



WORKPLACE *Bulletin*

OCTOBER TO DECEMBER 2023

NEW YEAR
NEW BEGINNINGS



TABLE OF

Contents



Leadership Note

Charting New Horizons: Our Startup's Journey into 2024

A Journey of Inspiration

Reflecting on Vaibhav's Legacy at PixelPay



Work Anniversaries

Recognising Long Term Contributions

Ideas to Change Your Lifestyle

Vision 2024: Our Team's New Year Aspirations



TABLE OF

Contents



Unlocking Productivity
Nikhil's Winning Formula

Wandering Tales
Anuj Mahajan's Dubai &
Bangkok Chronicles



Spotify Playlist
Renewal Rhythms

Knowledge Nook
Cultivate Your Mind



TABLE OF *Contents*



Suggested Reads
Food for Thought

Suggested Podcasts
Handpicked Curations



Rewards & Recognition
Acknowledging Team Efforts

Team Celebrations
Life at PixelPay





LEADERSHIP *Note*

CHARTING NEW HORIZONS: Our Startup's Journey into 2024 By Vaibhav Lall

I find the new year to be a profound time for reflection and anticipation. The 'new year, new me' mantra, often echoed across social platforms, resonates deeply with me as we embark on an exciting phase of our journey. It's a period brimming with new beginnings, not just personally but for our entire organization.

► OUR HUMBLE BEGINNINGS AND GROWTH

Reflecting on our origins, I recall our startup's modest inception in a small 5-seater cabin within a co-working space, where Vanya and I, alongside our early team, laid the groundwork for what was to come.

Fast forward to 2024, the year marks a significant milestone in our journey as we transition into a spacious 70-seater office. This move isn't just a change of location; it's a symbol of our growth, our team's hard work, and the realization of our collective dream.

As we settle into our new space, my heart is full of gratitude. I want to extend a sincere thank you to our cherished clients, partners, and, most importantly, our incredible team. Your unwavering support and trust have been the driving force behind our success, motivating us to push the boundaries of excellence continuously.

► OVERCOMING LAST YEAR'S CHALLENGES

2023 has been a period of significant accomplishments and learning for us. We faced several challenges, including changes in various departments, experimenting with new business verticals, and figuring out how to adapt to Google's changing advertisement policies.

We not only survived the challenges but also gained clarity on our core strengths, leading us to plan a strategic pivot. We ventured into new verticals like Search Arbitrage and PPC / Lead Gen, enhancing our market presence.

Last year has also been a pivotal one in my personal journey as a founder. As I navigated through various challenges, I encountered numerous learning opportunities that bolstered my personal resilience and reinforced my dedication to our collective mission.



A notable achievement for me was enhancing my time management skills, a vital skill that I honed while juggling the demands of leading our startup and fulfilling my personal commitments, particularly those involving my daughter, Dhriya.

This period was also instrumental in rekindling my passion for why I started this venture, emphasizing the importance of unwavering leadership and a steadfast commitment to our goals.

► OUR PATH TO BREAKTHROUGH SUCCESS IN 2024

As we chart our path towards success, we are guided by a resolute mindset and unwavering determination. We are determined not to settle for mediocrity or conform to the limitations set by others.

Instead, we strive for breakthrough success, aiming to push beyond our comfort zones and challenge the boundaries of what is possible. With a mindset of determination and fearlessness, we venture into uncharted territories, ready to embrace the unknown.

We understand that each new sector brings unique challenges and opportunities, and we approach them with an insatiable curiosity and a determination to succeed. Guided by our core values and the expertise of our team, we forge ahead, expanding our horizons and creating new avenues for success.

► CORE VALUES: THE BEDROCK OF OUR IDENTITY

My commitment is to foster a culture that values hard work, collaboration, and transparency. This involves promoting an environment where teamwork and clear communication are paramount. The bedrock of our success lies in hard work, a principle I deeply embody and practice daily. It is evident in the relentless dedication of our team, who invest their time and effort to achieve our shared goals.

Furthermore, I firmly believe that achieving a goal requires making time for it. This philosophy is vital in balancing my responsibilities at PixelPay with personal commitments. As we navigate the evolving landscape of our startup, it's these core values and our collective passion that guide and sustain me. They have shaped our journey so far and will continue to be our compass as we face new challenges and explore uncharted territories.



A JOURNEY OF *Inspiration*

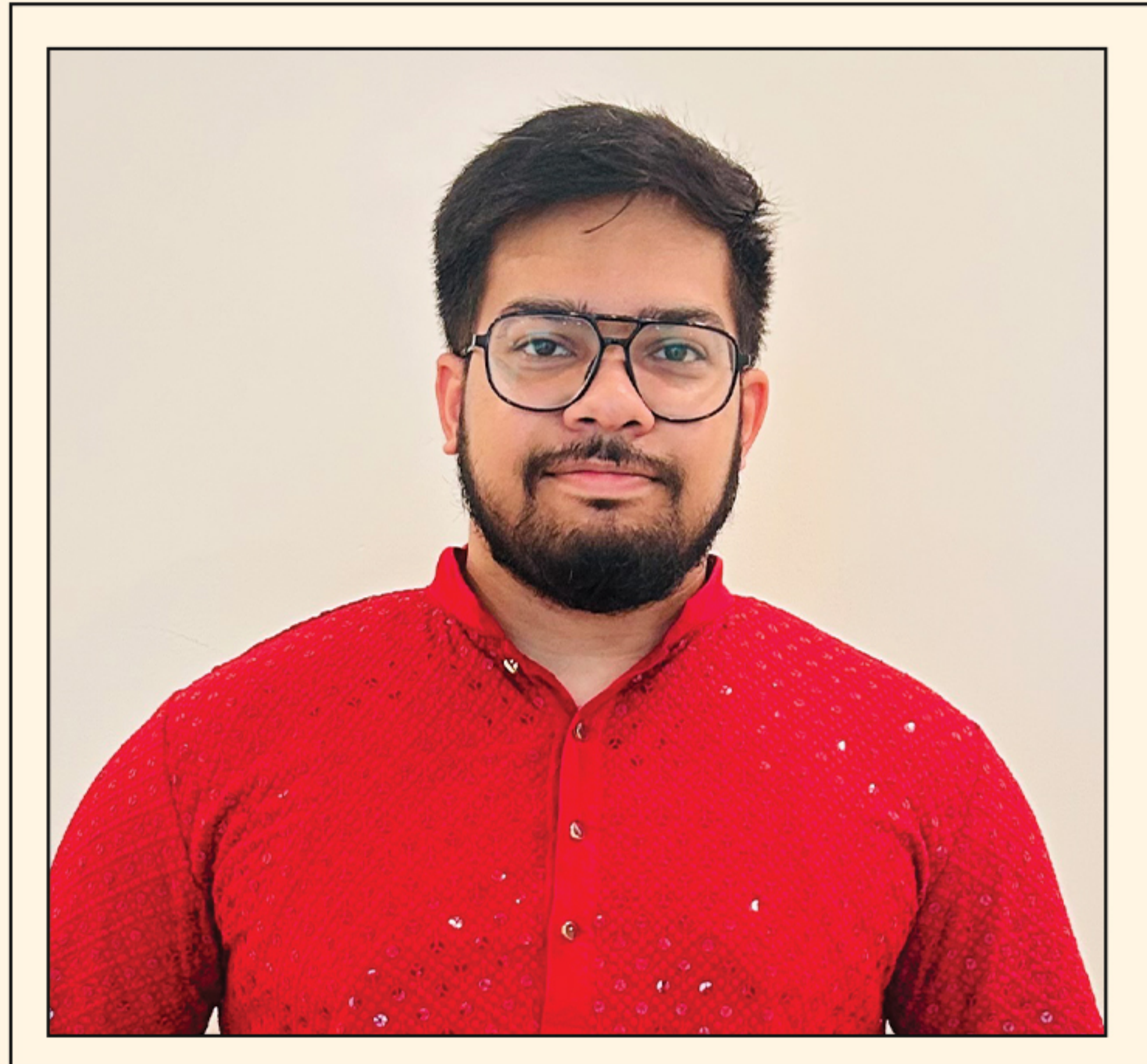
REFLECTING ON VAIBHAV'S LEGACY AT PIXELPAY

As we celebrate the 8th anniversary of PixelPay Media, a day that also marks the remarkable journey of our esteemed founder, Vaibhav Lall, we find ourselves reflecting not just on his tenure but the transformative impact he has had on the entire team. This dual celebration is a tribute to both the inception of our company and the visionary who made it all possible.

