

ANKIT AGRAWAL



**Personality
Vs.
Organization**

*World's Biggest Secret
Being Revealed*

Personality vs.
Organization

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Ankit Agrawal

About The Author



The Author Ankit Agrawal belongs to Sonebhadra District of Uttar Pradesh, India. He studied, till class 10th in “Gurudwara High School” in Hindi Medium.

He stood 13th rank in state in UP BOARD High School Merit List- 2004.

After that he wanted to study in English Medium, so he then took admission in Kendriya Vidyalaya and completed his class 11th & 12th from there.

He then went to Bansal Coaching, Kota, Rajasthan to prepare for Engineering Entrance Examinations.

For some reasons, he could not qualify the IIT entrance test. But he did not let himself feel down. He thought that life has some other plans for him. He believes that failing bigger and failing faster is the key to success.

He then enrolled himself in Electronics & Communication Program of IEC College of

Engineering and Technology, Greater Noida' affiliated to Uttar Pradesh Technical University. He got recruited in a Software Firm through Campus Placement.

He graduated from the college in 2011 and is currently working in Noida with India's leading Software Consultancy Company for a U.S. based client.

Preface

Hi, my name is Ankit Agrawal. I thank you very much for picking up this book as your first step towards gaining an insight into the attitude of different people about money. We are all aware of money but very few of us have happened to know that the money also possesses a nature and quality of its own. Though it seems that all the people in our society are working for the same type of money, but it's not. It is this knowledge that allows some of the people to make a sustainable and great fortune. While those who are not familiar with this information continue to strive for earning money throughout their life and still not able to attain Financial Security for themselves. In this book, I will tell you that there are more precious things compared to financial security which are worth achieving.

I have always been an advocate of the philosophy of following one's heart's desires. You should always go with your emotional dreams. And I personally believe that emotional quotient (E.Q.) can take us to the heights of success where intelligence quotient (I.Q.) can never ever take us. But while wanting to realize their dreams, the first

wish the people have is: If someone could provide me the right platform, so that I could prove my mettle to the world and live the life I have long longed for.

My take on this is different. I say, instead of living your whole life just thinking that if I could get a right platform, **CREATE THE PLATFORM** for you and thousands of others like you and take the command of your life in your hand.

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Chapter 1

The Biggest Secret Revealed

The biggest secret of the world is revealed today. There are two things one can become: A personality or an organization.

A personality can never outperform an organization.

Most people don't know this secret and opt for becoming a personality.

Sometimes the person who chooses to become the organization remains unknown.

And the people admire the personalities greatly.

So if you want to become a corporation, you will have to promote your CEO.

If you want to become a movie producer, you will have to promote your actors.

If you want to become a college, you will have to promote your director.

Exercise For True Financial Education (TFE)

Question 1. How does promoting a personality (CEO, News Anchors etc.) increase the brand value of the organization the person is associated with?

Answer:

Quote 1. “When we help other people to become successful, the power of universe works its way to make us successful.”

..... Ankit

Chapter 2

A Personality Can Never Outperform an Organization

The reason why I am saying that a personality can never outperform an organization is that:

- A personality being an individual can work for 10 or 12 hrs a day (max 24 hrs) where as an organization being a team of people can produce a work equivalent to sum total of each individual and that too much greater in results due to a collective effort.
- A personality has to be physically present to accomplish the work whereas the owner of the organization builds an autonomous system that works for him.
- A personality can only experience linear growth as his growth is based on his efforts only, whereas an organization can experience exponential growth as the organization leverages on other people's time and efforts.

Exercise For True Financial Education (TFE)

Question 2. Due to what limitations, a personality can never outperform an organization?

Answer:

Quote 2. “By learning to employ time leverage and human resource leverage, we can bring so much productivity to the world as would never have been possible if we would be working alone.”

..... Ankit

Chapter 3

An Organization Provides Opportunities for Personalities

An organization provides opportunities for personalities.

For example :

1. Hospitals provide opportunities for doctors.
2. Law & Accounting firms provide opportunities for lawyers and chartered accountants.
3. IT consultancy firms provide opportunities for engineers.
4. Research organizations provide opportunities for the scientists.
5. Music recording company provides opportunities for singers.

So if you are not endowed with any of the above talents, still you can make money by providing a platform to these personalities and performing some business activity around their talents.

Personality Vs. Organization

- *World's Biggest Secret Being Revealed*



In this world, 80% of money is owned by 3% of people and 20% of money is distributed among 97% of people. The author is revealing the secret of what the 3% people know but the rest of 97% people do not know.

Author, **Ankit Agrawal** refers to this information as the 'True Financial Education' which is not taught even in the best of the best MBA colleges. He comes up with his own theory of 'P' type people(97%) Vs. 'O' type people(3%).

Read this book to know about the pillars on which 3% people base their success.

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