positive influence in our interactions with others.

# Exercises : Telling your story

- Write 3 stories about yourself around each the 3 values you identified in course 1
- Document your journey at the academy



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# Course 3: Practicality Theory

## Course 3: Practicality Theory

We believe in learning by doing. Experience is the best teacher. We weave our losses and wins in a journey of growth. We thrive when our actions add value to others and they are willing to pay for that service. Being practical is surviving with the tools at your disposal and those you can think out and implement as you go. Ideas are born everyday and die everyday in the minds of extraordinary people, without getting an opportunity to add to humanity's legacy.

We believe this to be selfish.

We have to be patient in the macro of life. But we need to act fast in the micro and the day to day to match the pace of the world. We can't wait to be perfect, because perfection is a subjective concept. In practicality, we listen to the market and pay attention to its cultural tendencies. The one true judge of our practicality is the free market.

## Competency Path

- Striving to be the best we can be
- Relentless attention to details
- Challenging ourselves to learn and grow
- Being a constant learner and continuously improving
- Pushing the boundaries of what we think we can do.
- Developing a track record of results
- Talk matching your actions and delivery
- Clarifying your expectations based on your happiness
- Holding ourselves accountable
- Taking responsibility for results not actions
- Not blaming others when things go wrong;
- Listening and seeking to understand
- Keeping commitments

## Having self-belief

*“You have to believe in yourself, that's the secret. Even when I was in the orphanage, when I was roaming the street trying to find enough to eat, even then I thought of myself as the greatest actor in the world. “*

Charlie Chaplin



Don't try to be a big fish in a small pond,  
always aim to keep learning.





Every muscle in the Jaguar's body is focused on fulfilling its life purpose. It reminds us that to survive you must be practical and turn ideas into actions that deliver results. At Ducorp, we call this beast mode.

The key to a happy and fulfilling life is to know your truth and to interact in an authentic manner to express this truth. Once you get this right, we believe in balancing your emotional intelligence with practical reality. A switch has to happen in your brain as you automatically shift from right brain thinking to left brain thinking and back. Getting practical involves listening to your gut, becoming aware of the details, following your instincts without overthinking or caring about other people's opinions of you, using your ingenuity and focusing your energy to advance towards your goals.

One of the advantages of being in the beast mode is that you gather the benefit of first-hand experience from which you can learn and grow. Experience is the best teacher and one thing it teaches us to be street smart. We all want to be good, to do good and contribute to the world through our talent and skills but operating without street smartness only leaves us frustrated and dejected or egoistic and cruel. It boils down to balancing being good, kind and creative with practicality.

# Balancing the emotional with the practical

Emotions are the  
treasure map to  
your dreams and  
vision.



Practicality is the  
rowing boat to  
take you there.

# Exercises : Getting practical

- Identify a problem you would like to solve.
- Write down a plan how you intend to tackle problems using the 3 core theories you learned in this course.



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# Course 3: Leaving A Legacy Theory





## What's your Legacy?

There are certain things that are more important than money, than success. It is selectively choosing what is worth living for, instead of just grabbing all you can while you are here, it is being remembered for having made a difference and leaving a legacy that will inspire people long after we will no longer be there.

## Course 4: Leaving A Legacy Theory

We're living in an age of constant evolution.

Today, technology not only serves man, it has become an extension of man's capabilities, enhancing his memory, his performance, his effectiveness, his connectedness.

Enabled by the internet, humans now have the ability to connect to a global consciousness and communicate with each other instantly. For the first time in the story of mankind, evolution is happening in a non-biological form.

Technology is contributing to and forming part of evolution. Technology is evolving mankind and humanity.

To exist in this renaissance, we must share our experiences with a purpose to add value to the lives of others. The collective stories and content we share are a legacy for humanity.



One candle can light  
a thousand other  
candles and still keep  
burning.

# Exercises : Leaving a legacy exercise

- Write your own obituary around how you would like to be remembered
- Write a letter to your 10 year old self sharing 5 life lessons you would want to impart to him.

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