

Personal Development Magazine

VOLUME ONE



The Power of
Beautiful Questions

How the Wacky
Media Views your
Organization

Three Fears of
First Time Authors

and many more !!!



Personal Development Magazine

Wealth of the Wise

Volume One





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Personal Development Magazine

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From the Editor's Desk

Hey, thanks for discovering my unique and delightful Personal Development Magazine. This is a magazine to be read, retained, remembered, and re-read from your bookshelf.

Each magazine carries a bunch of sparkling articles on Personal Development, Humor, Stress Management, Frugality, Leadership, Resiliency, Workplace Issues, Spirituality, Life Skills, Satire, Writing, Publishing, and an occasional Harsh Advice.

Simplicity is the hallmark of this treasure chest. Unlike the hordes of

dazzling magazines that you see on the newsstands, the contents here are eye and eReader-friendly, and not crowded with complex cosmetics, awesome advertisements, and gorgeous graphics that can distract or irritate your eyes.

The text font of the digital edition is also optimized to be easily read on all smartphones, tablets, eBook readers, and computer browsers so that you don't have to pinch and zoom to read the contents.

Like a basket of delicious fruits, each issue can dramatically transform

your personal and professional life. Think of this magazine as your personal coach who can make you

superior to the rest of the crowd. Give it a try. You may be pleasantly surprised.





What my Lawyer makes me say

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About the Editor

Good day. My name is Thejendra Sreenivas. I was a Technology Manager in the IT industry for nearly 30 years.

I have written and self-published 35+ books on various subjects. All my books are available in both Paperback and eBook at all major book retailers.

I am also the Editor and Publisher of this Personal Development Magazine which contains articles on personal development, workplace issues, humor, writing, and publishing.

I am now a Book Publishing Coach and offer services like *Assisted Self-Publishing, Manuscript Formatting, Article Writing, and Podcast Creation*. In addition, I also offer Personal Development Coaching.

Please visit my web cave - www.thejendra.com or www.author-world.com for details of my books, magazine, and coaching information.



What Else?

Wise men say that one should never have any desire for wealth and must always be prepared to lead a life of virtuous poverty. Also, writing articles is viewed by many as a hobby that doesn't deserve any compensation for the writer as they must write purely for passion and not for money.

But writing involves enormous effort and we don't live on such magnificent money-free planets. By becoming a customer of this magazine and sharing information about this with all your friends you help me create

valuable content for writers and executives. Thank you for being so generous.

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The Power of Beautiful Questions

Personal Development

Several months ago, I was watching a TV program on a business channel where a bunch of reputed CEOs, CFOs, COOs, etc., were the judges for a young business entrepreneur program. Each young participant was expected to present a business case for the winning entry. However, the program was going nowhere as the judges weren't allowing any participant to complete their presentation or go beyond a couple of sentences, and would constantly bombard them with question

after question. The judges were even firing questions at each other and answering every question with another question.

Every young participant, half their age, was being ripped to pieces with their incessant and often cynical questions. Finally, one of the participants was awarded a ceramic pot of undefinable shape with something inscribed on it, while the others walked out

dazed and gasping for breath. Mercifully, the program ended soon.

What the above incident teaches you is the world today is full of people who love to ask tough questions. Interviews, talk shows, blogs, corporate seminars, meetings, vendor discussions, business strategies, IT support, journalism, service level agreements, etc., are all love bombarding someone with truckloads of smart and intelligent-sounding questions.

Today, asking questions that others cannot answer is a favorite hobby for many people. Hence, many executives nowadays take great pride in asking complicated and smart questions that can make others squirm, shut their mouths, or run away from the scene. Also, many people believe just asking a tough question settles the matter without the need to get involved to solve the issue. Secondly, a large percentage of people ask tough questions just for the heck of it, especially in meetings.

The basic reason why many people ask tough questions is mainly to satisfy their ego of making others uncomfortable, cover up their lack of knowledge, or just to impress others. For example, most discussions and arguments you may have observed are all about how someone outsmarted someone else by firing a smart question. Watching someone squirm gives a self-congratulatory sadistic pleasure to many people

like, *“Hah, you should have seen that bozo’s face when I asked him that tricky question”*.

But it doesn’t mean people will be using tough and rude questions with everyone, but they will definitely not miss an opportunity to fire it on someone they can afford to be rude to. Anyway, nowadays with the amount of information overload it’s very easy to ask plenty of good, bad, tough, smart, rude, tricky, vague, stupid, dumb, and rubbish questions. And a large percentage of those questions just don’t have answers.

However, the habit of asking questions is not a bad habit, but deliberately asking questions that you or others cannot answer is dumb. You can keep asking such questions for eternity, but you will not get any correct answers or solutions. Rude and rubbish questions, even smart-sounding ones, often create a lot of problems. Very often, people ask tough questions because they think a tough question will get the necessary answer. But the fact is people avoid people who ask tough questions.

Bombarding anyone with tough questions is a futile exercise because you will never get the right answers. It only makes people avoid you, or give you evasive, defensive, and incorrect answers. Besides, a shoot-the-messenger approach will make people tell lies and cover up bad news to prevent their heads from being chewed off.

Secondly, rough and tough questions simply create stress, anxiety, and fear in a lot of people.

Such questions make people commit more mistakes because the brain goes numb with fear. Toughness prevents the truth from being said and people will invent excuses. And the list can go on and on. Maybe rough and tough questions are useful in police interrogations, but rarely necessary in business life.

As Bob Parsons said, *“Every business everywhere is staffed with imperfect human beings and exists by providing a product or service to other imperfect human beings”*. So, if you are a sensible person, you will understand the limitations of our species. To get correct answers or solutions from others you need to ask beautiful questions. Now you may ask what a beautiful question is, and how do you ask one? But a beautiful question cannot be exactly defined, nor is it possible to give you a specific list of beautiful questions that can be used in every situation. However, a beautiful question can be described in many ways. Here are a few ways to learn how to ask beautiful questions.

A beautiful question doesn't have any toxicity, cynicism, or tricky content into it. It's a question that does not trap people or put them in an awkward position. A beautiful question can be a straightforward or direct question, but it

can be asked in a non-threatening or non-intimidating way.

A beautiful question doesn't hurt sentiments, or make people defensive or point fingers at them in an accusatory manner. People make mistakes and will continue to make many mistakes in their lifetime. It's quite possible for someone to have completely goofed up on something, lost a major sales account, or did something really stupid. Except in rare cases, there will always be a valid reason for it.

