



In search of the Yajaman

Devdutt Pattanaik
Chief Belief Officer
Future Group

Revitalize



Mythology is like Eclairs



Victim?



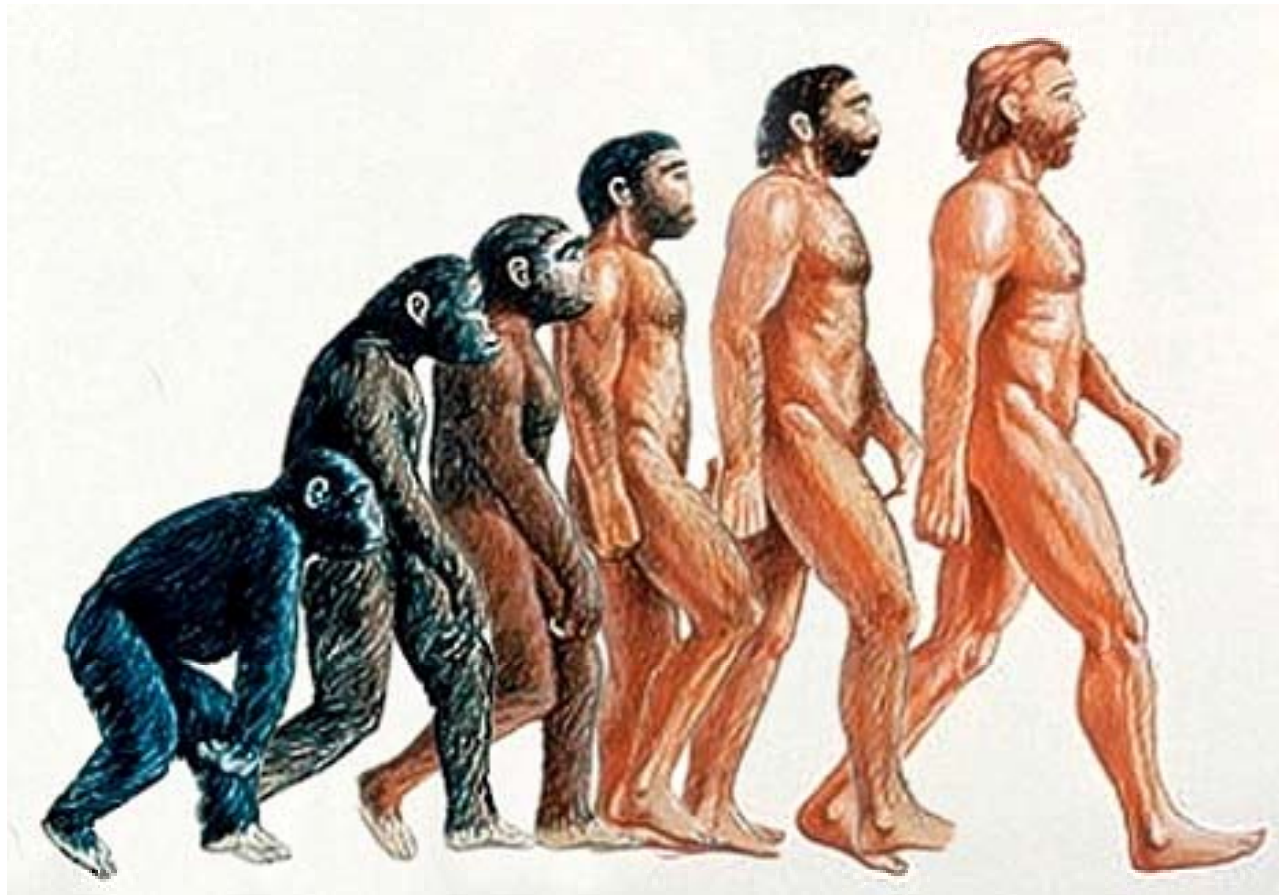
Fear of Scarcity



Fear of Predators



Humans are 99% animals



Animals with larger brains



Imagination



No Scarcity, No Predator



The Promised Land

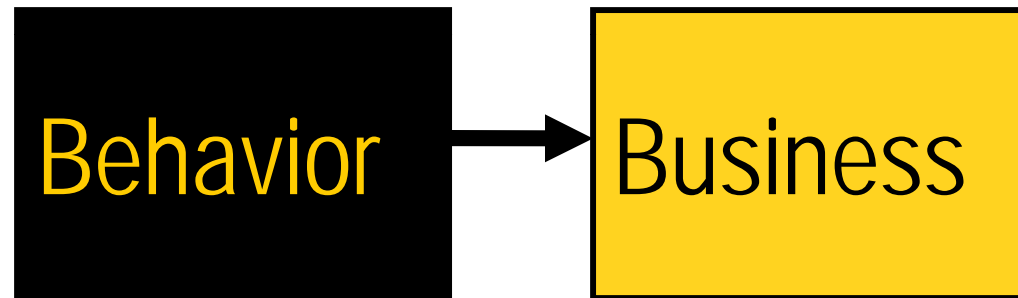


The outcome!