To commemorate this significant milestone, we reached out to our colleagues for their perspectives on Vaibhav's leadership style and the invaluable lessons they have absorbed during their tenure with him.

Their responses collectively sketch a portrait of a leader whose influence transcends traditional business strategy, touching the lives of each team member, fostering personal growth, and promoting a culture of empowerment and innovation.

Nikhil Raj



Vaibhav's calm demeanor and openness to ideas truly set him apart as an exceptional leader. His approachable nature encourages a collaborative and innovative environment, where every team member feels valued and heard. He consistently impresses with his ability to come up with innovative solutions, even in the most challenging situations.

His guidance taught me the importance of focusing on solutions rather than dwelling on problems, a mindset that has been crucial in my professional growth. This was particularly instrumental when I faced challenges in scaling our offers. Vaibhav's emphasis on positive action and self-belief in times of difficulty helped me navigate through these challenges effectively.

Anurag Tripathi



Vaibhav's leadership style is empowering. He grants us autonomy in handling our daily tasks, which fosters an environment of trust and growth. This approach has allowed us to work at our fullest potential, free from unnecessary oversight, and has instilled a sense of confidence and responsibility in the team.

He has also profoundly transformed my understanding of balancing work and life. Vaibhav once advised me that instead of striving for a constant balance, I should prioritize one over the other based on the present demands. This insight has significantly influenced my approach, enabling me to navigate both work and personal life with enhanced flexibility and insight.

Nandani Dung



Vaibhav truly embodies the spirit of hard work and determination. His consistent encouragement to be 'ZIDDI', or stubborn, about our goals has not only been a source of inspiration but also a motivational force in my career. His attitude instills a sense of fearlessness in embracing new challenges, urging us to step out of our comfort zones and strive for excellence.

Another valuable advice I received from him was to never shy away from new opportunities, a lesson that has become a cornerstone of my professional growth. This guidance has encouraged me to embrace challenges with an open mind and to continuously seek personal and professional development.



Gopal Bhardwaj



Vaibhav stands out as a leader due to his profound understanding of each team member's capabilities and his remarkable ability to remain composed under pressure. This quality of his has significantly influenced our team's ability to navigate through tough situations seamlessly.

One of the most impactful lessons I've learned from Vaibhav is his perspective on mistakes. He emphasizes that it's okay to err as long as we learn from our mistakes and continue to innovate and improve. This approach has transformed my attitude towards failure, viewing it as a valuable step in the journey towards success.

Prajwal Rajput



Vaibhav stands out not only as an insightful leader, foreseeing future trends and guiding us accordingly, but also as an attentive listener who values and considers the perspectives of every team member. His leadership style fosters an environment of mutual respect and collaboration, enhancing the overall dynamics of our team.

A particularly valuable lesson I've learned from Vaibhav is the significance of continuous learning and the importance of humility, regardless of one's achievements or position. His emphasis on maintaining a learner's mindset, coupled with the humility to acknowledge that there is always more to learn, has profoundly influenced my approach to challenges and personal growth.

Tarun Rao



I regard Vaibhav as the 'captain cool' of our team, a leader who blends calmness with encouragement, giving us the freedom to learn and experiment. His leadership style promotes an environment where taking risks is not just accepted but encouraged, fostering innovation and growth among team members.

From Vaibhav, I am also learning the art of making quick decisions and executing them with precision and speed. This skill has been instrumental in enhancing my efficiency and effectiveness in the professional arena. His ability to assess situations rapidly and act decisively serves as an inspiration, teaching me the importance of agility and adaptability in today's fast-paced work environment.



Swati Shukla



Vaibhav has consistently demonstrated exceptional faith in my abilities, especially in my role of managing the content team. The trust he has placed in me has acted as a significant motivator, inspiring me to approach each project with a heightened sense of personal ownership and dedication. His leadership style has not only instilled in me a deeper sense of commitment but also fostered a proactive attitude towards my work.

In one of his insightful reflections, Vaibhav shared a powerful thought: "If you truly want to do something, you make time for it. If you don't, then you didn't actually want it that bad." This principle has since become a guiding light for me. It serves as a constant reminder that true desire is demonstrated through action and commitment.

*"A leader is one who knows the way,
goes the way, and shows the way."*

- John C. Maxwell

This encapsulates the essence of Vaibhav's leadership - a journey where he not only charted the path for PixelPay's success but also guided and inspired his team to excel and grow alongside the company.





IDEAS TO CHANGE YOUR

Lifestyle

**VISION 2024:
OUR TEAM'S NEW YEAR ASPIRATIONS**

As we step into 2024, the air at PixelPay buzzes with a renewed sense of purpose and enthusiasm. Our colleagues, from diverse departments, have shared their personal aspirations and plans for the year ahead. Let's take a look at the kaleidoscope of ambitions and dreams that paint a vibrant picture of our team's journey in the year ahead.



SHIVANI RATRA

In 2024, I am committed to excelling in time management and embarking on a journey of self-improvement. Travel, a crucial part of my aspirations, will also be woven into my year. To make this dream a reality, I plan to meticulously refine and structure my daily routine. My aim is to optimize my tasks for peak efficiency, ensuring that each day is a step towards realizing my goals while balancing the joy of exploration and personal growth.



PALLAVI SHAKYA

My goal is to significantly boost my active engagement in both personal and professional realms, while also mastering the art of time management. I am committed to cultivating patience, recognizing it as a vital attribute for personal growth. Another key objective for the year is to acquire a new skill that will elevate my expertise in my professional field. Drawing from the profound wisdom of the Bhagwat Geeta, I am dedicated to nurturing a mindset that is not only positive but also rooted in purity and clarity of thought.