Beautiful questions create pleasantness and collaboration. It removes fear and extracts the right answers even if the answer is bad news. Successful managers know how to get the right answers from employees by not being intimidating in their approach. Their objective is to solve an issue or a problem, and not get a mischievous pleasure by making people uncomfortable. Beautiful questions help you achieve that.

Beautiful questions don't have a *“Shoot the messenger”* approach. If you develop the habit of asking beautiful questions, then people will approach you openly for help and advice, instead of thinking, *“Here comes the ogre to chew our head off”*. People who know how to ask beautiful questions don't thump their fists on tables, demand an explanation immediately, or try to find a scapegoat. Finally, to summarize, the challenge for each one

of us is to frequently pause and observe ourselves to see if we are asking the right questions. And we can conclude this article with a quote from Dorothy Nevill who said, *“The real art of conversation is not only to say the right*

thing in the right place but to leave unsaid the wrong thing at the tempting moment







How the Wacky Media Views Your Company

Workplace Humor

When Stock Prices are Going Up

This organization has a brilliant strategy.

It has a charismatic, bold, and visionary leader.

It has highly capable employees willing to go that extra mile.

It has a superb culture.

It has a laser-like focus on its customers.

Its managers are empowered in a way few rivals can match.

Their customers just love doing business with this company.

Teamwork and collaboration at their best.

If you want to know the secret of business success then do what this company is doing.

A nimble centralized management is a key to growth.

Excellent and detailed processes cover every aspect of the business.

Its authentic leadership inspires its employees to give their best.

They are focused and clear in their diversification strategies.

Its employees are just one happy lot.

The organization runs like a well-oiled machine.

Looks like every creative guy and gal on this planet is working here.

This company thrives on change, and is congenial and conflict-free.

Happy employees produce happy results.

When Stock Prices are Nose diving

Their strategy was all wrong and cock eyed.

The company wasn't disciplined enough.

The leadership became arrogant and over confident.

The employees became complacent and pampered.

They were resting on their past laurels.

Centralized management was stifling innovation, creating delays, and frustrating the customers.

They drifted away from the core and did not focus on what they did best.

It lost its core competency and diversified into areas that it should not have.

It lost the WOW factor.

It didn't shift with market demands.

It didn't change with the times.

It lacked vision and was inward-looking.

Each manager was running his own empire with no control, resulting in silos and duplication of efforts.

They were pushing products that were not really good.

The company became change resistant.

There were rumors that the workplace was a cauldron of office politics and bickering.

Inflexible processes and rigid bureaucracy had a stranglehold on the company.

It was a poster child of mismanagement.

The management was scattering its attention and energy by taking on too many things at once.

This is how kingdoms are lost. The bigger they are the harder they fall.

The organization was dysfunctional and disconnected from reality.

They were unable to learn from other companies that failed.

Do not trust to the cheering, for those very persons would shout as much if you and I were going to be hanged - Oliver Cromwell







Beware of your Super Performers

Workplace Leadership

If you have the habit of reading popular business magazines, management books, or articles, you will definitely encounter countless references about various super performers (or hyper-efficient employees) that exist in various organizations, departments, teams, etc.

Of course, the definition of a super performer is a subjective term that can vary from manager to manager or from company to company and can be quite

varied based on their personal experiences.

And that picture can range from someone who is super-fast at everything, a noisy person, a flamboyant person, or someone who has all the answers, a management's blue-eyed boy, a jargon-emitting person, a go-to person, or even someone who always comes to the office very early and leaves very late, and so on.

Or going by the job advertisements of organizations today, a super performer is someone who meets (or claims to meet) the fancy criteria like below (based on real sentences picked from some newspaper advertisements).

We are looking for high-value employees dedicated to delivering innovation to assist our clients in high-performance delivery. The employee must be a class of his own and raise his or her sights above the horizon. We are looking for super-efficient leaders who have the challenge to outdo themselves and be a winner all the way.

We are looking for a person to lead, motivate, and create a high-performance team capable of continuous innovation and excellence in working for a global leader.

We are looking for candidates who are bubbling, energetic, and invigorating to join a sales team of a global winner who can swim in an ocean of opportunities.

Every manager will unquestionably agree that having a gang of such super performers in their teams would be a great thing. However, you may be surprised to know that they can, either quickly or gradually, become your worst nightmare. Over time, and often unknown to you, they can do more harm than good and can slowly curdle or ruin an entire team consisting of normal to good performers. What I am

saying may sound ridiculous or stupid, but wait till you hear me out. Some of the top hidden reasons why a super performer can turn a team into a snake pit rather than work as a collaborating team are as below.

While being super-efficient is not a crime, a hyper performer can often make other team members (who work quietly without fanfare) look bad and inefficient, either intentionally or unintentionally. To understand this, just go back to your school and college days. Remember in school where a couple of smart kids would quickly shout answers before the other kids could even understand the teacher's question? They were the class "Know it all". And slowly those speed kids would become the teacher's pets, and the rest of the students would constantly be compared with them leading to an icy jealousy.

Similarly, a super performer in a team can corrode the manager's opinion of others as they will invariably be compared against the team's hero. But people hate being compared with others as it will make them look inferior and dull. This, in turn, kills teamwork, and collaboration and can lead to various internal politics.

Many may argue that having a super performer in a team can be a great source of inspiration for other team members. But the reality is far from this assumption. Constant success is

actually a guaranteed way to gain unpopularity. Just like the omnipresent sibling rivalry among kids, a super performer in a team of co-workers will soon be viewed as someone who is hogging all the limelight and the manager's attention or affection, while they are automatically viewed as morons being unable to do work as efficiently as the super performer. Apart from the usual feelings of envy, it can also lead to fear among coworkers. So, team members will start viewing the super performer as a danger to their survival rather than an inspirational soul.

Managers will intentionally (or unintentionally) start diverting all the juicy jobs to the super performers and the routine/mundane work to others thereby depriving them of getting ahead or getting involved. Other team members will start feeling they are getting unequal amounts of a manager's attention and responses.

Appreciation can be intoxicating and addictive. Once a peak performer gets continuous attention and appreciation the natural tendency is to seek activities and tasks that can earn them more and more limelight or rewards. So, they will start invading other team members' territories like finding fault in the way others work, showing off how they could handle the same job better, start giving smarter suggestions, etc., thereby making the other team members look stupid. And in many cases, super performers in their desire to

remain at the top will start grabbing ideas and pieces of work (or even entire work) from others thereby depriving others of their rightful share of the workload, or maybe even making them lose their job.