Business

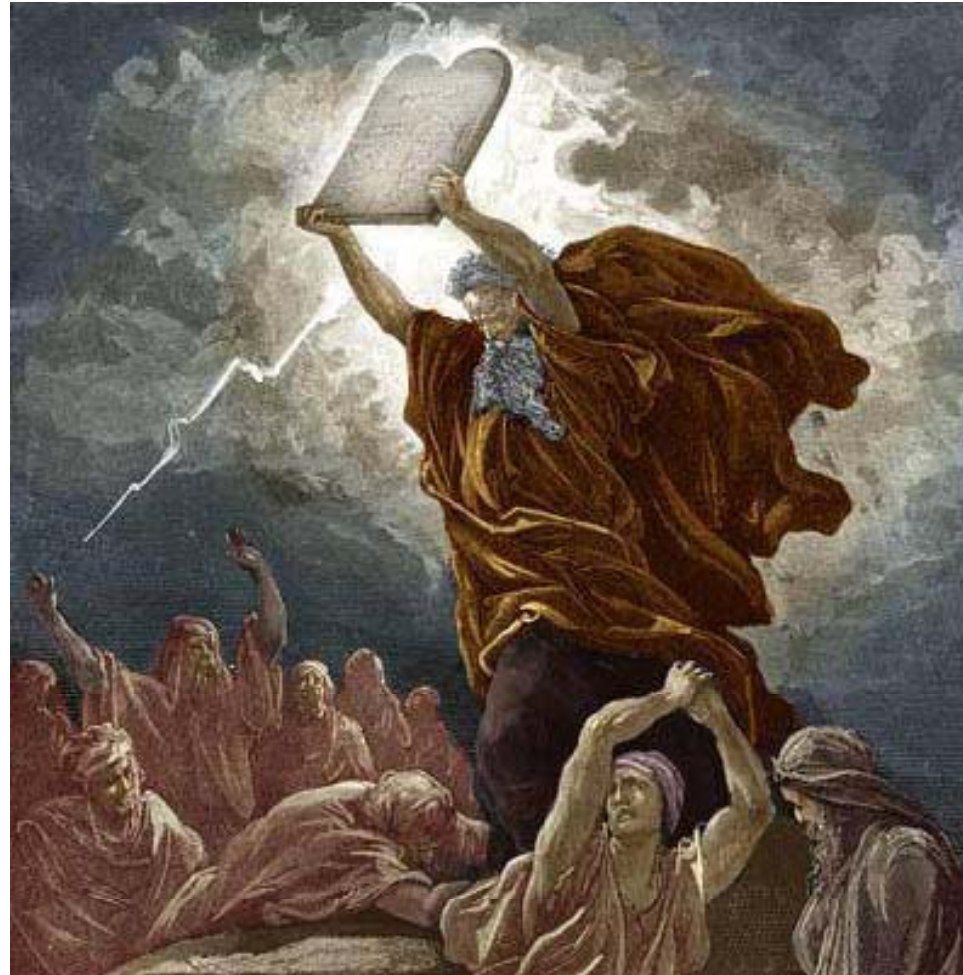
The Process?



Rules



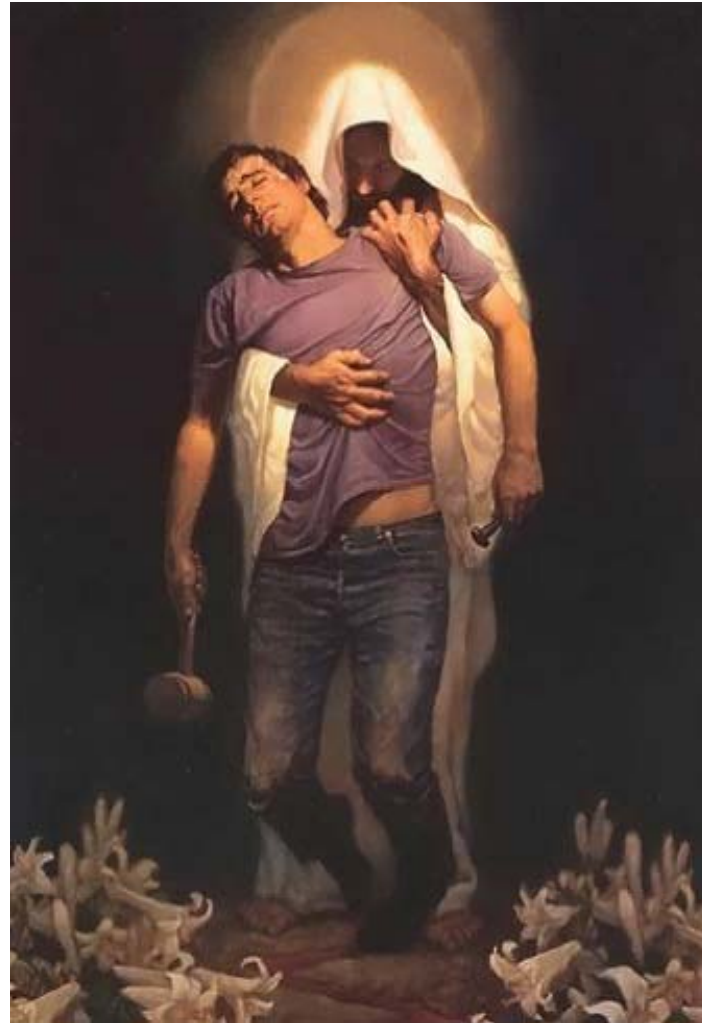
Compliance



The Assumption?