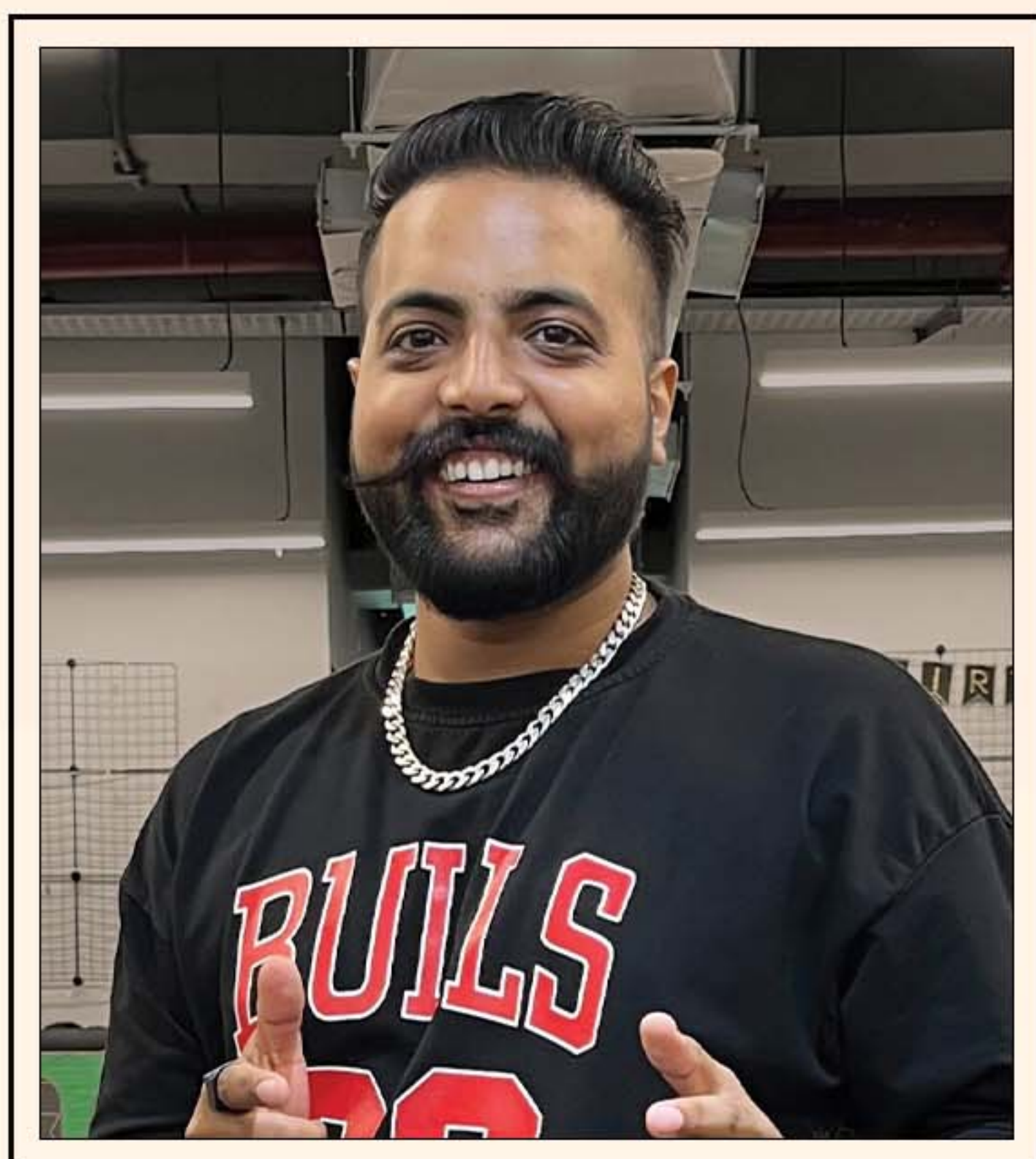
DEEPA THAPA

In 2024, I am dedicating myself to a journey of personal growth, embarking on travels that will take me to the heart of vibrant cultures and breathtaking landscapes in Udaipur, Bhutan, Pokhara, and Kerala. I'm committed to nurturing both my physical health and mental well-being, recognizing that a harmonious balance is key to a fulfilling life. Integral to this journey is my aim to embrace mindfulness and learning, strategies I believe will be instrumental in reducing my tendency to overthink.



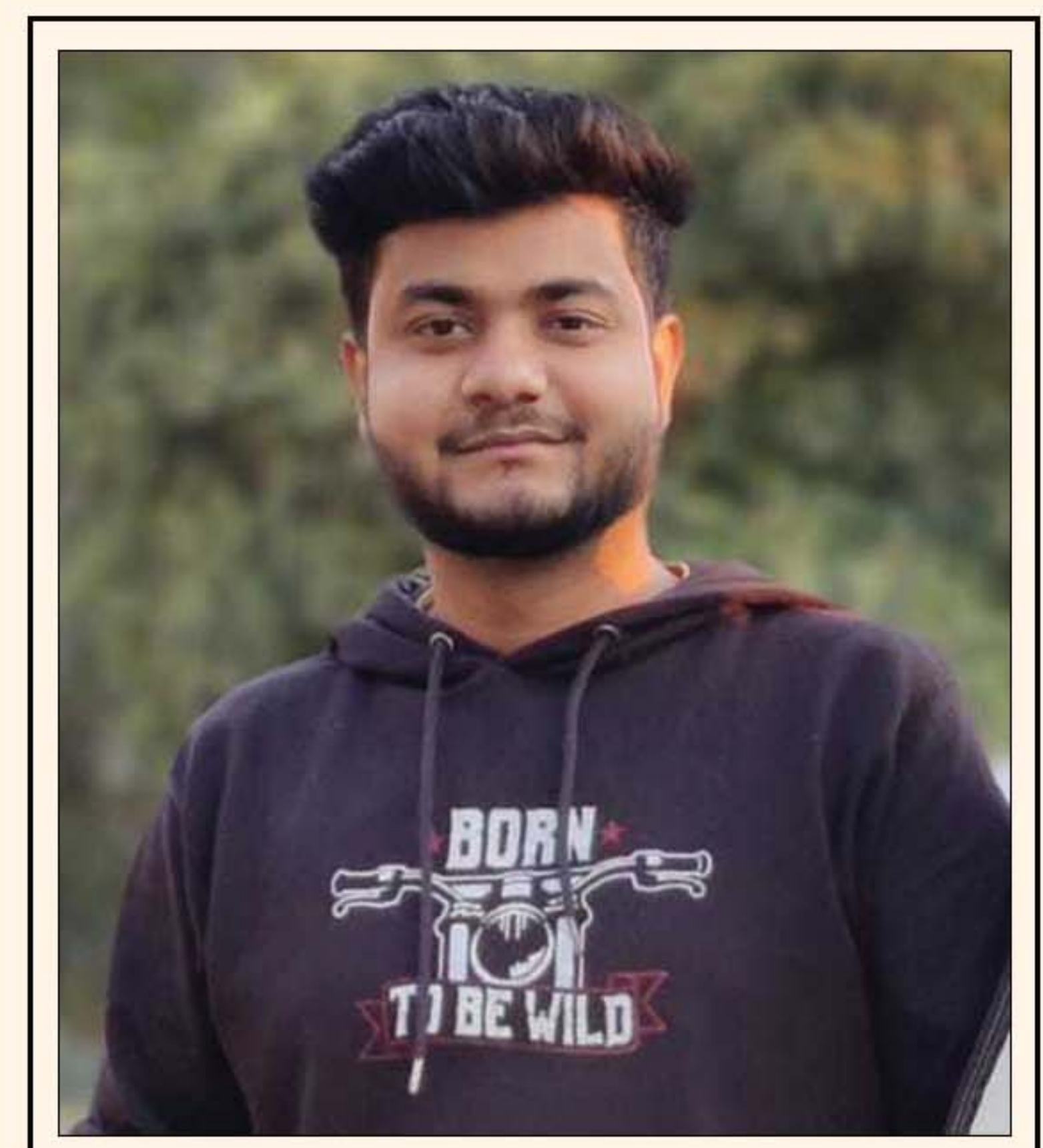
JATIN TANWAR

I am dedicated to embarking on exhilarating mountain bike adventures, both solo and alongside fellow enthusiasts. My journey will take me through the mesmerizing landscapes of the North-East, offering a perfect backdrop for honing my videography skills. Alongside these ventures, I plan to delve into the exploration of diverse cuisines, enriching my palate with new and exciting flavors. Throughout this year of discovery, maintaining and prioritizing my health will be at the forefront, ensuring a harmonious balance between adventure and well-being.



SHUBHAM SINGWAL

I am fully committed to advancing my career to new heights. My primary goal for this year is to achieve the prestigious CPA (Certified Public Accountant) certification, which will significantly elevate my knowledge and proficiency in the realm of finance. In addition to my professional aspirations, I am excited to embark on memorable road trips, including a heartwarming family journey to the tranquil paradise of Puri, located in the beautiful state of Orissa.