Like a child that gets bored of every toy within hours or days and expects its parents to buy a new toy, super performers by nature are restless individuals constantly seeking new activities that will excite them. But a manager or an organization cannot find or invent exciting work perpetually to keep their super performers happy. And because of the halo surrounding them and the holy throne they sit on, they will be unwilling to do ordinary, mundane, and routine work that is essential in any department. Hence, super performers will refuse, avoid or quietly offload such activities to their coworkers as they start believing such menial activities are to be done only by the lesser mortals of their team. This can lead to various workload conflicts.

So, as you can see from the above points you have as much to fear about super performers as you have to fear about inefficient and troublesome workers. And such things could be happening right under your nose just waiting to explode at the most inconvenient time.

However, if you can recognize the smoke signals early to apply the necessary brakes periodically then you

can ensure that everyone in the team can contribute to their strengths and weaknesses without stepping on each other's toes.

Finally, at the end of the day, one should understand that super performers can shine and bloom only because

bad, normal, and good performers exist around them. And we can conclude this article with a quote that says, "*Either super competence or super incompetence may be offensive to an establishment*"







How to Remember a Lot of Passwords?

Technology

One of the biggest headaches for people today is to remember numerous passwords of the various internet services and websites they use. In the past, there were only a couple of internet sites like Yahoo or Gmail to visit occasionally and you could easily remember a few passwords. Or you kept the same password for every site for easy remembering. And that was

not a problem some years ago because financial sites like banks and credit cards weren't internet or Smartphone enabled like today. But that's a dangerous method now with all the hacking and spoofing every day.

Today, it's not a good idea to keep the same password for your bank, insurance, email, credit cards, social

networking, internet devices, WiFi, Smartphone, payment apps, etc. And if you accidentally get hacked on one site then it's easily possible for a hacker to get into every website you use and cause mischief.

But when it's dangerous to keep the same password for each site it's a terrible headache to remember some 15–20 passwords. Also jotting all the passwords in your diary is another bad idea. And if you forget the password for a site then it's another cumbersome method to get it reset. Also, all service providers now force you to use a combination of letters and numbers as passwords. So what do you do when practically every service is now internet enabled?

To solve the above, I have devised a simple method to help you remember a lot of passwords. While this still doesn't prevent brute hacking by experts or your government snooping on your internet activity, it's still possible for you to remember a lot of complex passwords using my method. I will now show you how to create a sample complex (but easy-to-remember) password for Yahoo. But don't use my example password for any of your internet sites. Create your own unique password.

First pick a complex, non-dictionary word of 7 or 8 characters that you can easily remember. For example, let us use Wekamore.

Next, add the short forms of various internet sites to the end of the above complex word. For example, Wekamoreyh, where yh stands for Yahoo. So you now have a combination of a complex word plus the short form of the particular site in your password. But wait, your password is still not complete.

Next, add a four or five digit number at the end of the above word. For example, let us choose 1952. So your complex Yahoo password will now be Wekamoreyh1952. Now this completes your password. Similarly, you can add gm for Gmail, fb for Facebook, tw for Twitter, etc., to Wekamore and create complex passwords for each (like Wekamoregm1952, Wekamoretw1952, etc) that you can easily remember.

Now all you have to remember is Wekamore, 1952, and the short forms of various internet sites you use. And presto, you now have an easy formula to remember your password for that site, and for all other internet sites that you use. As an added security measure, you can also split your financial and non-financial sites and use two complex words (say Wekamore and Pikinare) and two 4 digit numbers (say 1952 and 1438).

As an additional security measure, it's also a good idea to register your cellphone number to all the sites in their security settings. So in case your password gets locked out your service

provider can send you an SMS to your registered phone to get the password unlocked.

I hope the above method greatly reduces your password headache now. Now go ahead and change all the passwords of the sites you use by first creating your unique non-dictionary word and a four-digit number. And depending on your situation and

willingness you can also document your passwords and keep them in safe custody in your home in case anything bad happens to you. Finally, we shall end this article with a quote by Clifford Stoll who said, *“Treat your password like your toothbrush. Don’t let anybody else use it, and get a new one every six months.”*







Recession – A Divine Creation

Spirituality

A general dictionary defines a recession in many ways like, “*A period of an economic contraction, an extended decline in business activity, a general global slump that will last several months or years,*” and so on.

Recession is a nasty time when economic disasters start, stock markets go haywire, mighty organizations drop to their knees, jobs get cut worldwide, best practices become worst practices, and so on. And, not to be left

behind, the media and management gurus also go high-pitched with their own theories of why things failed, whose heads should roll, who should be lynched, statistical gymnastics, witch hunts, etc.

During such times you may ask, why on earth do the so-called previous business best practices that gave abundance and happiness until recently suddenly become worst practices now?

For this, people may say it's because the universe is a random, chaotic dance of meaningless happenings. This may seem true because we see several personal and singular disasters that just don't make sense. But, on an overall scale, underneath all the chaotic occurrences there are hidden reasons and purpose to many things that happen around us.

Coming back to the main topic, though economists, business leaders, and rationalists often believe the creation (and elimination) of recession and global business downturns are completely under man's control, it's not entirely true. There is actually a higher supernatural power in charge, and it's necessary to understand the hidden spiritual reason why mankind goes through phases of abundance and famine.

Though rationalists and scientists may chew your head off for attempting such a nonscientific explanation, it's also not possible to dismiss it entirely. Modern men fear to turn towards religion and spirituality for answers because it attracts ridicule. But refusing to believe in the supernatural doesn't make it a lie. However, if one is willing to set rational logic aside for the moment and look at any plausible option that will give some answers, then you will get some explanations.

Science and rationalism may somehow explain how disasters happen in

the universe, but they cannot explain why they happen. And that 'why' reason is well documented in most religious books, but not easily available in most management or economic books. Almost all religious books from centuries have explained why mankind goes through troubling times and disasters.

But perhaps the best explanation of how and why recession occurs is given in Jainism, a religion that is more than 2000 years old. According to Jain mythology, the world goes through a relentless cycle of positive and negative phases called Sushama and Dushama, (and their combinations). These phases can be used to understand a recession.

A perfectly good phase is called Sushama-Sushama (extreme happiness). This is the phase of a feel-good factor when businessmen believe they are invincible, organizations make good to enormous profits, customers are in plenty demanding better and better goods, and are willing to pay a premium for good services, etc. People easily talk about fashionable things like the sky being the limit, firing on all cylinders, nerves of steel, etc., and keep doing things at a reckless pace. Businesses start believing they are capable of everything and start mergers, hostile takeovers, diversification, etc. Frequent success in one field also gives them a false confidence to try their hand in areas they are not experienced with.