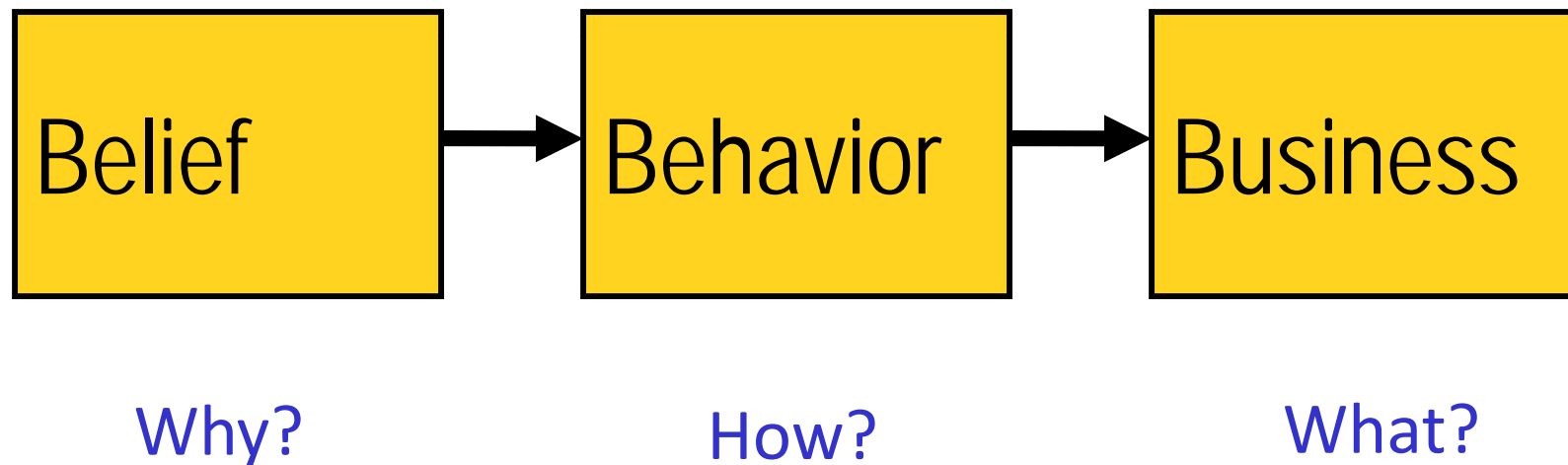


Caring Father



Leadership WPP P&G

3B Model



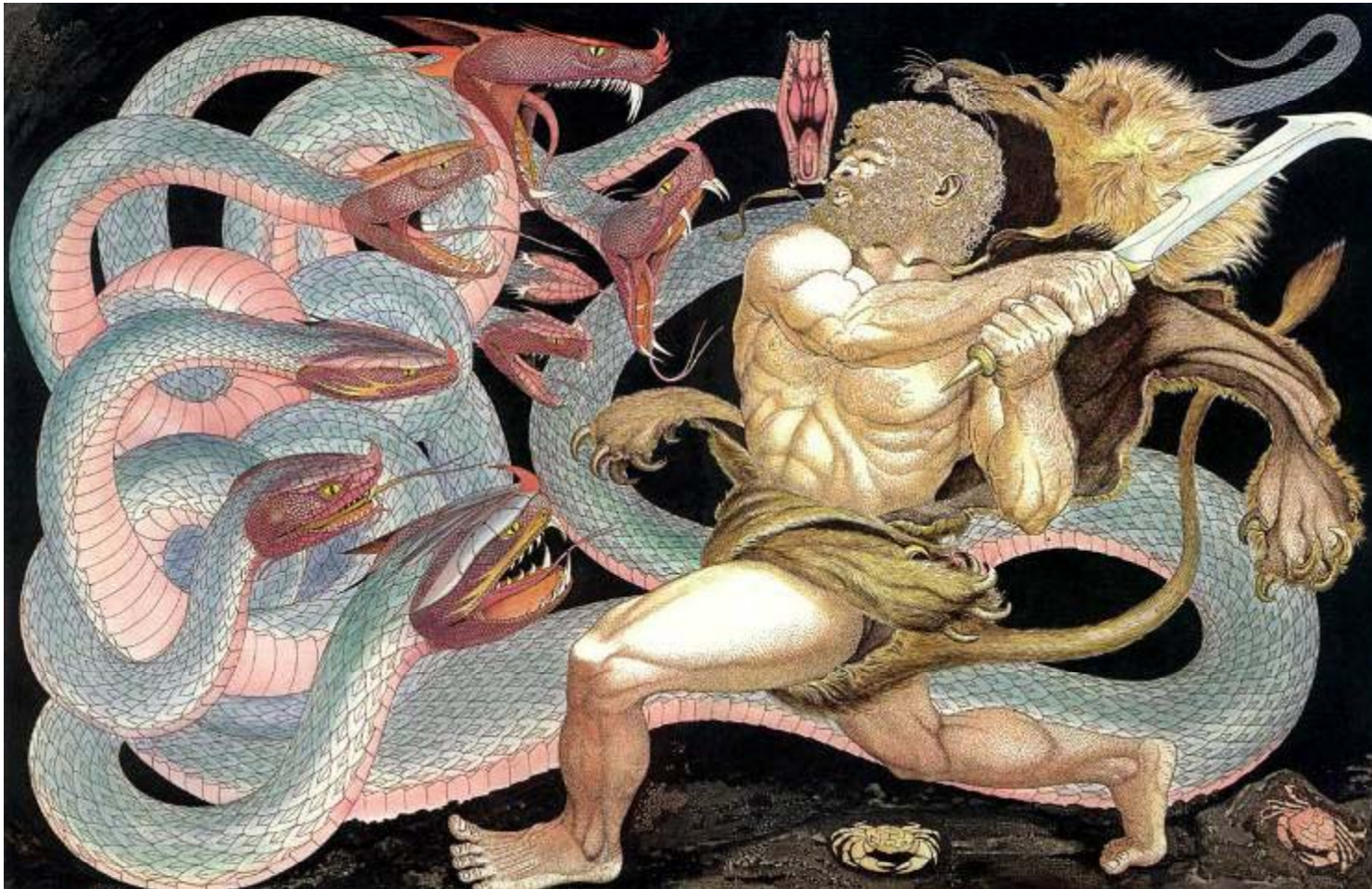
Alexander's Assumption?



