



Inspirational Episode 37

Radhika Bajoria

2021 LinkedIn Top Voices - Next Gen Awardee, selected as part of an elite group of 20 Top Voices known for being incredible content creators | Strategic Communications @Touchstone Partners | Private Equity & VC | Corp Governance | Ex- TOI

*This episode of **INSPIRATIONAL** features “Important & Valuable Life Lessons” from Ms. **Radhika Bajoria** (2021 LinkedIn Top Voices – Next Gen Awardee, selected as part of an elite group of 20 Top Voices known for being incredible content creators, Strategic Communications @ Touchstone Partners, Private Equity & VC, Corp. Governance, Ex-TOI)*

“ How did my journey begin?

I created my LinkedIn page two years ago and it wasn't a strategic move then. I was part of the entrepreneurship cell in my college and was asked to create a page to seek sponsors for events. Little did I know that one action would open a plethora of opportunities for me today.

While the ask to join LinkedIn had been pushed on me, the steps I took to create a following was a conscious one. I began writing my own content six months into my journey, on the advice of my friend, who encouraged me to put up my first piece. This only reinstates our belief in surrounding yourself with the right people. As the saying goes, you are the average of the five people you spend the most time with.

Getting started takes courage but sticking with something demands even more. My first post only garnered three likes (something I remember distinctly) but I powered through it. I found

my niche and momentum when I began sharing content on current affairs. This also inculcated in me, the habit to consume daily news with the age-old advice of reading a newspaper. I penned my views on these articles and they found an audience. While my journey continued an upward trend through 2019, it was only once the lockdown was imposed that my numbers grew drastically. This was of course the impact of the LinkedIn community massively growing at large during this phase. A clear example of the upside of the pandemic on social media usage.

The secret behind my 1,61,800 followers?

I will share with you some helpful tips that each one of us could easily put into practice right away:

- *Share not what you want to read but what your audience wants to consume.*
- *End your posts with a question, inviting your audience to engage with it, by leaving a direct call to action.*
- *Research. Research. Research: do not take your readers for a ride by trying to copy a post or post something without having complete knowledge of your subject. Sooner or later, it will catch up with you and by then there will be no turning back since you would have lost credibility.*
- *Engage with your community: respond to comments, make room for diverse opinions.*
- *Keep your content crisp: people today have a low attention span.*
- *Edit. And then edit some more. It may seem like a small post does not need that much time and energy but if you want to do it right then write a post, leave it to breathe and come back and re-read and edit accordingly for best results.*
- *Engage with other people's content by leaving valuable comments.*
- *Pour time into it. The flower only blooms where you water it.*

Let's do it:

My mantra has been to eliminate the over thinking and focus on action.

Action breeds more action which in one way or the other will always create results. I have learned to ask myself the question: what is the worst that can happen? You fail. You get up and you learn, and you take action once again.

This is also the philosophy I used when applying for internships. Graduating in a unique year like 2020, I had new ideas brewing in my mind every day without a sense of clarity on which one to act on. I thus applied to fields across the spectrum from advertising to finance to start

ups and made it a point to engage with people from these different avenues on LinkedIn. My personal branding made this a lot easier. Eventually, I now work at a law firm, which is something I had never planned but I am so grateful to have stumbled upon. The lesson here is to take steps every day and through them, the right one will find you.

Is gender still a subject of discussion?

I confirm that the number of women in a conference room is still pitiful. However, the upside of it, I believe is that when you speak as a woman, you tend to get more focused attention because very few share the point of view you bring to the table.

On a lighter note, I still view corporate dressing as a nuisance. Thirty minutes a day spent on deciding the appropriate work wear is in my opinion (and we agree) a colossal waste of time. I have noticed these insecurities to be much larger among women, especially younger women, due to society having us believe that our worth lies in our appearance. These insecurities I think are further fleshed out with the gap between the more privileged and the less privileged working within the same office.

While most of our interviews and research confirmed that women develop the ability to say no with time, I honed the trait early on. I have been able to say no to work both in college and during my internships, in the interest against any exploitation of my skills and time. I am even unafraid to raise my hand and ask for something I believe I deserve, whether it has been a job title or a co-founding position at a passion project.

Advice to the youth?

- ***Ask more questions:*** *I believe it is a lack of curiosity that kills the cat and ignorance is not bliss.*
- ***Read more:*** *I couldn't propagate the habit of reading the newspaper anymore. And while I haven't completely inculcated the habit of reading books, I definitely see the value they would bring.*
- ***Don't waste your good years on a buzz:*** *While I acknowledge that partying and spending time out is an important social experience, I urge my peers to make time to work on themselves too. Your 30-year-old self will thank you.*

- **Embrace loneliness:** *this is such a powerful gem for today's time. I insist we mustn't run away from loneliness but instead use the time to work ourselves and seek clarity on who we are and where we want to go. Don't allow people to influence you to live the lives they are leading.*
- **Don't study only to study:** *I have observed a lot of people collect degree after degree only because they lack clarity on the road they want to venture into. While I don't have anything against educating oneself, I rightly believe that there is more way than one to do that.”*

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