Businessmen and the public also start believing that if one pours enough money, then anyone can become successful in any business. So, individuals and organizations start developing many tentacles in the hope to give an end-to-end service, or have a stake in every stage of the value chain, etc. For example, successful steel companies may start software industries, while software industries may try their hand in television sets, oil manufacturers start peddling agricultural products, etc., in the name of diversification. The mantra is growth, growth, and growth.

Slowly, without anyone realizing it, a small tilt occurs and it enters into a phase called Sushama-Dushama (happiness with some unhappiness). This starts because when things go higher and higher, common sense and moderation take a backseat, and greed takes over causing the bubble to expand beyond what it should. This is a phase when businesses slowly start feeling the pinch with revenues going down, and entering into a phase of slowness.

Soon it enters into a phase of Dushama- Dushama (extreme unhappiness) when the bubble finally bursts and everything starts going bad, a period which we call recession or depression. This is a phase where everything that was good earlier will seem now bad. The very factors that were bringing success earlier will now bring

failures. Best practices will now seem like worst practices.

Suddenly, every safe investment and practice becomes risky. The very foundations of every business thought and practice that worked so well earlier now get ridiculed, questioned, and insulted. All the business heroism will suddenly vaporize and people enter into a state of panic leading to abrupt cost-cutting by putting sudden brakes on everything. The mantra now is freeze, freeze, and freeze, which starts choking everything in its path. This, in turn, will lead to a situation like a car pileup on a highway due to an accident.

Mighty businesses fall down like nine pins and billionaires get wiped out for inexplicable reasons. The trigger for this phase often starts in rather mysterious and unpredictable ways like, for example, creating a 9/11, a dot-com bust, the bird flu, a stock market crash, or a subprime crisis that no one could have imagined or prevented.

Slowly, after some agonizing months or years, it enters a phase called Dushama-Sushama (unhappiness with some happiness) where rays of hope start appearing again and things start getting better. Eventually, things improved to good old days of Sushama-Sushama, but only for a limited period of time. And the cycle starts again as it's an eternal never-ending process, a law of nature that

every human should accept. In short, these phases keep humans from becoming too confident and arrogant of their capabilities.

There is no escaping from this mighty circle. It is nature's way of moderating things, of letting the steam out or throwing a spanner in the works when it's necessary to do so. In fact, if you observe closely such feast and famine cycles are already visible all around us. For example, flowering trees go into full bloom and then slowly lose all their leaves and flowers, only to start all over again.

And no amount of watering or fertilizers will ensure the flowers remain intact all year round. Similarly, there are

sunrises and sunsets, the yearly seasons, sleep, biorhythms, etc., that seem to go round and round in never-ending cycles.

Similarly, humans have to learn to endure periodic positive and negative phases in business, no matter how hard we try to avoid the negative phase. Finally, we can conclude this article with a couple of quotes that can teach us how to handle recessions and meltdowns like,

"If you are going through hell, keep going." - Winston Churchill AND *"When humans are too happy, even the gods are jealous."* - Old jungle saying.







Dealing with Geeks

Workplace Leadership

A computer dictionary defines geeks in many ways like, “*An individual who enjoys computers and technology, someone who is always immersed with computers, a computer expert or enthusiasts, and so on*”.

As a tech manager of any designation like CTO, CIO, etc., it’s important to be able to effectively lead a team of geeks or IT support staff in your company. However, leading such geeks requires some special types of

leadership skills that are different from the usual leadership fodder preached by traditional management consultants or books.

So, what is that unique difference required in leading geeks? This article describes five important tips IT leaders must learn to lead geeks, whether they are within their own organizations or from outside.

Accept: Unless you are a megalomaniac you must acknowledge and

accept that many of the techies you are supposed to lead are usually smarter and more talented than you. Also, many of the techies you lead, whether you like it or not, are themselves technical leaders irrespective of the title or salary they get.

Hence, first switch off all intimidating components of a boss-subordinate behavior, however irresistible it's. They are turn-offs in relationships. For example, do not use popular irritating statements like, *"Don't come to me with problems, come to me with solutions,"* or *"I know the solution, but I want to hear it from you,"* or *"Show me the business value,"* etc.

Knowledge: You can earn the respect of your team members only if you are able to converse with them in the language they use. That is, you must be able to talk and understand technical stuff. You may be a good and kind person, but that is not enough to be a good technical manager or leader. If managers lack the required knowledge and advisory skills to coach, mentor, and supervise their department they can agitate their team members to death. In addition to stressing their team members daily, managers will stress themselves more as they will be unable to lead effectively. This lack of knowledge can often lead to conflicts as you may make unrealistic demands on your techies, commit to impractical requests by customers, overload your techies, etc.

Soon, it will become an ego conflict between the *"Knowledgeable and the Clueless"*.

Constant learning: It is understandable that a manager cannot be expected to have accurate knowledge from day one. To gain knowledge one must get into the deep water to understand the nitty-gritty of a new department's work, irrespective of their earlier experience. And no matter which department you manage there will be some amount of new learning every day to keep abreast of the latest trends and happenings related to that particular industry. And you should be able to roll up your sleeves and pitch in if necessary.

Don't switch topics: Many managers have the habit of switching to some other topic just for the sake of disagreeing or proving a point. For example, if techies talk about technical stuff many managers switch the topic to finance like ROI, business justification, etc. Or if techies talk costs then they drop a smarty like, *"Cost is not a concern when it comes to customer satisfaction,"* to throw them off guard. In other words, they just disagree for the sake of disagreeing to introduce a different viewpoint. However, if you believe your angle is more important, then learn to steer the topic smoothly without expecting them to read your mind and tell things that you like to hear.

Written communication: This is an extremely important skill that all techies must learn. The palest ink is better than the most retentive memory. Learn to put everything in writing in clear simple language. Instead of giving speeches, talking, or advising for an hour just summarize what you want and how you want in a concise email. Reduce formal talkative meetings to an absolute minimum. Instead, have quick informal meetings with your techies at their usual haunts like data centers, cabling rooms, server rooms, etc. That way you will get to know their ground

realities, practical difficulties, limitations, workloads, etc., rather than have vague ideas of what they do by reading status reports.

Of course, there are heaps of other best practices that an IT manager must learn. However, the above five are a good beginning in case you are not practicing them already. Finally, we can summarize this article with a quote from Thomas Watson who said, “*A manager is an assistant to his men*”.





Wisdom of the Wise

Motivational and Inspirational

Just type the word stress in any internet search engine and it will throw up thousands of articles and videos on stress and the harm it can cause. Mankind (and even animals and plants) has always been plagued by stress for ages. On our planet, the number of reasons why people get stressed or agitated can run into hundreds. For example, the modern crazy workplace is one of the single biggest sources of stress for employees and their families.