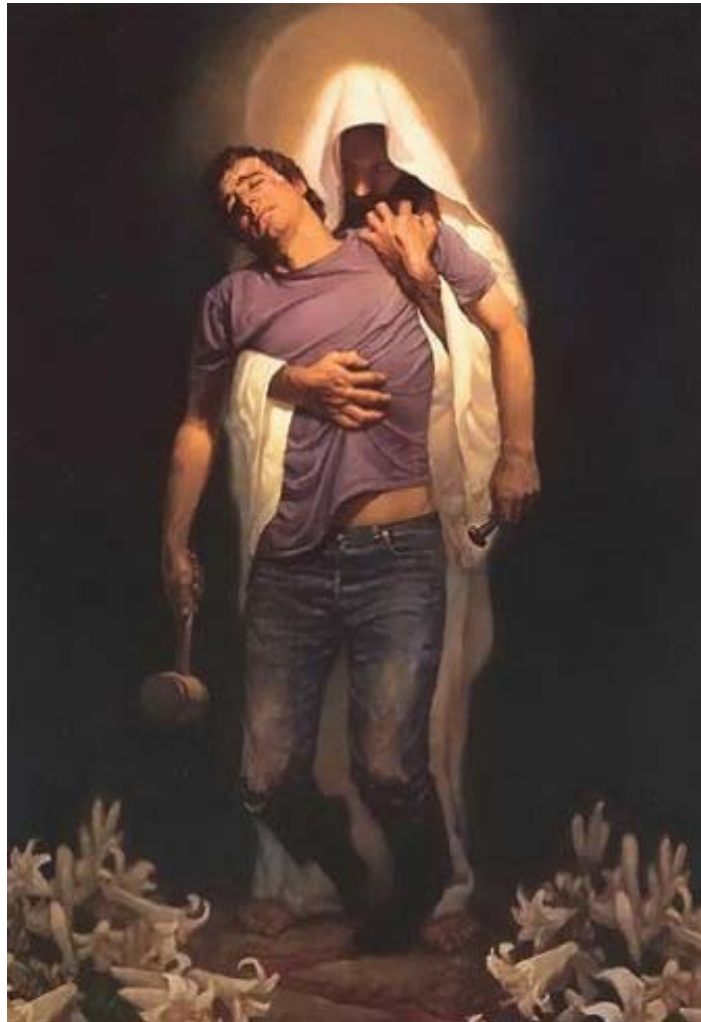
Cruel Father



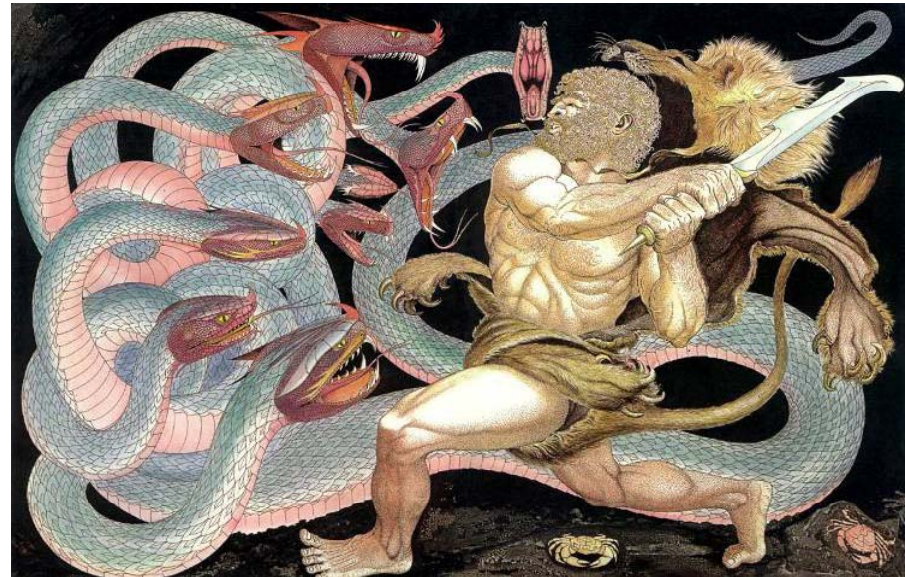
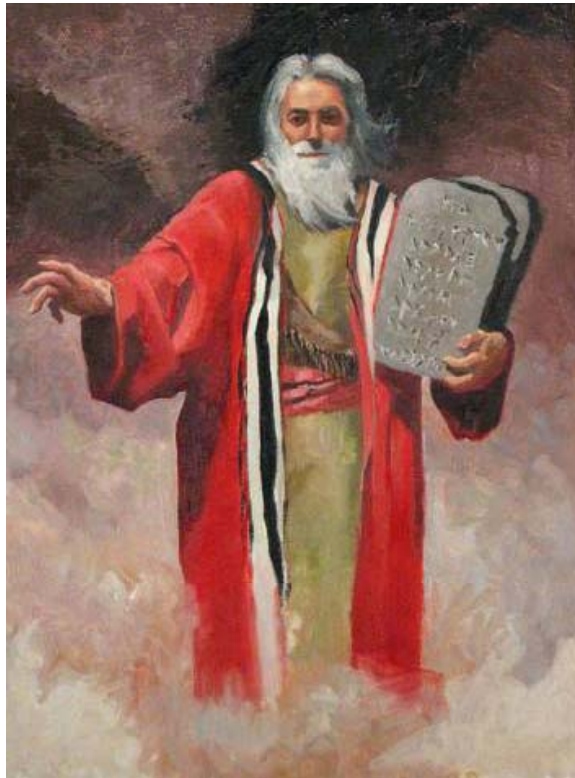
Defiance



Opposing Beliefs



Opposing Behaviors



Unfortunately!

