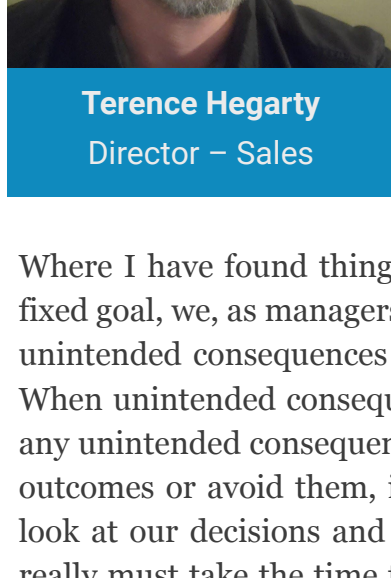


# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak

### 'Consequentialism' in Business



**Terence Hegarty**  
Director - Sales

In business as in life we find that our choices and actions have both intended and unintended or unforeseen consequences. I'd like to spend a little time talking about a philosophy called "Consequentialism" and what lessons we can learn from its tenets and apply to our professional lives here at Infoglen. Essentially Consequentialism can be defined as a theory that says whether something is good or bad depends on its outcomes. An action that brings about more benefit than harm is good, while an action that causes more harm than benefit is not. At Infoglen, with Haroon & Saba's guidance, we should all be evaluating our courses of action based on their outcomes. Be they a client's business outcome resolving a pain point or a supervisor taking action to improve his team's esprit de corps in order to tackle a difficult project, we are all well trained in taking actions to reach specific targeted outcomes.

Where I have found things get tricky is dealing with unintended consequences. Frequently when straining for a fixed goal, we, as managers and employees, may be tempted to take expedient or rushed steps. When this happens, unintended consequences can cause a project or undertaking to be net-negative for our client or Infoglen itself. When unintended consequences are positive, it is frequently seen as a bonus, or a surprise win. I would say that any unintended consequence is ultimately negative. They should be analyzed and understood so we can repeat the outcomes or avoid them, if necessary, in the future. Whenever time and effort allow it is important for us all to look at our decisions and how they affect our clients and partners outside of the outcome we are targeting. We really must take the time to reflect and think about our responses. Emotional or hasty decisions tend to have far reaching effects!

Unintended consequences are as a result of five possible causes, according to American sociologist Robert Merton:

- Ignorance, making it impossible to anticipate everything, thereby leading to incomplete analysis
- Errors in analysis of the problem or following habits that worked in the past but may not apply to the current situation
- Immediate interests overriding long-term interests
- Basic values which may require or prohibit certain actions even if the long-term result might be unfavourable (these long-term consequences may eventually cause changes in basic values)
- Self-defeating prophecy, or the fear of some consequence which drives people to find solutions before the problem occurs, thus the non-occurrence of the problem is not anticipated

Individually, I find each of these causes easy to prepare for and avoid as a group. However, with tension building before a deadline they become just as easy to stumble over. Possibly causing rubble and damage that can take significant time to repair. Let's remember to plan our actions for the greater good and take care to understand as much of a given decision's outcomes (unintended or not) as is reasonably possible. With empathy for our clients needs and the experience Infoglen carries into every engagement, we should be unstoppable.