Some of the other reasons for stress are,

1. Low Self Esteem
2. Lack of Confidence
3. Financial problems
4. Talkative People
5. Fear and Anxiety
6. Office headaches
7. Impatience
8. Unfulfilled Desires, etc.

While some stress is unavoidable and even necessary, a highly stressed person can not only cause problems for himself but also cause various hassles to all his family members. You cannot simply ignore stress as it is a serious health matter it will deteriorate you with time. For example, a person who can't handle stress in the office can wreak havoc at home daily. So what can you do to control stress?

The common methods of stress reduction are,

1. Meditation
2. Yoga
3. Taking Medicines
4. Attending Stress Reduction Workshops
5. Coaching
6. Exercises
7. Music
8. Dietary changes
9. Going to fitness centers, and many others.

While each of the above methods has immense benefits, they still take time, money, and effort. But not everyone can spare their time in this rat race world that we live in. However, there is another relatively unknown stress reduction technique that is simple, cost-effective, non-medicinal, and extremely powerful. And you don't need any professional help to use this technique

unless you have a severe medical case. This is the technique of regularly reading inspirational quotes by famous personalities over the ages.

How will reading quotes help? It has often been observed that a short piercing sentence, a stinging insult, or a chance remark by someone can have a terrific impact on you than a long lecture, and maybe completely change your life from that moment onwards. For example, I remember reading a true story of a bankrupt businessman on his way to commit suicide who suddenly stopped in his fatal pursuit by accidentally reading an inspirational quote on some billboard. Then he rebooted his life and grew his business to greater heights.

So, a famous quote saved his life by giving him a sudden dose of inspiration to continue with life no matter what. Such is the power of an inspirational quote. This inspirational effect is very similar to how a small pin can puncture a high-pressure balloon or a car tire. Most inspirational quotes are also short piercing sentences of wisdom that can puncture your high stress and change your life in an instant. It is like taking an aspirin for the tormented mind.

So, whenever you are feeling doubtful about your own abilities, when disappointments are staring at your face, and you don't see any light at the end of the tunnel simply dive into some great quotes in this book, and you will

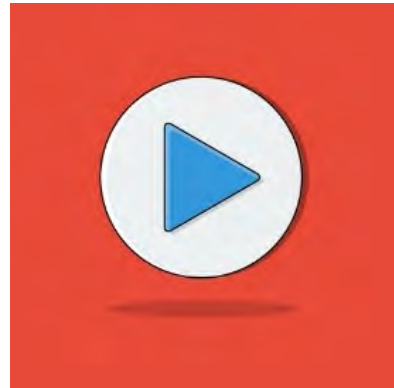
begin to smile amid overwhelming sorrow. And if you make a habit of reading inspirational quotes regularly you will experience a stark difference in the way you think, act, and behave henceforth.

Like tiny homeopathic medicines, these gems of wisdom can gradually make you calmer, handle criticism, understand humankind better, and become well-equipped to tackle life's ups and downs.

Mind Candies: Instead of calling them inspirational quotes, I call them *mind candies* because they make your mind sweet, just like regular candies make your taste buds happy. Thousands of such literary gems have been stated by hundreds of famous personalities over the ages. This article contains a list of carefully selected mind candies to puncture your bad moods created for the usual reasons like hopelessness, fear of the future, insecurity, bad bosses, family and health troubles, city life, etc.

The quotes in this article are in no specific order. This is done to imitate a box of candies containing a variety of colorful chocolates each one having a unique taste, color, shape, size, etc. Similarly, the quotes range from mild to wild and have the power to jolt you like an electric shock. Maybe some quotes can even be the exact solution to a nagging problem you are currently worrying about.

So, depending on your state of mind, some quotes may sound ordinary, some may be a breath of fresh air, and some may blow you away. But it's important to read them regularly. Why read regularly? That is because stress is like dust and will invade your mind again and again. Hence, it must be dusted again and again. So, let us start.



For a long time, it had seemed to me that life was about to begin - real life. But there was always some obstacle in the way, something that had to be gotten through first, some unfinished business, time still to be served, and a debt to be paid. Then my real life would begin. At last, it dawned on me that those obstacles were my real life. - Alfred D Souza

Leave the mind in its natural, undisturbed state. Don't follow thoughts of this is a problem, that is a problem, etc. Without labelling difficulties as problems, leave your mind in its natural state. In this way, you will stop seeing

miserable conditions as problems. -
Lama Zopa Rinpoche

Six billion of us walking the planet,
six billion smaller worlds on the bigger
one. Shoe salesmen and short-order
cooks who look boring from the outside
- some have weirder lives than you. Six
billion stories, every one an epic, full of
tragedy and triumph, good and evil,
despair and hope. You and me - we
aren't so special, brother. - Dean
Koontz

If you ever want something badly,
let it go. If it comes back to you then
it's yours forever. If it doesn't, then it
was never yours to begin with - George
H. Powell

Happiness is like a butterfly: the
more you chase it, the more it will
elude you, but if you turn your attention
to other things, it will come and sit
softly on your shoulder. Henry David
Thoreau

Risk! Risk anything! Care no more
for the opinions of others, for those
voices. Do the hardest thing on earth
for you. Act for yourself. Face the truth.
Katherine Mansfield

Never give in. Never, never, never,
never, in nothing great or small, large
or petty, never give in except to convic-
tions of honour and good sense. Never
yield to force. Never yield to the

apparently overwhelming might of the
enemy. - Winston Churchill

One ought never to turn ones back
on a threatened danger and try to run
away from it. If you do that, you will
double the danger. But if you meet it
promptly and without flinching, you will
reduce the danger by half. - Winston
Churchill

Our main business is not to see
what lies dimly at a distance, but to do
what lies clearly at hand. - Thomas
Carlyle

Today is the tomorrow you worried
about yesterday. - Author Unknown.

There will be a time when loud-
mouthed, incompetent people will
seem to be getting the best of you.
When that happens, you only have to
be patient and wait for them to self-de-
struct. It never fails. - Richard Rybolt

I was ashamed because I had no
shoes until upon the street, I met a
man who had no feet. - Ancient Per-
sian Saying

Hating people is like burning down
your own house to get rid of a rat. -
Harry Fosdick

I wondered why someone didn't do
something about the situation. Then I
remembered that I am someone.