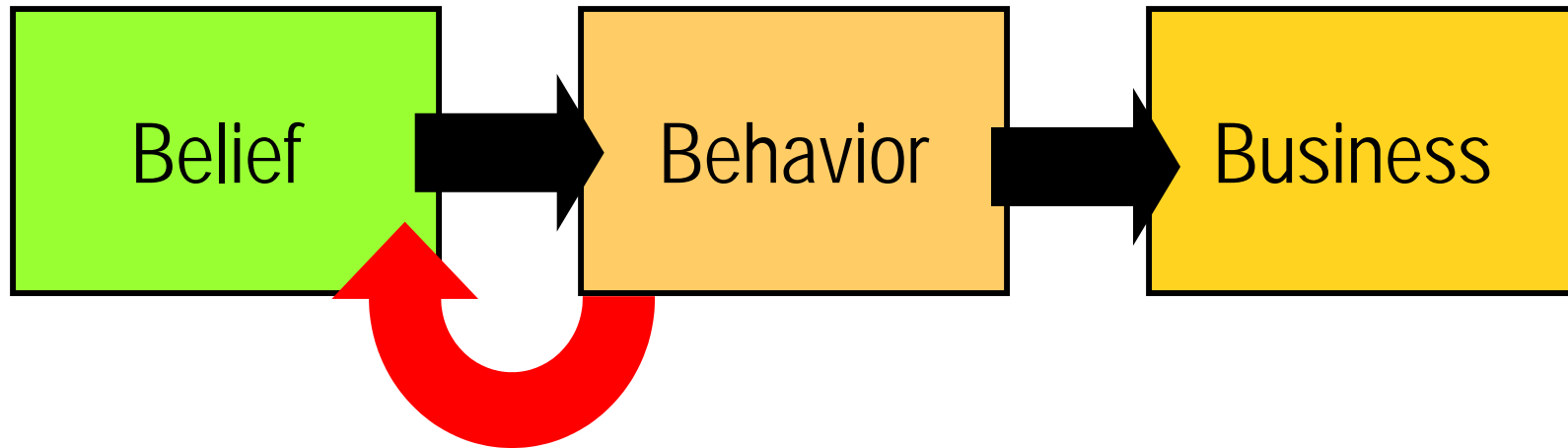


INVISIBLE
Non-Measurable

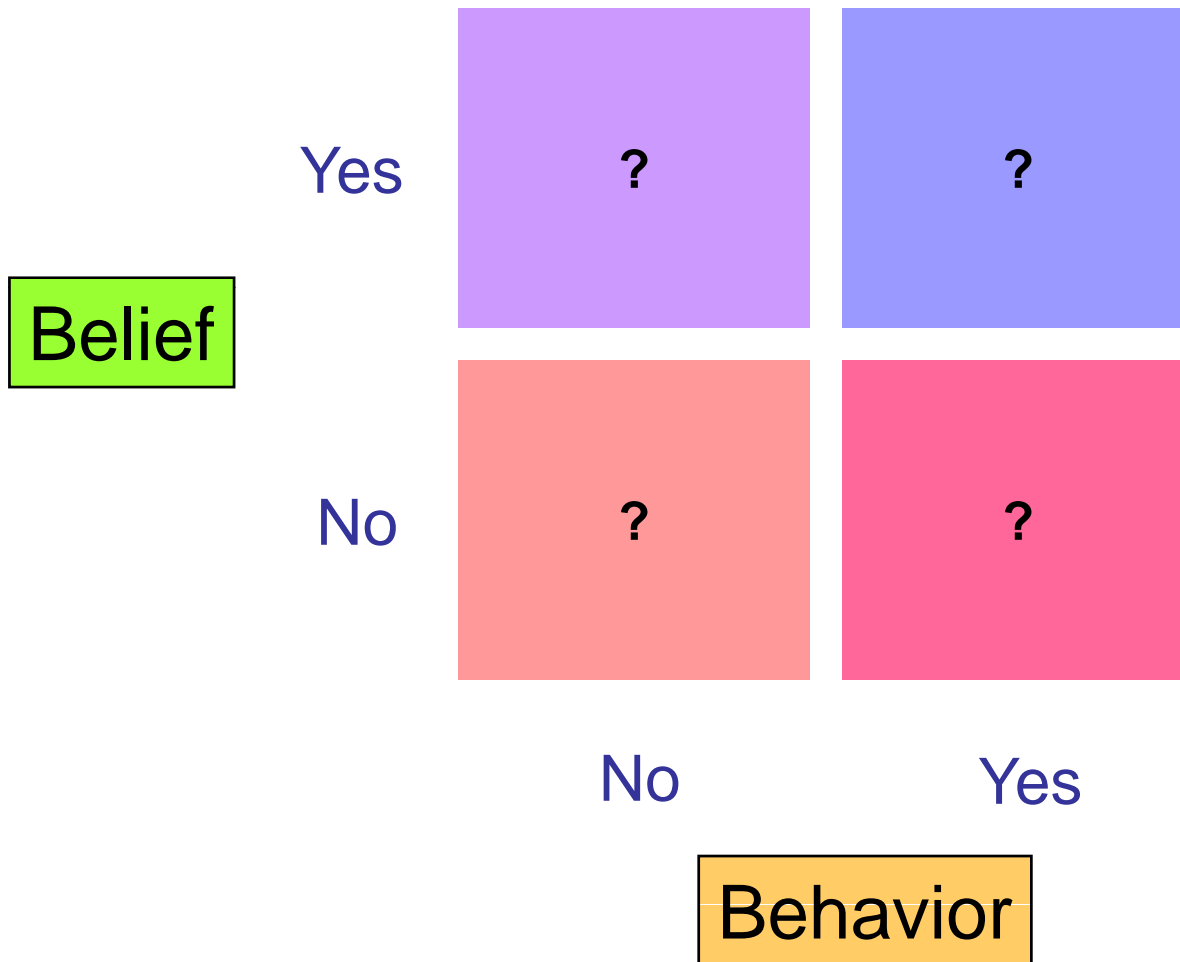
Visible
Measurable

Visible
Measurable

Fundamental error



2x2 matrix



100% Compliant



Belief	Yes	?	Ram
	No	?	?
		No	Yes
		Behavior	