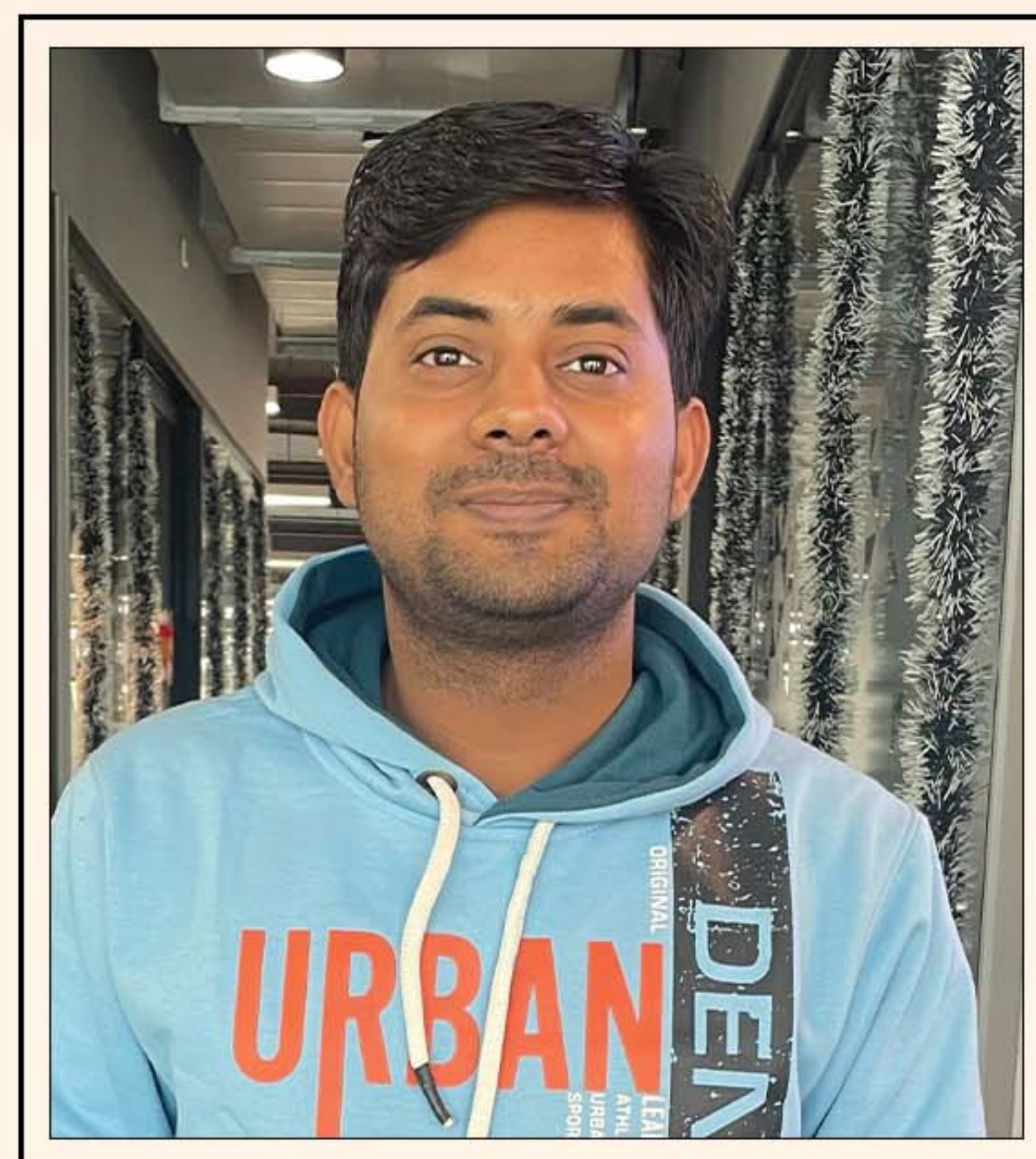


VIKAS DRALL

Embarking on a journey of discovery and adventure, my 2024 is dedicated to exploring the majestic landscapes of Ladakh and the tranquil beaches of Krabi. Adventure sports form a pivotal part of my itinerary, with the exhilarating thrill of paragliding and the serene experience of soaring high in a hot air balloon topping my list. However, this year is not just about seeking adrenaline rushes, but also about striking a harmonious balance between my professional ambitions and personal well-being. I am committed to nurturing my career growth while ensuring ample time for self-care and productivity, creating a fulfilling and well-rounded year ahead.

ANURAG TRIPATHI

This year, my goal is to embark on an enriching journey of personal and spiritual growth. I plan to purchase my first car and take a roadtrip to revered religious sites like Rameshwaram, Somnath, and Dwarkadeesh, immersing myself and my family in their profound spiritual heritage. Meditation will be a cornerstone of my daily routine, fostering inner peace and mindfulness. Additionally, I'm committed to expanding my horizons through consistent reading, delving into books that challenge and inspire me. To further my professional skills, I intend to dedicate time each month to enhance my expertise in marketing, keeping abreast of the latest trends and techniques.



RAJ KUMAR PRASAD

As the new year unfolds, I am committed to sharpening my expertise in Search Engine Optimization (SEO), ensuring that I remain at the cutting edge of digital marketing innovations. Recognizing the importance of adaptability in today's fast-paced environment, I am also keen to enhance my multitasking abilities, thereby adding a dynamic layer of versatility to my professional skill set. On the personal front, I'm excited to embark on an unforgettable journey to the scenic landscapes of Darjeeling. Additionally, I plan to invest in a new bike, fueling my passion for outdoor activities.





UNLOCKING *Productivity*

NIKHIL'S WINNING FORMULA



In the bustling world of work, productivity often seems like a puzzle.

However, our Digital Marketing Specialist, Nikhil, seems to have cracked the code. His approach to productivity isn't just effective; it's transformative. Let's take a look at his winning formula that keeps him and his team not just productive, but thriving.

REFINED MULTITASKING

Nikhil's first secret lies in a unique approach to multitasking. Rather than trying to do multiple tasks simultaneously, he advocates for a linear approach - tackling tasks one after the other.

This method allows for deeper focus on each task, reducing the chaos typically associated with multitasking. Central to this strategy is the use of a daily to-do list. This list acts as a roadmap for the day, ensuring that every task gets the attention it needs and nothing is overlooked.

OVERCOMING PROCRASTINATION

We all have days when motivation is low. Nikhil's solution is surprisingly simple: close your eyes, take a moment, and then dive into the task at hand. This method is a mental reset that helps to break the inertia of laziness, making it easier to start working and keep the momentum going.

MEANINGFUL NETWORKING

Networking, for Nikhil, goes beyond the traditional exchange of business cards. He emphasizes the importance of in-depth conversations and genuine connections. Before meeting someone new, he recommends researching their background and interests.

This preparation enables conversations that are both engaging and productive, fostering relationships that are beneficial for problem-solving and idea exchange.