## Latest News @ Infoglen

### 'Lunch & Learn' Session at Salesforce Tower, San Francisco

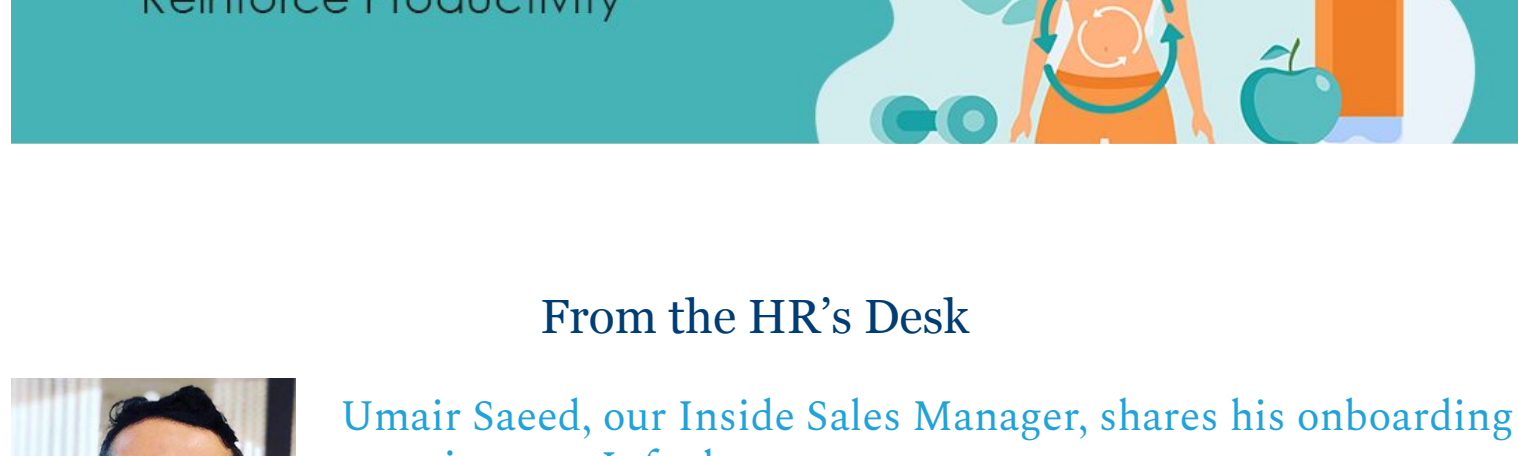
Our CEO Haroon Ahmad, COO Saba Ahmad and, Director - Sales Terence Hegarty, visited Salesforce Tower in San Francisco on 7th of July to meet Salesforce Account Executives (AEs) over a 'Lunch & Learn' session. After our presentation on Infoglen's capabilities and solutions there was a lot of interest from the AEs in knowing more about our experience. Infoglen is looking to finding more synergies to work together and building stronger long-term relationships & partnerships with Salesforce and ensure successful project deliveries & ROIs for clients.



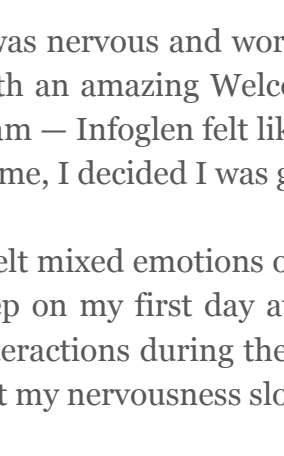
### Reset Your Gut - Employee Wellness Webinar

On 8 July 2022, Infoglen organized a webinar for all team members, on gut health and its role in well being & productivity. The webinar was conducted by Dr. Dimple Jangda, a celebrity Health Coach and Gut Health expert. Dr. Dimple was recently felicitated with an honorary doctorate from the Presidents and Fellows of National American University for her research on gut health & Ayurveda. In the webinar, she discussed the following:

- What the gut is and how a unhealthy gut is responsible for majority of the illnesses that we face
- The relationship between the gut and our physical, mental, and emotional health
- The 5-step technique to help our gut get back to its healthy state
- Home remedies and ayurvedic principles that we can use to treat gut related issues as per our body type



## From the HR's Desk



**Umair Saeed, our Inside Sales Manager, shares his onboarding experience at Infoglen**

Starting a new job is stressful, even in the best of times. So imagine, how it must feel to experience your first day in a new job perched on the end of a sofa?

It is natural to feel lost, not knowing anyone or facing challenges in configuring the laptop, and just generally wondering what it would mean to join remotely.

I was nervous and worried about remote joining but was pleasantly surprised to receive my brand new laptop with an amazing Welcome Kit full of goodies. Onboarding started right from that first email from leadership team – Infoglen felt like a safe place for me to do my best; and as they made me realize that they were invested in me, I decided I was going to be just as invested in them.

I felt mixed emotions of nervousness and excitement at the beginning. As I was guided by the HR team at each step on my first day at Infoglen, I found nothing but warm welcomes, be it the welcome emails or the kind interactions during the detailed virtual orientation, where I met other new joiners and our leadership team. I felt my nervousness slowly vanishing.