100% Defiant



Belief	Yes	?	?
	No	Ravan	?
		No	Yes
		Behavior	

100% Innovative



Belief	Yes	Krishna	?
	No	?	?
		No	Yes
		Behavior	

100% Mimic



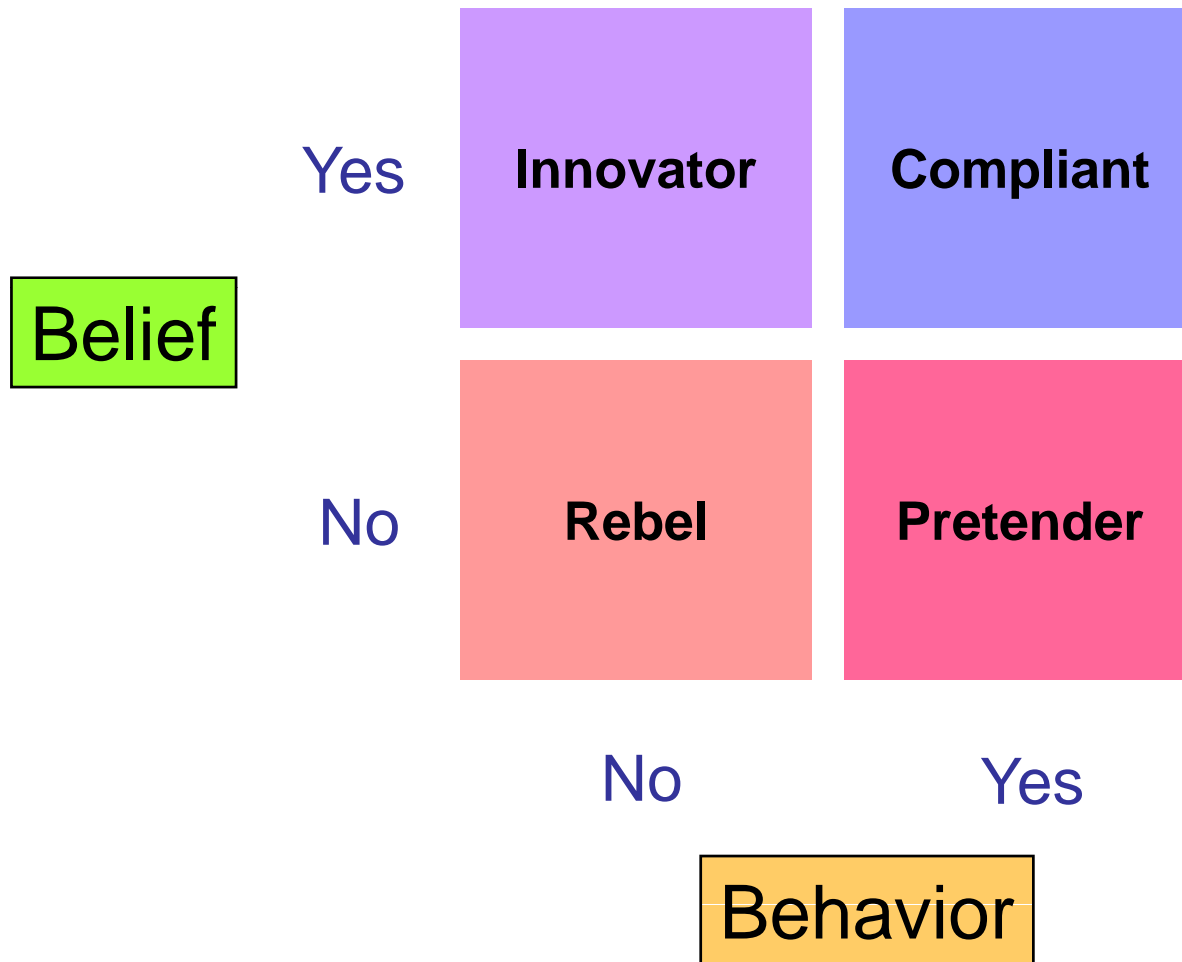
Belief	Yes	?	?
	No	?	Duryodhan
		No	Yes
		Behavior	