CONTINUOUS LEARNING

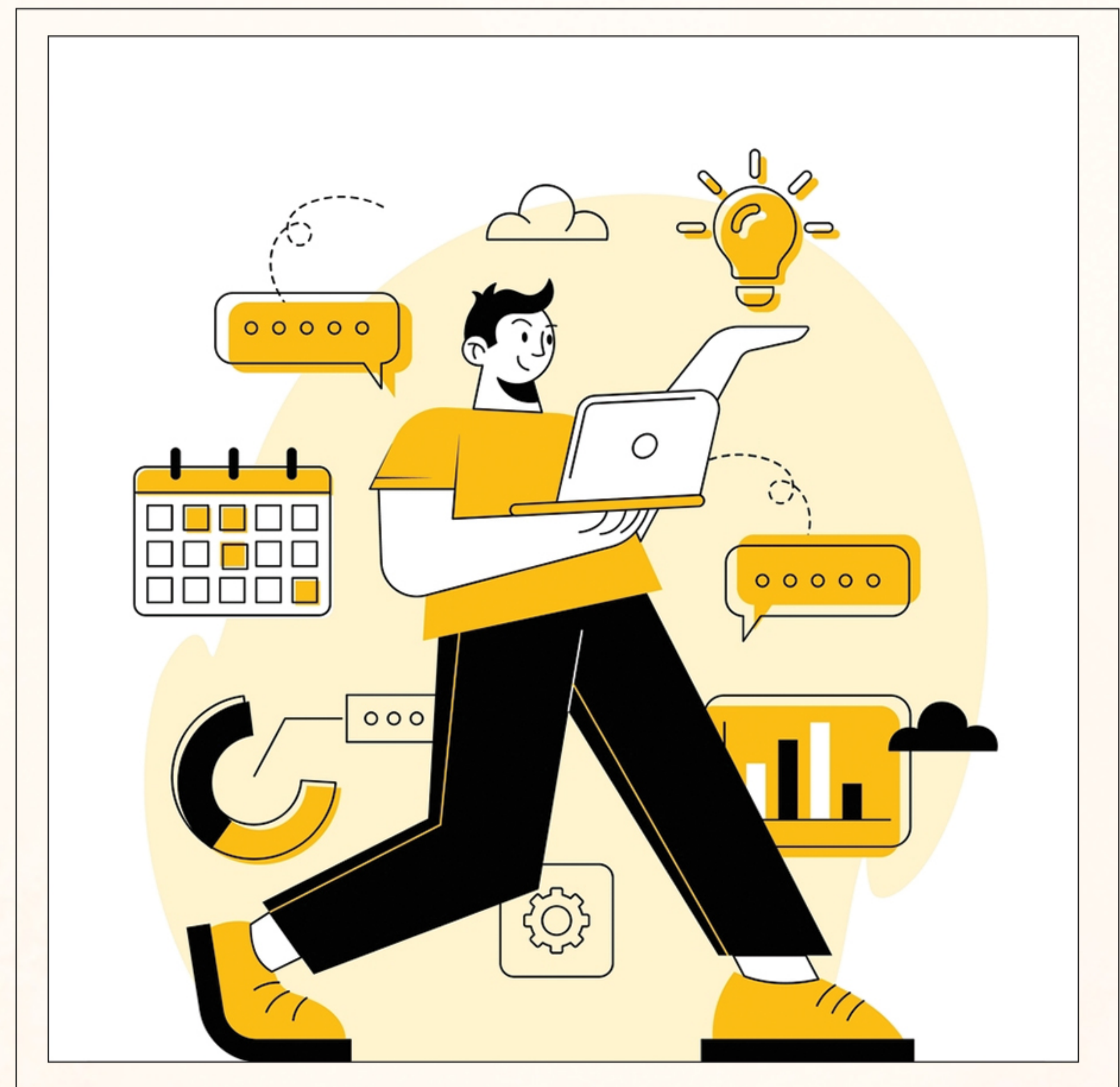
In a field as dynamic as marketing, staying informed is crucial. Nikhil dedicates time to regularly reading industry publications like the Economic Times, as well as various magazines and journals.

This habit of continuous learning keeps him informed about the latest trends and developments, ensuring he stays ahead in his field. It's a practice that fuels both personal and professional growth.

EFFECTIVE TEAM MANAGEMENT

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FINAL THOUGHTS

As the famous quote by Tim Ferriss goes, "Focus on being productive instead of busy." Nikhil's strategies embody this philosophy perfectly.

His formula isn't just a set of rules; it's a mindset shift towards making the most of our time and talents. It's about moving from passive busyness to active productivity, where every action is purposeful and every effort brings us closer to our goals.





Anuj Mahajan's Dubai & Bangkok Chronicles

Business conferences took me to two of the world's most vibrant cities - Dubai and Bangkok. These travels were an extraordinary blend of professional engagements and personal explorations.

Each city presented its unique set of experiences, enriching my understanding of global business practices and immersing me in diverse cultures.

From attending world-class conferences to navigating the bustling streets, these journeys were pivotal in not only discovering new places but also in fostering the growth of PixelPay.



DISCOVERING DUBAI

I excitedly embarked on a solo adventure to Dubai, a city known for its stunning architecture and business potential. My main goal was to attend the Affiliate World Conference, which provided me with access to more than 35 globally recognized industry leaders.

These speakers shared invaluable insights and data-driven strategies across various domains, including affiliate marketing, e-commerce, digital agencies, and more. The conference also featured special sessions covering hot industry topics like generating high-quality leads, content-pillar marketing, deal structures, and buying and selling digital assets.



This experience further enriched my understanding of the affiliate marketing landscape and strengthened my network, contributing to the growth journey of PixelPay.

In between the conference, I also seized the opportunity to navigate Dubai's sprawling metropolis. While exploring the city's iconic skyline, crowned by the Burj Khalifa, I was left awestruck. This architectural marvel provided a unique perspective of the city.

Exploring the colossal Dubai Mall, a hub of shopping and entertainment, was a delightful challenge due to its sheer size. For indulgent evenings, the 5 Palm Area became my preferred destination, and the pervasive fragrance of Oud

throughout the city added a distinctive sensory layer to my overall experience.



EXPLORING BANGKOK

Transitioning from Dubai, I traveled to bustling Bangkok with Vaibhav for Affiliate World Asia - one of the largest and most influential affiliate marketing conferences in the world.

We had the opportunity to attend sessions on a wide range of topics, including how to run profitable meta campaigns, harnessing the power of search arbitrage, advanced scaling & bidding strategies for Google Ads and more.





These sessions were packed with actionable strategies and real-world insights that added a valuable dimension to our knowledge.

Navigating Bangkok's busy streets introduced us to the charm of Tuk-Tuk rides and the efficiency of the BTS Train system, both essential for any visitor.

Despite language barriers, we explored vibrant Chinatown, known for its street food and unique shopping experiences. Khao Sung Road became our favorite spot for lively parties, offering a different nightlife experience from Dubai. The city's non-vegetarian cuisine, especially the spicy and flavorful seafood, left a lasting impression on my taste buds.

REFLECTING ON THE JOURNEY

Looking back, both Dubai and Bangkok's business events emphasized the importance of effective communication and relationship-building for PixelPay's growth.

These experiences showcase the diverse opportunities and challenges that international business expeditions bring.

As we navigate these global landscapes, connecting with like-minded individuals and building meaningful bonds remain central to our journey toward sustained growth.



SPOTIFY PLAYLIST






RENEWAL RHYTHMS:

(THE DAWN OF NEW BEGINNINGS & OPTIMISTIC HORIZONS)

Each track in this collection is chosen to resonate with the themes of renewal and positive change.



Khojdeal 1 hr 16 min

#	Title	Description
1.	 "New Soul" by Yael Naim	Imagine stepping into a fresh chapter of life, with eyes wide open and heart eager to learn. This song is a delightful ode to such a beginning, wrapped in a joyful melody.
2.	 "Sunrise" by Norah Jones	Like a gentle dawn, this song whispers of calm and renewal. It's a musical embodiment of a new day, filled with the promise of fresh starts and untouched beauty.
3.	 "Sometimes" by Chris Rea	Navigating life's roller coaster, this tune is a beacon of hope amidst change. It's an anthem for those ready to embrace new chapters with open arms.