There is one safeguard known generally to the wise, which is an advantage and security to all, but especially to democracies as against despots – SUSPICION. - Demosthenes

Before all else, be armed. - Niccolo Machiavelli

Man is what he believes. - Anton Chekhov

If you don't like something, change it. If you can't change it, change your attitude. Don't complain. - Maya Angelou

Whenever you are asked if you can do a job, tell them, Certainly, I can! Then get busy and find out how to do it. - Theodore Roosevelt

Somebody is boring me. I think it's me. - Dylan Thomas

In order to live free and happily you must sacrifice boredom. It is not always an easy sacrifice. - Richard Bach

All God does is watch us and kill us when we get boring. We must never, ever be boring. - Chuck Palahniuk

Life is never boring, but some people choose to be bored. - Wayne Dyer

We have to distrust each other. It is our only defence against betrayal. - Williams, Tennessee

Rough diamonds may sometimes be mistaken for worthless pebbles. - Thomas Browne

Don't get angry. Don't raise your voice. Just negotiate. - The Godfather

One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important. - Bertrand Russell

The gem cannot be polished without friction, nor man perfected without trials. -Chinese Proverb

Your most unhappy customers are your greatest source of learning. – Bill Gates

Intense feeling too often obscures the truth. - Harry Truman

Watch out for more awesome quotes in the next issue.



Belletristik

Writing & Publishing

This section is dedicated to the wonderful world of Writing & Publishing and covers topics on self and traditional publishing, art of writing, formatting your print and eBooks, how and where to publish, marketing your book, and so on. Learn how the publishing industry works and how to get your books published in Paperback and all eBook formats on all international sites.





Three Fears of First Time Authors

Writing & Publishing

Any aspiring writer wishing to write his or her first book will usually get hit by three fears. The first fear is the belief that they will first require some special brains or great talent, or some master's degree from a top university to indulge in such writing activities.

The second fear is the scary imagination that their writings and ideas may be ridiculed by their friends, relatives, and strangers.

The third fear is the belief that it is mandatory to write thick, detailed, or complex books with great flowery language in order to be classified as an author. As an aspiring author, you may also be troubled by the same three fears. But let me immediately assure you that these three fears need not really scare you because all of them can be easily overcome as explained below. So, let us begin.

The first fear can be overcome by understanding that you don't need any ultra-special brains or master's degrees to become an author. Actually, anyone can become an author if they have some good knowledge and experience in any subject, patience, and some simple writing skills. I recommend a concept called "*being two to three steps ahead*" for writing or coaching anyone.

Let me explain through an example. For example, a fifth-standard student can confidently teach a first-standard student how to write his homework or read a textbook. Similarly, a third or fourth-year engineering or medical student can guide a first-year student. This is possible because they are two to three steps ahead in their knowledge and experience.

You can use the same concept for writing your book. For example, if you have worked in the chemical industry for many years, then you would have gained enormous knowledge that you can pass on to newcomers with your book. This is why I say you don't need any ultra-special brains or a master's degree to write a book. All you need is to be two to three steps ahead of the reader that you are trying to coach or educate.

The second fear can be overcome by understanding that becoming an author is a long journey spanning months and years. No one can become a good

author overnight or within a few weeks. Hence, there is no need to announce to the world with a trumpet that you are going to become an author by a certain date. Nor is it mandatory to display your beginner's writings or ideas to anyone.

You can keep your author aspiration and scribbling a top secret until you are confident and comfortable with your own writing to show it to others. So, don't rush for feedback from anyone as you start your journey. It's very easy to get discouraged if your initial amateurish writing gets laughed at or ridiculed by your friends or relatives.

The third fear can be overcome by understanding that a majority of readers don't want complicated books. Instead, they prefer simple and concise books that can help them understand or achieve what they want. For example, if you write a complicated book on stress management with heaps of complex medical jargon, deep psychology concepts, etc., then no one will be interested in reading it. But if you write a small book in simple language with practical examples of how common people can reduce stress in their lives, then plenty of readers will be interested in reading it.

Let me give you an example of a useless book. When I was in college there was a physics textbook written by an extremely intelligent professor. The theory explained in this book was quick

and short. Each chapter also had a few easy and simple solved problems. But at the end of each chapter, there were heaps of awfully complicated problems that no student could solve by reading the theory and examples provided in the same chapter.

To make matters worse, only the odd-numbered problems had the answers (without the solution steps) printed at the end of the book. To make matters even worse, that professor would not solve those tough problems even in the classroom and expected the students to brainstorm and solve on their own.

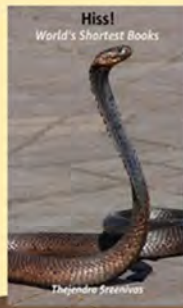
So, the professor's method was to help students to solve simple and easy problems, but let the students tackle the tough ones without any clue on how to solve them. Secondly, due to his ferocious short temper, no student would approach him for any assistance.

To summarize the story, it was a bad textbook written by an intelligent

professor who was unable and unwilling to realize that he was a bad author as he was not interested in helping his readers. Soon every student realized they could pass no exam if they studied only that tough textbook. Fortunately, there was another textbook written by some other professor containing detailed theory and fully solved problems explained beautifully, which every student would quietly buy to pass exams and the earlier tough textbook would just remain as an ornamental piece.

Remember it is not always necessary to write a 300-page complicated book to be classified as an author. Even if you write and publish a 60-page simple book on some subject, you will still be called an author. So, go ahead and boldly write your first sentence, and don't let the three fears haunt you. As a Chinese proverb says - *The journey of a thousand miles must begin with a single step*





The World's Shortest Novels

Writing & Publishing

The Plaintiff's elephant

Plaintiff - "Your Honor, this person has stolen my photo and is using it as a wallpaper on his computer."

Judge - "What is your photo?"

"It's a photo of a wild elephant that I had clicked when I was in Africa two years ago."

"How did he get your photo?"

"I had posted the photo on the internet and shared it on social media."

"Now what exactly is your problem?"

"It's my photo, it's copyrighted to me, it belongs to me. It's my intellectual property. Nobody can use it without my permission. So, I need justice."

"Hmm, looks like you have a valid case. I will definitely punish him."

"Thank you, Mr. Judge."

“But first I need to verify if you indeed took that photo. Can you prove it?”

“Yes, I can. The photo is in my phone.”

“That won’t do. I need real evidence to compare.”

“What real evidence?”

“Bring that wild elephant to my court next week. I will compare your photo with that elephant, and if I am convinced that it’s the same elephant, I will impose a penalty on the accused.”

About the Book

Dive into a world of bite-sized tales that will thrill and chill you! "The World's Shortest Novels" is a fascinating collection of short novels designed

to be read in just 60 seconds, perfect for when you need a quick dose of excitement, mystery, or laughter.

In this book, each chapter is a tiny novel that offers a delightful mix of humor, heart-pounding thrillers, spine-tingling ghost stories, vampire lore, mind-bending mysteries, and cutting-edge technology tales. The stories are crafted to be concise, compelling, and taking you on an unforgettable journey with every flip of the page.