Ramayana vs Mahabharata

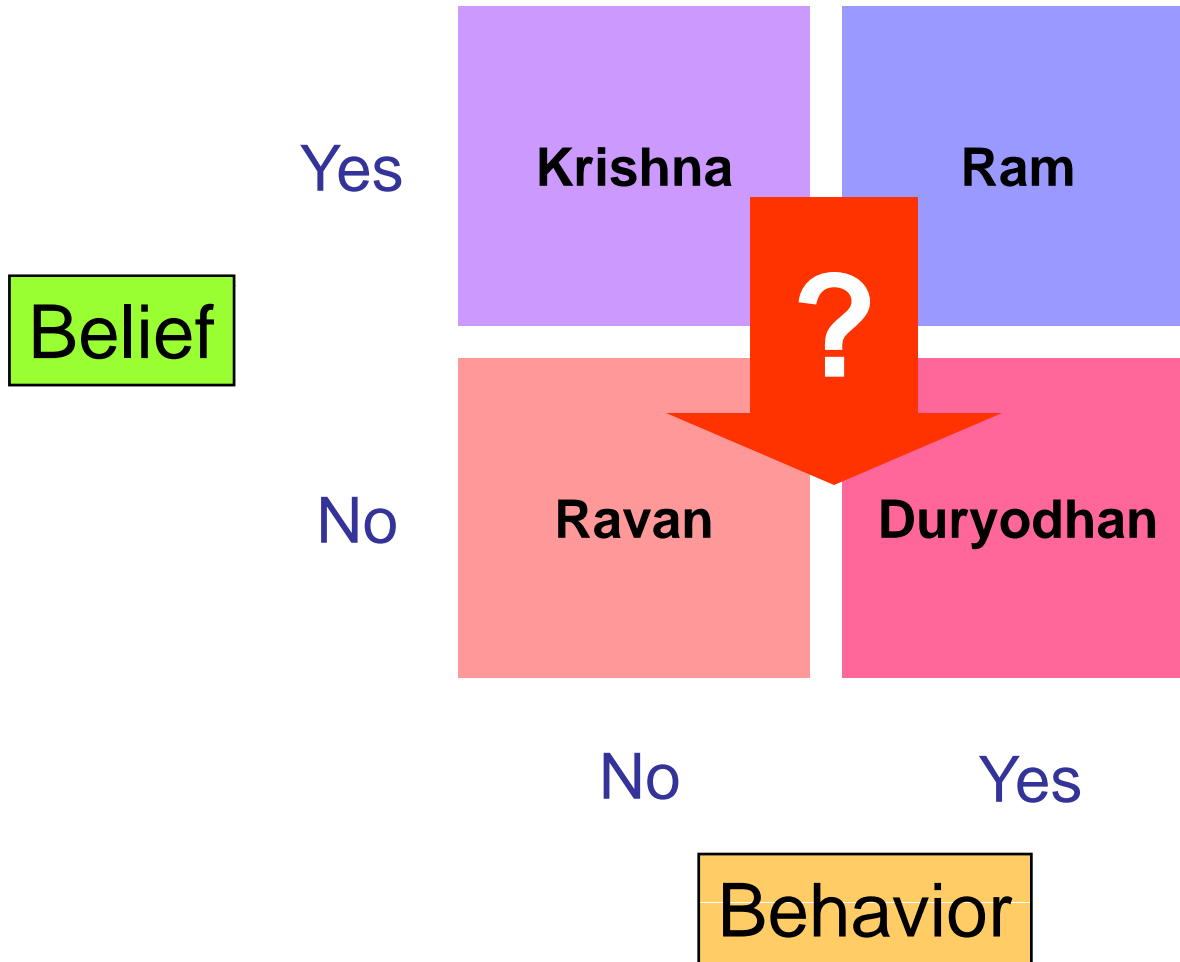


Belief	Yes	Krishna	Ram
	No	Ravan	Duryodhan
		No	Yes
		Behavior	

Rule keeping or Rule breaking



Why?



What is the Belief?



Belief



Innovative

Compliant



Rebel

Pretender

No

Yes

Behavior

Whose Gaze?



Belief



Innovative

Compliant

Rebel

Pretender

Their Gaze?