#

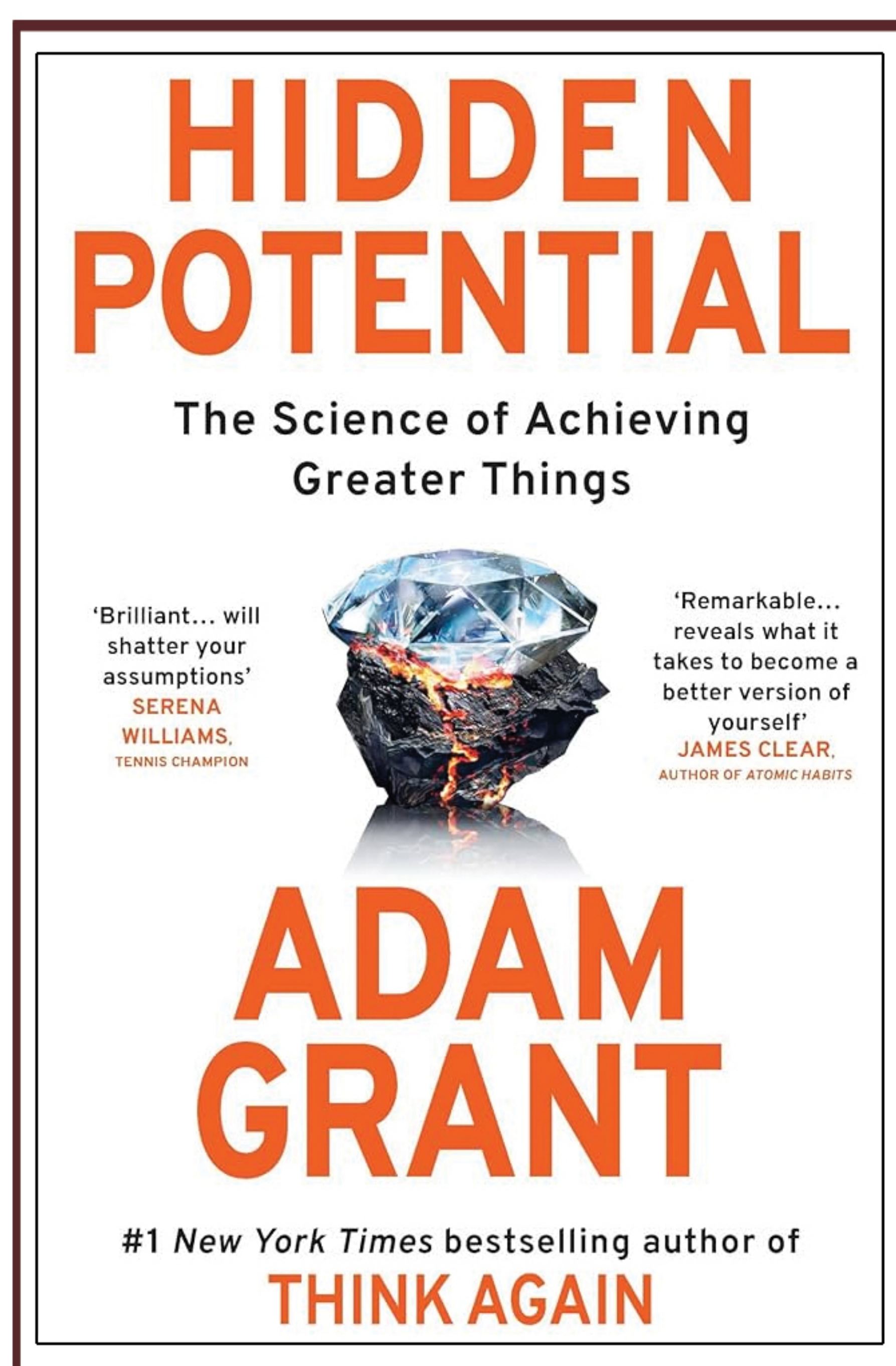
Title

Description

- | | | | |
|-----|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4. |  | <p>"The Cave"
by Mumford & Sons</p> | <p>Embark on a journey of self-discovery with this song. It's a tale of emerging from darkness, stronger and filled with newfound hope.</p> |
| 5. |  | <p>"This Isn't The End"
by Owl City</p> | <p>A musical reminder that tough times are just passages, not destinations. It's a song that lifts spirits, urging listeners to march forward with hope.</p> |
| 6. |  | <p>"Take Back the Night"
by Justin Timberlake</p> | <p>A lively call to seize the moment and revel in life. This track is an energetic invitation to embrace the now and anticipate a bright future.</p> |
| 7. |  | <p>"Sunny Road"
by Emiliana Torrini</p> | <p>With its whimsical melody, this song paints a picture of discovering one's path, infused with the optimism of embarking on new journeys.</p> |
| 8. |  | <p>"s.p.s."
by Kasabian</p> | <p>This track pulses with the thrill of looking forward to new adventures. It's a vibrant celebration of change and the excitement of moving forward.</p> |
| 9. |  | <p>"The Sun feat. Graham Candy"
by Parovoz Stelar, Graham Candy</p> | <p>Uplifting and bright, this song is an anthem for optimism and rejuvenation, perfect for those ready to bask in brighter days ahead.</p> |
| 10. |  | <p>"Time To Dance"
by The Jezabels</p> | <p>An empowering melody that champions liberation and the joy of new beginnings. It's an invitation to dance through life, embracing each fresh start with zeal.</p> |
| 11. |  | <p>"Geronimo"
by Sheppard</p> | <p>A jubilant anthem for daring to leap into the unknown. This song captures the exhilarating feeling of embarking on new ventures.</p> |
| 12. |  | <p>"Coming of Age"
by Foster The People</p> | <p>A reflective tune about the journey of growing up, embracing change, and looking forward with hope. It's a song that resonates with the wisdom gained from maturing and evolving.</p> |
| 13. |  | <p>"Rise Up"
by Andra Day</p> | <p>This powerful ballad is a call to overcome challenges and ascend to new heights. With its soul-stirring melody, the song echoes the spirit of resilience and the beauty of rising from adversity.</p> |



SUGGESTED *Books*



HIDDEN POTENTIAL: The Science of Achieving Greater Things *by Adam Grant*

"Hidden Potential" by Adam Grant is a book about how anyone can achieve great things, not just naturally talented people. Grant, an esteemed organizational psychologist, shows that success comes from learning and building your character, not just from being born smart or talented.

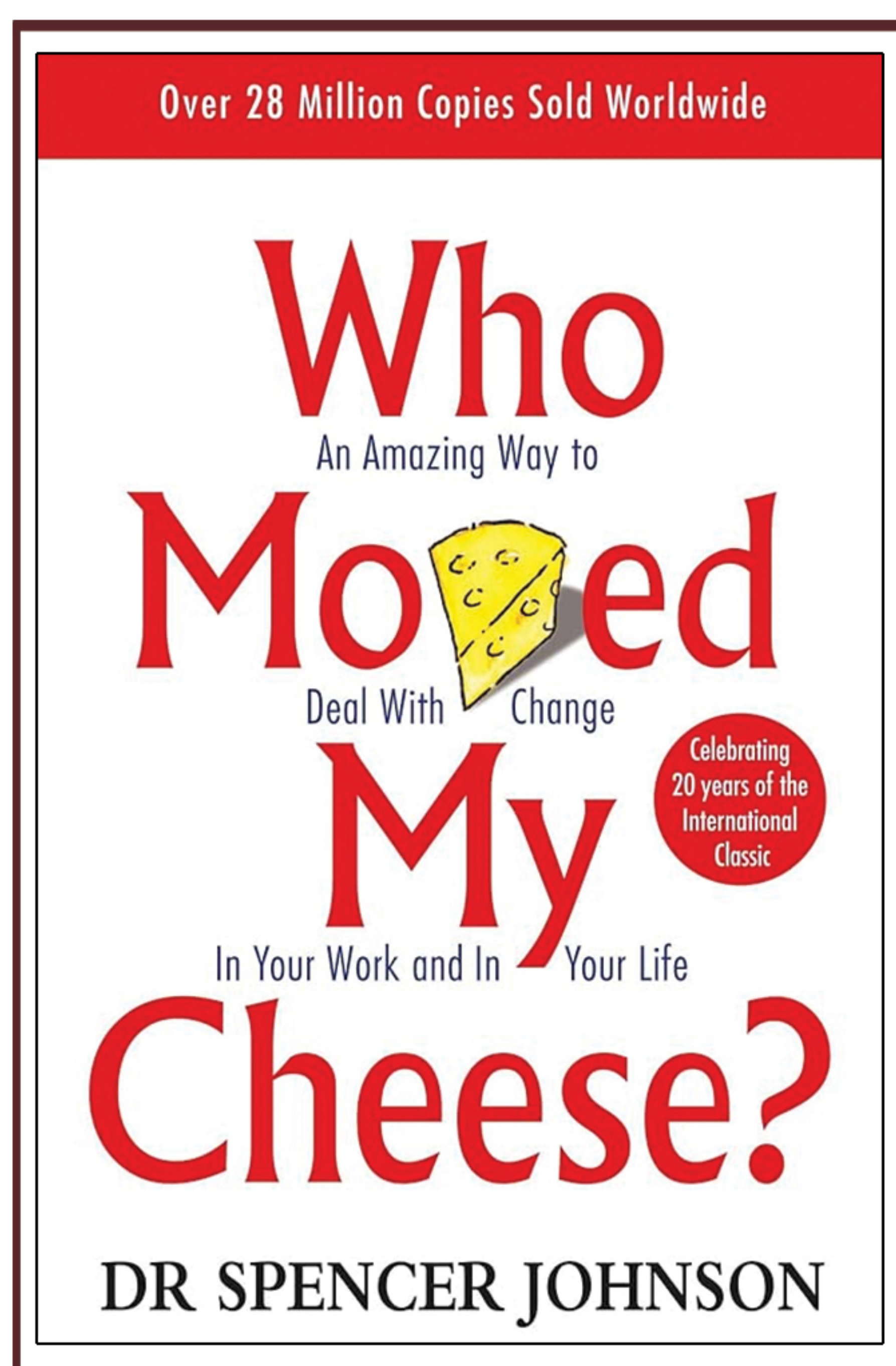
The book has three key takeaways. First, learn to develop your character. This means doing things even if you feel you're not ready yet, and being okay with being uncomfortable. Second, keep trying even when it feels like you're not getting anywhere. This is part of the process of getting better.