Available as an eBook on all major book retailers.

So, grab a copy, turn the page, and immerse yourself in tales that will stay with you long after the seconds have ticked away.





Children Section

This section is dedicated to articles for children and also their own contributions. You can submit articles, drawings, and paintings done by your kids for consideration. This is to encourage them to cultivate the awesome habit of writing and reading books and magazines, instead of thinking that their computers, smartphones, and tablets are only for playing games and chatting.





Comics – The Lost Priceless Treasures

This section is dedicated to remembering the golden era of comics that lasted from the 1930s till the late 1980s. When we were kids we didn't have dozens of TV channels, Smartphones, Apps, Internet, Social Media, etc., like today.

Our main sources of entertainment were only movies in theaters, a radio set, books, magazines, playgrounds, and the wonderful world of comics. Dozens and dozens of brilliant graphic

comics would hit our magazine newsstands every month ranging from as low as 10 cents to 50 cents.

The arrival of our favorite comic every fortnight or month was always a gala affair that would send a thrilling chill down our spine. We even had awesome libraries that would lend us comics for a small fee.

Practically, every child on our planet grew up as diehard fans of various

comic book heroes, heroines, and villains. Collecting and protecting our comics was a thrilling exercise, and we had to guard our precious comics from our mischievous friends, cousins, relatives, etc., who would vanish with our priceless treasures. It was not just kids who would read these comics. Even adults were fond of these comics and would read them again and again.

Each comic book's hero, heroine, and villain would take us deep into their imaginary wonderland and make us laugh, cry, giggle, angry, and even get furious. The stories used to be so great that countless comics could have been easily made in super movies. Did you know that each comic

were meticulously hand drawn and colored by those great comic artists as there were no graphic softwares like today?

Want to know how those golden comics looked? See the next few pages for some awesome covers. Each of these comic characters had hundreds of issues spread over many years as they used to be released every fortnight or monthly. Collecting each of them was often impossible as it was beyond our pocket money. Some lucky grown up child will be having these lovely treasures stored in their attics or cupboards somewhere on our planet (sigh!).









I am an African Lion

Children Knowledge

Hello, little explorers! I'm Leo, the mighty African lion, and I'm here to share my incredible story with you. Are you ready for an adventure into the wild savannah where I live? Let's go!

First, let me tell you about my fantastic features. I am a big cat with a golden fur coat that shines like the sun. My fur is beautiful and it also helps me camouflage in the tall grass, making it easier for me to sneak up on my prey.

Can you imagine having such a magnificent golden coat?

Now, let's talk about my crown – my thick, bushy mane. It's like a glorious crown that sits on my head and makes me look like a true king of the savannah. The darker and fuller the mane, the more regal I am considered. I wear it proudly, and it shows everyone that I am the ruler of these vast forest lands.

Speaking of being a ruler, my roars are legendary. My roar can be heard

from miles away and it's my way of communicating with other lions, letting them know that this territory is mine. My giant roar says, "Beware, this is my kingdom, and I am the king!"

Now, let me tell you about my family. We lions live in groups called prides. In my pride, there are lionesses, who are the queens and huntresses, and adorable little lion cubs, who are the future kings and queens. We stick together and protect one another. Family is very important to us, just like it is to you.

Speaking of hunting, I am a skillful hunter. My sharp claws and powerful jaws help me catch my prey. I mainly

eat antelopes, zebras, and sometimes even buffalo!

But life isn't always about being fierce. Sometimes, I enjoy lazy afternoons lounging under the warm African sun. This is the time when you can see my playful side. Yes, even jungle kings like to have some fun!

I love being an African lion, and I'm proud of my wild and wonderful life. The savannah is my kingdom, and every day is an exciting adventure for me. I hope you've enjoyed learning about me. Now, can you roar like me? Until next time, keep exploring and roaring with joy!



Books by the Editor



Personal Planner

Personal Disaster Preparedness Planner
Organize your Information, Belongings, and Activities to Protect your
Family in a Crisis

Humor Books

Become a Dictator
A Short and Snappy Guide

Become a Modern Artist
The Greatest and Easiest Job on Earth

Big Money
Top Secret Guide to the Stock Market Circus

The Mirage Peddlers
How to Become an Advertising Guru

The Mud Horse
Fantastic Jobs for Firebrand Feminists

Spirituality Books

The Inventor of Nothing
A Mild and Wild Chat with the Brilliant Cosmic Designer

The Miracle Law
The Pristine Path to Purpose and Prosperity

Personal Development Books

The Power of Laziness
Discovering the Wisdom of Slowness

The Extreme Minimalist
Discovering the Joys of Minimalism and Frugality

Get to the Point
A Short and Snappy Guide

The Curses of a Thousand Mothers
How We Pursue Joyful Sins

The Long Fuse
Why the Buddha Never Took Aspirin

No Easy Future!
Seven Habits to Tackle Tomorrow

The Compass Mind
A Short Guide to Think in All Directions

Start Saying NO!
How to Stop Living for Others and Start Pursuing your Goals

The Gibraltar Briefcase
The Wise Weapons of Exceptional Executives

The Glass Prison
The How to Stay Productive during a Lockdown

Your Jinx Traps
How to Identify, Avoid, Reduce, and Eliminate Bad Luck

Children Books

Secret Trip to a Jolly Jungle
The Adventures of Tommy and his Magic Spaceship

Secret Trip into the Ocean
The Adventures of Tommy and his Magic Spaceship

Secret Trip to a Treasure Island
The Adventures of Tommy and his Magic Spaceship

Secret Trip to Outer Space
The Adventures of Tommy and his Magic Spaceship

The Magic Apple and his Mighty Friends

Technology Books

IT Asset Management
A Practical Guide for Technical and Business Executives

Disaster Recovery and Business Continuity
A Quick Guide for Organizations and Business Managers

Practical IT Service Management
A Concise Guide for Busy Executives

Fiction Books

FINK!
The Mafia's Nightmare

The Patriot's Confession
A Spy Thriller

The World's Shortest Novels
The Sixty Seconds Bookshelf



All the above books are available in both Paperback and eBook on all major book retailers

Online Courses by the Author



Become a Minimalist Course

Intended Audience - Sole breadwinners. Salaried employees in unstable companies that frequently downsize or outsource. Those who feel their lifestyle is going out of control. Those who have dependents to maintain. Those worried about their future. People above forty years with health problems and increasing medical expenses. Those who competitively spend money to match rich people. Those who are grappling with their

finances. Those wondering where their money disappears every month, and those who want to have better control over their income and expenditure.