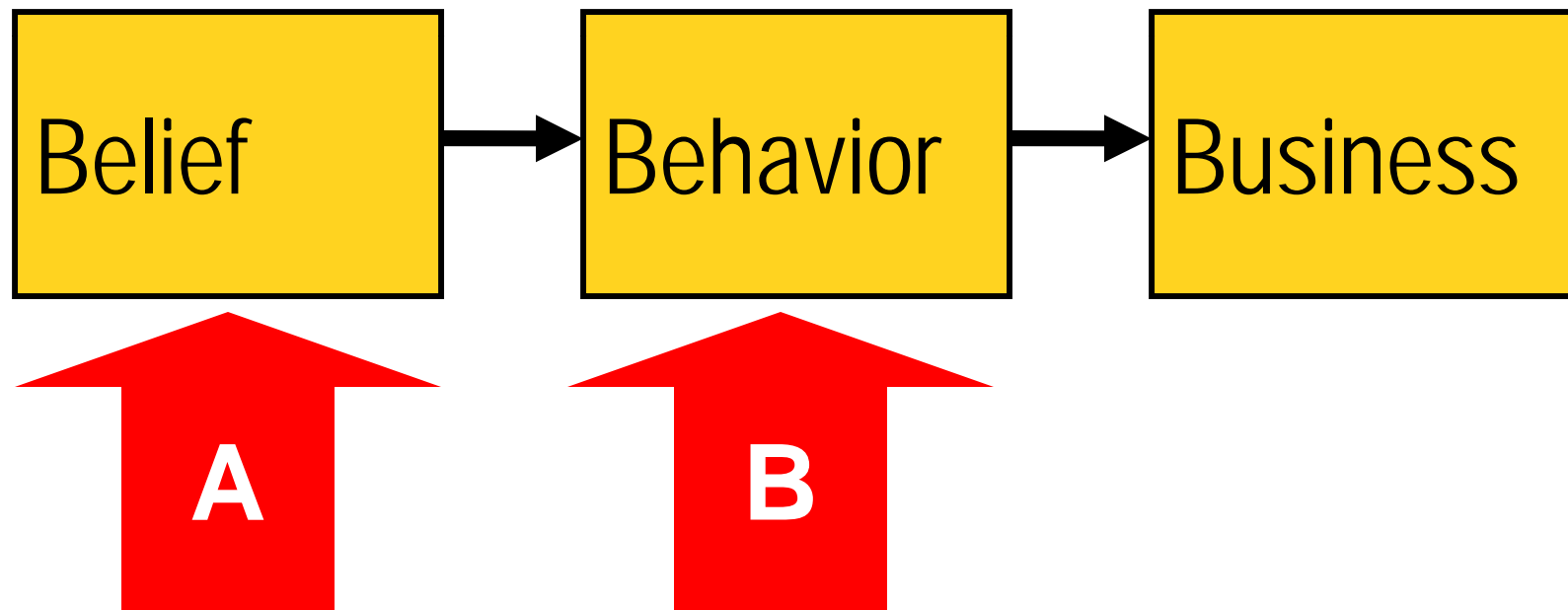
Your Gaze?

No

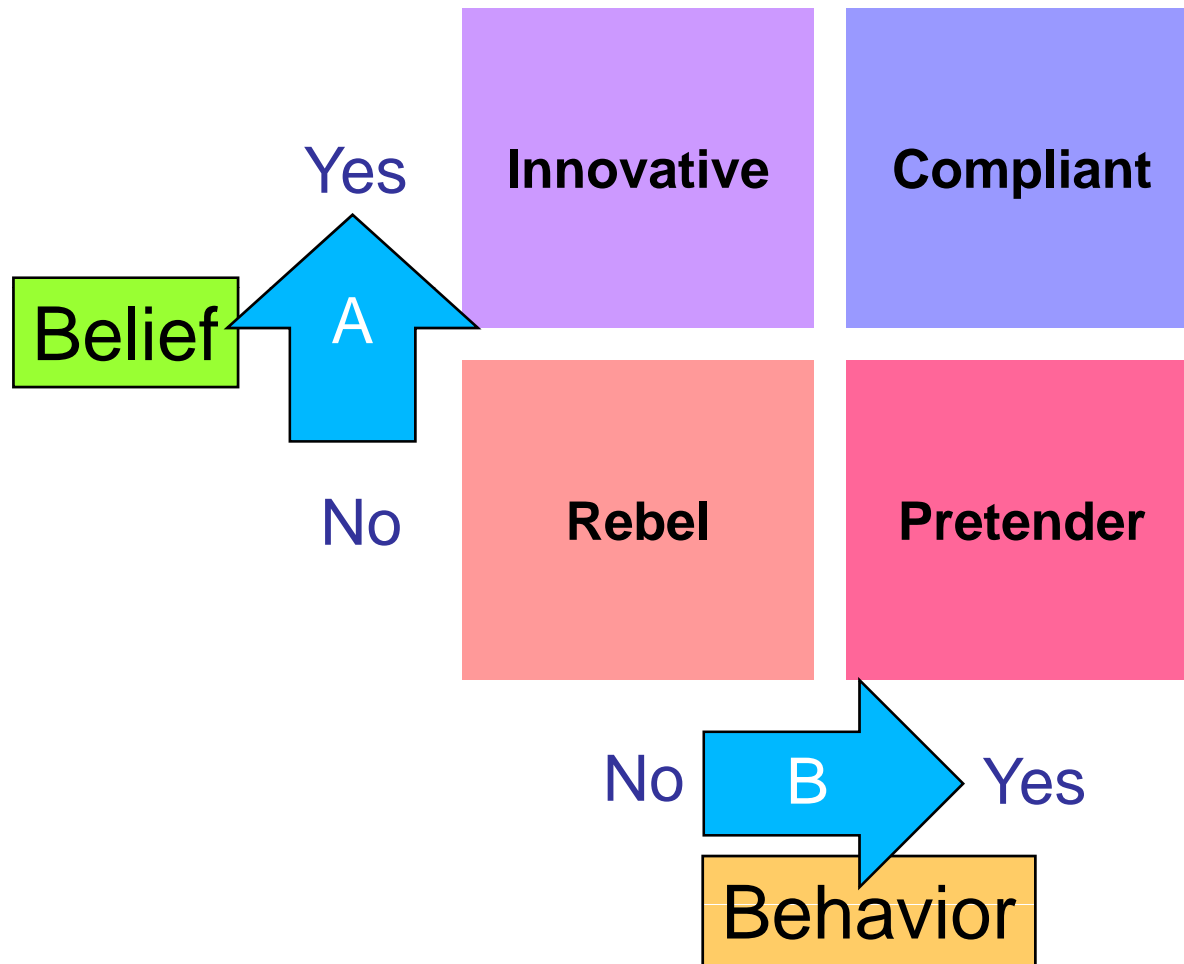
Yes

Behavior

Point of Leadership?



Inspire or Domesticate?



Secret of Inspiration



For more information



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