



**COMMON GROUND
WEBINAR SERIES**

WHITE PAPER

COMMON GROUND WEBINAR SERIES

SEASON 2

KEY TAKEAWAYS



PMI India presents the summary and key takeaways of each session of the Common Ground Webinar Series – Season 2 held from August to October 2020. Browse through the white paper to refresh your memory and use the handy tips recommended by the experts to become a better project manager.

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Vidhya Abhijith, PMP, Co-founder, Codewave Technologies

Abhijith H. K. Founder and CEO, Codewave Technologies

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Jacob Peter Kindangath, Senior Vice President, Automotive R&D, Bosch Engineering and Business Solutions

Episode 3

Srikanth N. R. Managing Director-Human Resources, Accenture India

Episode 4

Neelacantan (Neel), Founder, Outthinc Consulting

Charusmitha Rao, Lead, Learning and Development-APJ and India, Akamai Technologies

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Ashish Khushu. Chief Technology Officer, L&T Technology Services

Episode 6

Padma Parthasarathy, Senior Vice President, Global Head Of Consulting and Digital Services, Tech Mahindra



Common Ground Webinar Series

Theme: Bringing Ideas to Life

SEASON 2 | EPISODE 1

FEATURED SPEAKERS



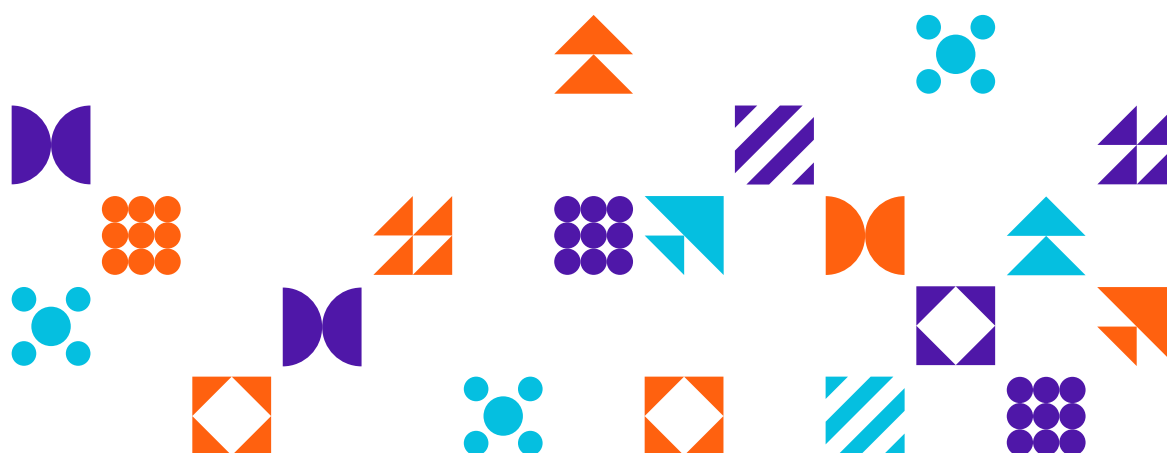
Vidhya Abhijith, PMP

Co-founder,
Codewave Technologies



Abhijith H. K.

Founder and CEO,
Codewave Technologies



Session 2: Lessons from their entrepreneurial journey



As the architect of a design thinking start-up that helps organizations and innovators bring ideas to life, **Vidhya Abhijit** applies a storyteller's eye and ear to ensure projects solve problems. In the seven years since Codewave launched, her team has helped develop a smart warmer that allows doctors to remotely monitor premature babies. And most recently, her team built its own enterprise solution to help facilitate virtual work amid the global pandemic. **Abhijith Krishnamurthy** is a computer engineer turned accidental entrepreneur. He has helped architect over a 100 digital businesses across 10 plus industries, empowering them with digital technology to serve beyond geographical & cultural barriers. Over the last 7 years, at Codewave, he has evaluated hundreds of businesses at various levels of digital maturity & helped them solve problems. He believes innovation is a mindset and can be nurtured in an organization by creating a culture that encourages agility.



Summary

It was an interactive session that had something for everyone – whether you are an engineer, project manager, entrepreneur or people manager. Vidhya Abhijith, PMP, and PMI Future50 awardee, and Abhijith H.K. shared some of the big ideas and lessons behind their entrepreneurial journey with Codewave Technologies.

“When we began, we looked at ourselves as a social experiment. We started with zero funding and zero ad spend, and looked for organic growth throughout our website, customer references and our direct connections,” says Ms. Abhijit.

After a strong 100 percent year on year growth for three years, the founders faced a drop in demand and high costs associated with a growing team as the pandemic struck. Managing the crisis has taught them new lessons in how to manage teams, deliver products and manage finances.

The founders take pride in the ‘signature practices and processes’ that they have developed along the way. One of that is to blur role boundaries and make every team member a user experience (UX) person. For example, a project manager is also a ‘product influencer’, which is the amalgamation of a project manager and business analyst.

The company has created a project management tool out of their own experience of remote working when not everybody in a team is available at the same time as the others. The tool comes in the form of a mobile app that shows the availability of team members, their preferred mode of communication, project progress and work distribution.



Key takeaways:

- If you want to be an entrepreneur, ask yourself if you have high tolerance for stress.
- Any role today needs these 5 Cs – curiosity, creativity, clarity, courage and collaboration.
- Learn from India's diversity; be humble and stay open to inspiration and greatness around you.
- Leaders set the tone for ethics in an organization.
- Incentivize team to adopt the greatest of human values.
- Put math and economics at the center of everything you do as an entrepreneur.
- PMP certification is highly beneficial in administering the business every day.
- Do not fear competition; fear complacency.

Learn from India's diversity; be humble and stay open to inspiration and greatness around you.