I would like to thank Fenil and Shivangi who were my point of contact for all queries – silly or serious – and they relentlessly guided me throughout the process. I thank them for their patience and willingness to help at all times, even now. In less than a month, I feel so at home! How did I feel so comfortable without even meeting a single co-worker in person, so quickly? As I sit back and reflect on this, it comes down to the amazing onboarding process.

I think a key part of what was nerve-wracking was the fact that my entire team was in different locations, and everyone already knew each other well, so as a new member, I naturally had my doubts about how to blend in. I have to say that my fears were quickly alleviated, and I have no complaints. They made sure to connect with me while also being respectful of my timings. I couldn't be more thankful to my manager Nav and the entire leadership team for encouraging me to give my best at all times, and for being one of the most honest, humble, hard-working, and supportive set of people I've ever met.

Thank you, Infoglen! Looking forward to our journey together!

## Poll Power

Is it time to go back to office? Infoglen conducted an open-for-all survey on LinkedIn to get the verdict on what is the best way to empower teams with new skills. Here's the result of the poll...



## Upcoming Webinars & Events by Salesforce

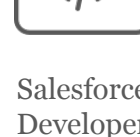
Click to know more about the webinars!

S. No.	Topic	Date	Time	Registration Link
1.	How to Protect Your Data with Salesforce Shield	28 July	04:00 PM GMT	<a href="#">Click here</a>
2.	Driving Hyper-Personalization in Digital Banking Campaigns	27 Jul	06:00 PM GMT	<a href="#">Click here</a>
3.	From Cases to Conversations: What Service Leaders Need To Know About Messaging	26 Jul	06:00 PM GMT	<a href="#">Click here</a>

## Opportunities @Infoglen



Salesforce Developer with CPQ Project Exp



Developer



Marketing Manager, India (Gurgaon)



Inside Sales



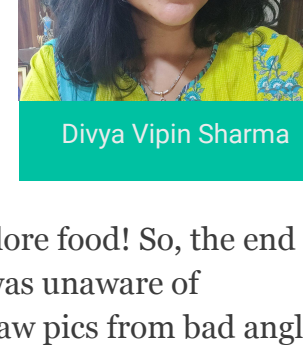
Sr Sales Manager (Gurgaon)

Want to refer someone for any of these positions? Send an email to [sharaf@infoglen.com](mailto:sharaf@infoglen.com) or [charli@infoglen.com](mailto:charli@infoglen.com)

## The InfoBlog!

### Instagram and its Digital Flavors- From Divya's Diary

My best friend always says that my real hobbies are eating and travelling. Well, I cannot really deny that. Out of the spectrum of my interests these two stand out pretty distinctly!



Almost half a decade ago, when I stepped back from the IT world, I was on a spree to explore food! So, the end product of this endeavour were **3Cs – Cooking, Creativity and Clicking**. Not that I was unaware of Instagram, but was new to the whole **sharing enthusiasm**. Thus, I started sharing raw pics from bad angles. In the beginning, it hardly made a difference to me who liked the pictures; but as I explored more, I understood that the scope of food photography is enormous. This made me interested in learning to could click good pictures. My key takeaway here was:

**Natural Light + Good Angles + Setup + Photo Editing Apps = "Insta" worthy content**



After I cracked the above code, I could take better shots and soon my followers' community grew. With better pictures came better opportunities and the mega buzzword "Brand Collaboration" started doing rounds. Brand collaboration meant digital marketing for a company's products using indigenous content. For my page it was mostly static photos. The process of product photography with my amateur manoeuvre was a fun learning.



It was the time when Instagram Reel was not introduced as a key feature but still videos were preferred as an attractive marketing gig. The juggling of spreadsheets, emails and client calls in the IT sector was now replaced by tripod positioning, video trailing and the search for better light, a tiring but mostly joyous activity. Most importantly, this new experience helped me value the need to explore creativity.



Instagram gave me a platform which kept me involved, creative and connected. My network grew and so did my appreciation for the Instagrammers who do hard work to produce good content.

Let's just say without the right spices in your biryani, the marination would fall flat and so would your appetite. Similarly, creativity adds to the flavour of life.

**Put your trust in this:  
A creative act a day keeps frustration away.**

