



INNOVATIVE STRATEGIES FOR 1,847% GROWTH

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Enzen is an Upper Quartile Consulting and Services Company working specifically in the Energy and Utilities space

- Established in 2006; HQ in Bangalore
- Focus on Water, Gas and Power
- Energy Liberators and Clean Technology Promoters
- Advisors and Knowledge Practitioners
- 7 Indian Offices and 3 International Offices
- 1,320+ Knowledge Practitioners
- Enzen is ISO 9001:2008, ISO 14001:2004, ISO 27001 and OHSAS 18001:2007 accredited.

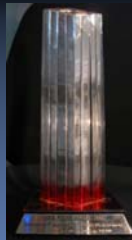
Winner of Global awards



2009 PLATTS Global Energy Awards :
RISING STAR



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2009 India Power Award
Innovation in IT Application in Utility Management



2009 India Power Award
Energy Efficiency and Conservation

HOW DO COMPANIES GET
3 OR 4 DIGIT GROWTH?

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First,

- Spot *that* opportunity
 - Find the need that has not been identified – not tapped
 - Ensure the niche has significant potential to grow laterally and vertically
- Go for the revolutionary idea
 - Distribution of power – high inefficiencies, potential for perennial growth, business model after thorough homework
 - Commercial sense to commercial success
 - Socially relevant ; Extremely joyful
- Find the model that will bring radical change
 - Transitional changes are slow and are prone to be viewed with suspicion
 - Radical change draws curiosity

Second,

- Be a leader
 - Dare not be a follower ; follower has limited benefits
 - Leadership is different. In India, leaders are actually managers.
- Larger the problem, larger the potential for future diversification
 - Large change requires sustainability
 - Only radical solutions can ensure sustainable change
 - Sustainability depends on the implementation of idea
 - Quantum jump forces to think laterally

Third,

- Willingness to dream
 - Visualize the end
 - Go build the dream
- Build on network
 - Add value - give more than expected
 - Align with circumstances
- Localize the idea
 - Recreate history; connect the dots
 - Accidental vs. Re-created success

Fourth,

- Execute and deliver the model
 - Bring new experience to the receiver
 - Delight your customer
- Create excitement in you
 - Nothing can then stop you
 - Passion will drive you
 - You do whatever you need to and don't care what price or sacrifice you need to make
 - Commitment – it can't be compromised
- Do things with passion and success in delivery comes

Fifth,

- Stay hungry
 - Listen – Listen – Listen
 - Learn to 'unlearn' and 're-learn' from your own experiences
- Stay foolish
 - Humbleness; humility
 - Be childlike - ask questions that have never been asked
- Stay bold
 - Keep walking

Thank you