

OCTOBER'14

Rp RoughPolish

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“My attitude was that I had nothing to lose.

Bina Jhaveri
Proprietor, A TO ZEN Coaching

I think I was born with an extra bone in my body called Ambition. I always dreamt even when I was young, that I would grow up to be a career woman. I didn't know how that would culminate at the time but I knew that's how I wanted to spend my years, working and learning. Straight after college, I entered into the corporate world and began my career in Los Angeles, CA. in Marketing. It spanned over 20 years within various industries and areas such as Strategy, Planning, Brand Building & Rejuvenation, Direct Marketing, Process Building and Execution. After spending most of my life in the United States, I decided to leave it all behind, with the hardest part being my close-knit family and come to India to follow a new path. I was offered a senior position with a reputed marketing firm in Mumbai and decided to accept it.

My attitude was that I had nothing to lose. I was young, had no ties and could go back in a heartbeat. I felt fierce and fearless. I looked at it as an adventure where I would stay for a couple of years and then head back. Everyone who knew me thought I was crazy and going through a phase and would return back within the year itself. I ignored the odds as this was when India was truly at the brink of change. I was excited by this idea and was looking forward to bringing my expertise here and helping organizations progress.

Soon after, I realized that India was truly a whole new world, literally speaking. What I had experienced my entire life – structure, process and streamline were nowhere in sight. The opposite was staring at me in the face. I began to take immediate notice of this and felt quite disoriented. Everyday things were painful and I felt completely out of my comfort zone. I wanted to take the next flight back home. But somewhere, I knew that would be the easy thing to do. It was the biggest test of my patience and

innocence. I was shocked to see the disruptive and unproductive work environment. Things were happening in a haphazard way, processes were outdated, people were given too much to handle and focus was lacking. Employees were not able to thrive to their ultimate capacity. It was a messy and confusing realization with the worst part being, the status hierarchy. It truly broke my heart.

At the root of it all, I discovered that “change” was simply a term used but there was no real inclination to create it. Perhaps it was because they were scared or didn’t know how to make it happen.

That’s when the idea dawned upon me: **“let me teach them how.”**

So I took the entrepreneurial plunge and started my company, Renaissance Marketing Group. I didn’t know how it would go and whether people would embrace working with an external Consultant who didn’t sit in their office all day, yet added immense value. This was definitely perceived as a new concept at the time. I was an NRI who didn’t speak the local language nor was I privy to the daily nuances and underhand dealings that occurred on the inside. I was looked at as someone who spoke fast English and in “big picture” ideas, talking about strategic thoughts, futuristic change, global competition and best practice approaches whereas their aim was immediate, short-sighted and on making quick money.

This tunnel vision didn’t stop me from creating my brand and handing out my business cards wherever I went. I proudly and boldly spoke to everyone I met about my company and how they would benefit from associating with me. Within two months, I landed my first client who not only invested in me but believed in the power of change. And 9 years later, they still remain my biggest well-wisher and treat me as an extension of their family. From that point on, there was no looking back. I worked with a span of reputed clients for over 5 years managing their strategic marketing decisions, collateral, brand image, PR, people processes and organizational development single handily. I eventually also took on the hiring and interviewing of staff and developing the HR processes and operational manuals for these very organizations.

Starting my first venture in India was not only a test of my determination but a time where I also dealt with things I had never imagined; boys clubs, power trips, ego battles and gender biases. And on the personal front, I was alone, in a foreign city where I didn’t speak, read or write the local language. My intuition was my only guide. This not only accelerated my wake-up call but also created a new set of skills within me. Ones made of survival, strength, courage and relentless perseverance. And the results could not have been better. My clients became my closest friends, they began sharing openly and handed over the decision making reigns to me. Lots of new and unheard changes began culminating within their organizations and people who initially resisted it, eventually got onboard too. We created remarkable results together. This was a very satisfying feeling as I had accomplished what I had come here to do. But a voice inside told me, my work was still not over. There was so much more impact to create, so much to influence and change and so much more to learn. That’s when my new phase was about to begin. I started an introspection process as I knew it was time to elevate myself to the next level, challenge everything I knew and beginning afresh. Then it revealed itself to me slowly. I wanted to touch people, on a more personal and intimate level, one story at a time.



Thanks to my father, who introduced me to the growing field of Life Coaching, I danced with the process for six months before taking the final leap and getting my certification. It took me a total of 8 months to finish my training and take the Board exam. The beautiful thing was, during this time, I began growing and changing in ways I never thought was possible. I opened up to vastness and possibility, manifesting my dream life and achieving everything I wanted to without difficulty or force. Then one magical day, I woke up as an Internationally Certified Master Spirit Life Coach and Executive Coach.

With months of planning behind me, I understood exactly how I wanted to approach my way forward. I developed so much renewed energy at this time that I didn't want to sleep. I was full of new beam and light which kept me focused and determined to achieve my dream. I put in 20-21 hours a day non-stop for months on building my business and creating awareness of the same. And at that time, the concept of working with a Life Coach was completely new. I started at the pioneer stage and it was great opportunity to educate people in the correct way. And that's exactly what I did. I also continued to further my education by getting an MBA in International Management.



I purposefully choose this path in my life because I finally knew what I wanted to do for the rest of it.

This need was so strong, that it was no longer a want but a deep desire. I wanted to create impact and transformation in the true sense, layer by layer, guiding individuals to achieve their best and empower their ultimate way of living.

That's when I gave birth to A to Zen Coaching International. Over the years, I have had the privilege and honour to be a part of the unique journey for thousands of people engaging with them as their ally, partner and guiding force. My organization offers various Coaching Programs which companies and individuals can avail of such as leadership, career, transition to personal and self-actualizing modules, each one also being fully customizable.

As a Zen, Spirit and Executive Coach, I intertwine holistic coaching methods for each one of my clients. Every one, no matter who they are and what they are working towards, has to begin with Step A. It is only then can they take the next step forward. Each person also has the ability and capability to reach Zen, oneness with self and their personal utopia.

It has been my pure passion from day one and my full-time worship to say the least. Today, not only am I a practicing International Master Coach, I am helping build the Coaching industry in India. I was chosen as the first faculty for Symbiosis Coaching, teaching their ICF Certified coach training program for aspirants who also want to embark into this fast-budding career. As a result, there are thousands of new coaches in India today working to make a real difference in the lives of others.

Through my organization, www.atozencoaching.com, I have cultivated two international partnerships and two strategic, national tie-ups. I also serve as a panelist coach for the largest human resource company in India, coaching their senior most executives and leaders. I am an avid writer, blogger, working author, public speaker and Zen-inspired chef. In 2013, I was also invited to be a part of The National Association of Professional Women, California Chapter and was recognized on the World's Who's Who List of prestigious members.

As I continue in my personal life journey, work and real-life connect and blend so beautifully together. Everything I spend my silent moments thinking about and waking days doing, culminate in a way that keeps me feeling so blessed and filled with gratitude. I am exactly where I want to be. Doing exactly what I want to do.

Today, not only is India my home, it has enriched me with undeniable experience, growth and allowed me to break through a shell and create my own self-sustaining structure. I also met my gorgeous, soul-mate here and got married to him earlier this year.

As I continue on my quest to learn and grow, inside and out, I look forward to realizing more magnificent goals. Always remember, in this world, there are things deemed unfathomable, but there is nothing that cannot be done. The depth of one's ambition determines the potential of their future. Make it count.

Ready. Steady. **Zen...**