Third, use "brainwriting" in groups, which means thinking of ideas on your own first, then sharing them with the group. This helps everyone's ideas get heard and leads to better results.

Grant uses stories from different places like schools, businesses, and sports to show these ideas in action. Endorsed by notable personalities like Serena Williams, Mark Cuban, and Malcolm Gladwell, "Hidden Potential" is for anyone seeking to unlock their potential and achieve greater heights, regardless of their starting point.



SUGGESTED *Books*



HIDDEN POTENTIAL:

Who Moved My Cheese? *by Spencer Johnson*

"Who Moved My Cheese?" by Spencer Johnson is a short story about how to deal with change in life and work. The story has four characters: two mice named Sniff and Scurry, and two little people named Hem and Haw. They all live in a maze and are looking for cheese, which represents what they want in life, like happiness and success.

Initially, all characters find a large cheese supply at Cheese Station C. However, when the cheese disappears, Sniff and Scurry quickly adapt and search for new cheese, while Hem and Haw are left unprepared, struggling with their changed circumstances.

Hem becomes angry and denies the need for change, while Haw eventually learns to adapt, finding new cheese and leaving messages in the maze for Hem. These messages summarize the book's lessons on dealing with change: anticipate and monitor change, adapt quickly, enjoy the process, and be ready to change again.

The book teaches that change is inevitable and that success often depends on one's attitude and ability to adapt to new circumstances. It emphasizes the importance of being proactive, overcoming fear, and embracing new opportunities that arise from change.



SUGGESTED *Podcasts*



WHAT THE HELL NAVYA

with Navya Naveli Nanda

"What The Hell Navya" is a podcast hosted by Navya Naveli Nanda, featuring her mother Shweta Bachchan Nanda and grandmother Jaya Bachchan. This feel-good show aims to create a safe space for women of all ages, with discussions spanning from financial independence to love, parenting, and mental health.

It showcases the dynamics of three generations of the Bachchan family, offering a blend of humor, candidness, and diverse perspectives on various topics.

The podcast is notable for its casual, unscripted style, making listeners feel like they're part of the Bachchan family's conversations.

Navya, as a young entrepreneur, adds a modern touch to the show, discussing contemporary issues, while her mother and grandmother contribute their seasoned insights, often with wit and playful banter.

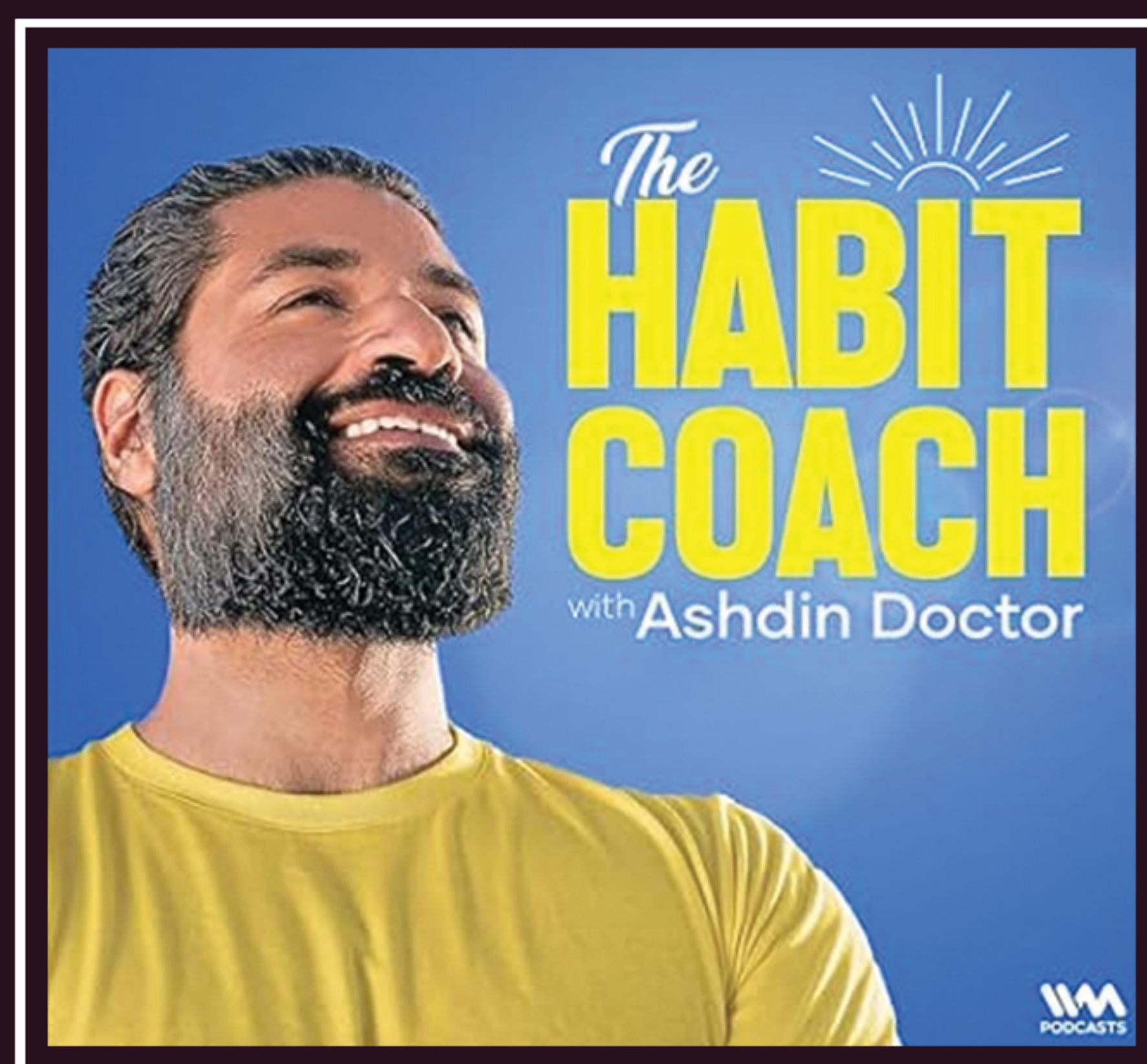
The show covers a broad range of subjects, including menstrual health, mental well-being, and the challenges of balancing personal and professional lives.

[LISTEN HERE](#)



SUGGESTED

Podcasts



THE HABIT COACH

with Ashdin Doctor

"The Habit Coach" podcast, hosted by Ashdin Doctor, is a resourceful guide for individuals who find it challenging to stay motivated and see their goals to completion. It is uniquely structured to address this common issue by focusing on the development and integration of simple, manageable habits into daily life.

These habits span a wide range of areas including health, sleep, stress management, productivity, physical movement, nutrition, and relationships.