What is this Course? - In this course, I will teach you an amazing life skill called Minimalism or Voluntary Frugality, which no college, university, or workplace will teach you. Once you learn minimalism you will be able to,

Confidently handle your life's ups and downs without any fear of putting yourself and your family in trouble.

Become financially and psychologically superior to the rest of the crowd.

Handle today's unpredictable economy, downsizing, healthcare costs, workplace transfers, reorganizations, family issues, office politics, etc.

Stop living in a fool's paradise by spending recklessly.

And many more.

Pricing - This self-paced course is available for only US\$19.95/- as a PRIVATE YouTube video available only for subscribers. Note - You must have a Gmail account to access the video. Contact me at thejendra@yahoo.com or thejendrabs@gmail.com to get full access to this course.

More details are available in this YouTube Promo Link.



<https://youtu.be/TRxN7zgvpgo>



Start an IT Asset Management Course

Intended Audience - Technology Managers. Finance Managers and Auditors. CIOs, CTOs, and CFOs. Anyone who manages IT assets in an organization and is responsible for optimizing its costs. Interested Board Members and IT Consultants.

What is this Course? - In this course, I will teach you how to start a unique and powerful department in your organization. Once you start this department in your organization you will be able to

Keep the top management,

auditors, and finance departments happy.

Have complete control over all IT Assets, Software Licensing, Budget Overruns, Manage Thefts and Misplacements, Handle Data Security, Dispose of Unused IT Assets, and so on.

Gain valuable business skills like technical leadership, financial leadership, vendor management, and also the ability to interact with all layers of employees in your organization.

Gain a tremendous amount of

industry knowledge about the latest hardware and software in the market.

Gain industry contacts, attend useful seminars, meet subject experts, and even get help in career moves.

Attend important meetings to present the ongoing and impending IT costs to the management.

Help senior management make better decisions regarding their IT infrastructure. And many more.

Pricing - This self-paced course is available for only US\$99/- as a PRIVATE YouTube video available only for subscribers. Note - You must have a Gmail account to access the video. Contact me at thejendra@yahoo.com or thejendrabs@gmail.com to get full access to this course.

More details are available in this YouTube Promo Link



<https://youtu.be/w8gU0mzSYqM>





Eliminate Stress in One Hour Course

Intended Audience – Anyone who is suffering from stress, depression, anger issues, no interest in life, hopelessness, fatigue, and a feeling their life is going from bad to worse.

In this course, I will teach you an amazing technique to dramatically reduce your stress and burnout. As you are aware stress and burnout are the two biggest headaches for millions of employees worldwide. The usual methods of stress control are medications, counseling, exercises, therapy, seminars, and even spirituality like meditation and yoga. But all these remedies

cost time, money, effort, and travel. And not everyone will have the time or money to frequently indulge in such stress management remedies

With my unique technique, you can drastically reduce your stress by more than 50 to 75% without taking any medicines, spending money, doing exercises, or traveling anywhere. You can practice my technique anytime sitting at home or in the office. All I need is less than an hour to demonstrate that technique. So, whenever you are feeling doubtful about your own abilities when disappointments are staring

at your face, and you don't see any light at the end of the tunnel, simply dive into my course and you will become energetic and courageous to tackle your life no matter what. Give it a try. You will be pleasantly surprised.

Pricing - This self-paced course is available for only US\$14.95/- as a PRIVATE YouTube video available only for

subscribers. Note - You must have a Gmail account to access the video. Contact me at thejendra@yahoo.com or thejendrabs@gmail.com to get full access to this course.

More details are available in this YouTube Promo Link.



<https://youtu.be/UFtT0Q5GCG0>





Become an Author Course

Intended Audience – Anyone who wants to share their Knowledge, Imagination, or Experience with others and write their first fiction or non-fiction will find this course highly useful.

What is this Course? - In this course, I will teach you how to become an Author and Self-Publish your book worldwide. You will learn how to overcome your initial fears, write your first book, edit it perfectly, format it for paperback and eBook formats, and finally upload it to all major book retailers.

Becoming an author is one of the most satisfying and rewarding experiences you can have. Once you become an author you can tell your story to the world, share your knowledge and experience with others, position yourself as an expert, stand out from your colleagues and get noticed, get speaking opportunities, earn royalties from book sales, keep your brain active, have a lifelong hobby, and so on.

Pricing - This self-paced course is available for only US\$49/- as a PRIVATE Thinkific video accessible only to subscribers.

More details are available in this
YouTube Promo Link.



<https://www.youtube.com/watch?v=DDRXL5SKLo>

The full course is available on this Thinkific Link

THINKIFIC

<https://thejendra.thinkific.com/courses/how-to-become-an-author-and-self-publish-your-book>



Freelance Services by the Author



Assisted Publishing Service

Assisted Self-Publishing is a unique method where I will take care of all the complex technicalities of publishing your book globally for a one-time fee. What this means is I will do the MS-Word Manuscript Formatting, Create the Paperback/eBook Interiors and Covers to publishing standards, and guide you to Upload, Configure, and Publish them worldwide. For new authors learning all these tasks can be overwhelming and confusing. But with my assisted method, you don't have to

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art, and finally host it on a podcast distributor to start sharing your knowledge with the world.

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The Book Publishing Coach Channel



<https://www.youtube.com/@thejendrasreenivas>

This is my YouTube channel for topics on Book Publishing, Writing, Tips for Authors, Assisted Self-Publishing, and many more. Please visit and subscribe if interested.



A Few Questions

How do we contact you?

Via email

at thejendra@yahoo.com or thejendrabs@gmail.com

I am a writer and want to submit articles to your magazine. Will you accept it?

Yes, as long as the article is related to personal development topics. It would also be good if you have your own website, blog, etc., for readers to

contact you. If you want to contribute regularly, then I would prefer you become my magazine subscriber.

Do you pay for articles?

Not yet. This is still a new magazine and to pay you my circulation must improve. But I will provide a PDF copy of the magazine if I include your article in this magazine.

What kind of articles do you accept?

Your articles must be related to self-improvement, stress management, leadership, management, writing, publishing, and so on. It must help the reader learn something useful for their life skills. Also, your article must be your own and not copied from anywhere. All images used must cite sources and must be free for personal and commercial usage. I can also

consider publishing articles, drawings, and paintings done by your kids to push them towards the habit of reading books and magazines.

I have some other questions.

Just send me an email.



That's all Folks

Thank you for buying and reading my magazine! If you enjoyed this magazine or found it useful, I would be very grateful if you would post a short review online and also share it with your friends, coworkers, relatives, and your social media platforms.