Each episode of the podcast is deliberately kept short, less than five minutes, making it an ideal listen for busy individuals always on the go or those seeking quick, actionable advice.

Despite their conciseness, the episodes are packed with informative and entertaining content, including fun facts that add an element of enjoyment to the learning process.

A key aspect of the podcast is its emphasis on the power of habit formation in transforming one's life. This philosophy is encapsulated in Ashdin Doctor mantra, "Awesome lives start with your awesome habits."

[LISTEN HERE](#)

KNOWLEDGE NOOK

Cultivate Your Mind



PRESENTATION SKILLS SECRETS: DELIVERING THE TALK OF YOUR LIFE

This course, taught by Steve Garguilo, an experienced TED and TEDx speaker, will teach you how to deliver highly effective presentations, tailored to engage any audience. It emphasizes the importance of clear articulation of ideas, ensuring that your message is not only heard but also remembered.

One of the standout features of this course is its practical approach to creating presentations. It will guide you through the art of designing visually appealing and informative slides, putting an end to the era of dull PowerPoint presentations.

Moreover, it empowers you to confidently command any room, instilling a sense of authority and presence.

Ideal for anyone seeking to craft resonant, compelling messages, this course is particularly suited for those who aim to be intentional about their communications.

It's not just a quick fix for presentation nerves; it's a deep dive into the art of communication, ensuring that every aspect of your message is impactful.

WATCH HERE



KNOWLEDGE NOOK

Cultivate Your Mind



THE MANAGER'S GUIDE TO EFFECTIVE ONE ON ONE MEETINGS

This course is a treasure trove of knowledge for managers seeking to transform their one-on-one meetings into powerful tools for employee development and team productivity.

Often perceived as unstructured and unrewarding, one-on-one meetings can be a challenge for many managers. Recognizing this, the course aims to reshape these perceptions by providing practical frameworks, strategies, and tools to make these meetings not only effective but also exemplary.

A key aspect of this course is its emphasis on the manager's role as a mentor and coach. It recognizes that effective management isn't just about overseeing tasks; it's about nurturing the individual talents and career aspirations of each team member.

Managers will learn how to balance the immediate needs of the project with the long-term developmental needs of their employees.

From setting agendas to tracking progress, the course equips managers with everything they need to make each meeting count.

WATCH HERE



REWARDS & RECOGNITION

Acknowledging Team Efforts

OCTOBER



Raj Kumar Prasad
Cruising and Crushing

Raj Kumar Prasad has demonstrated remarkable skill and initiative in our latest venture of website flipping. His proficiency in SEO has established him as a crucial member of the team, expertly setting up sites and rigorously testing innovative strategies. His efforts have not only brought fresh perspectives but also substantial results, proving his invaluable contribution to our project's growth and success.

NOVEMBER



Vikas Drall
Rockstar Engager

Vikas Drall stands out as a paragon of positivity and engagement. His ability to maintain an optimistic attitude, even under challenging circumstances, has contributed significantly to his personal growth and the overall morale of the team. His infectious enthusiasm and supportive nature have improved team dynamics and productivity, exemplifying what it means to be a Rockstar Engager.

DECEMBER



Shreya Jaiswal
Ace of Initiatives

Shreya Jaiswal has made a significant impact with her exceptional creative skills. Her ability to develop innovative creatives from scratch and transform them into successful campaigns has set new benchmarks in creativity and execution. Her campaigns have consistently outperformed those of her peers, demonstrating not just talent but also a deep understanding of audience preferences.

DECEMBER



Deepa Thapa *Above & Beyond*

Deepa Thapa has consistently gone above and beyond in her role. Her exceptional handling of client servicing queries showcases her problem-solving prowess and client-first mindset. Her proficiency in managing Google Ads campaigns has enhanced our advertising effectiveness and maximized returns. Additionally, her mentorship of interns and handling of their queries related to deliverables and client servicing has been vital for smooth operations.



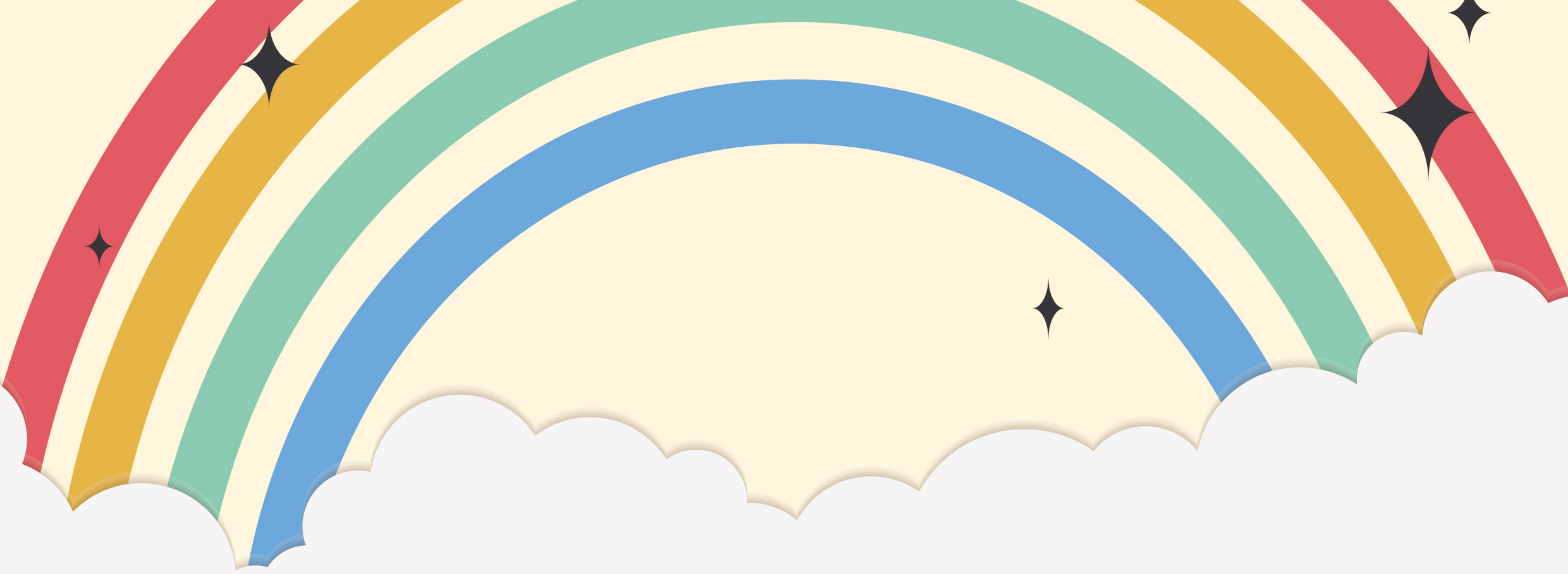
Sahil Ghai *Above & Beyond*

Sahil Ghai has excelled in video content creation, particularly with his high-quality Shorts for Khojdeal. His work has not only broadened our digital presence but also raised the bar for video marketing. Consistently delivering engaging and impactful video content, Sahil has played a key role in boosting our brand's online presence. His commitment to producing top-tier content showcases his dedication to excellence and innovation.

TEAM

Celebrations





In the dynamic Q4, our team found a myriad of occasions to gather and revel in festivity. We celebrated each team member's birthday, not just as a date on the calendar, but as a special opportunity to express our appreciation and make them feel valued. Work anniversaries marked significant milestones in our collective journey, providing moments to express heartfelt thanks to those who have been pivotal in our mutual successes.

Navratri festivities brought an added vibrancy, with everyone adorned in colorful ethnic wear, reflecting the festival's essence and our unity in diversity. The Diwali party further brightened our spirits, embodying our collective joy and togetherness.

As Khojdeal reached its 8-year milestone, we celebrated this significant achievement with great enthusiasm. The year concluded with delightful Christmas celebrations, complete with a secret Santa exchange, infusing the season with mystery and joy.



THANK YOU

for being a part of this journey
Love, Vanya & Vaibhav