

# Trust Leadership, Happiness and Consumer Confidence Based Indian Management Philosophy (Adi Shankaraya Philosophy)

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### *Abstract*

*Change is constant and organizations need to adopt changes to survive in this dynamic environment. Trust leadership is an important factor for the organization to consider to maintain relationship with all stakeholders. Trust leadership is a competitive tool for all organizations in present time. Much importance was not given earlier, but now focus has been shifted and trust leadership management has got its due importance. It is said that customer is the king and customer satisfaction is the most important factor for the organizations to survive in this dynamic environment. Product should reach to the end customer within minimum possible time and in a right condition. A happy and satisfied customer only can propagate positive words of mouth which are the biggest advertising weapon for the organizations. An efficient trust leadership management system is responsible for delivering products to customers to win customer confidence and organization can get competitive advantage. Trust leadership management system stands on efficient information system too. Time consumption to prepare products or delivering services to end customer can be significantly reduced if a trust leadership management system works in a proper way. Trust leadership management has got strategic importance in today's dynamic environment and also regarding managerial decisions. An efficient strategic decision is required for the organizations to gain competitive advantage over others to survive in the market which is not static in nature always.*

**Keywords:** Trust leadership, performance, consumer confidence, management style, management philosophy, Indian management philosophy, Adi Shankaraya philosophy

## INTRODUCTION

Trust leadership is a competitive tool and it can be a complete advantage for the organizations. In 21st century, trust leadership is going to determine the success of the organizations. In global perspective, trust leadership gained importance long back [1]. It was bit late in Indian perspective and now trust leadership gained importance. Currently, COVID-19 pandemic is going on across the world and numerous problems have emerged. Consumers are suffering most as communication and transportation is on halt. Products and services are not reaching to customers in proper time with suitable price. Cost of production is spiking up and finance is stuck across the world. Disposable income is at lower end. In this condition, trust leadership plays a big and important role to satisfy consumers and gain a sustainable competitive advantage for the organizations [2].

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### Customer Satisfaction

Measuring customer satisfaction provides a good start for companies with no formal customer

complaints measurement programs. Customer feedback mechanism allows the company to hear the problems with products. Efficient trust leadership gives a competitive advantage for the organization to make error free products and reducing the cost of production. It also improves the quality of the products [3].

### **Right Customer**

Understanding and anticipating customer needs helps the organization to connect with the right customers. It actually helps the organizations to connect customer's customer. Packaging supplier of Fritolay may have Wal-Mart as its customer's customer. Delivering to right customers is very important as it saves time, cost and satisfies customer demand [4].

### **Right Condition**

It is very important that product or service should reach to consumers in right conditions. If there is any damage, company has to bear heavy loss in replacing or repairing. It becomes imperative to have efficient trust leadership that can give competitive edge over others [5].

### **Time, Money and Trust Leadership**

Time is money is famous aphorism. This is very simple. But this profound statement suggests that the organization which complete the work quickly, enjoy more profits while slower moving organization suffers. A trust leadership system is made up with people, various activities and definitely information which enable to win customer confidence. Most of the winning organizations try to integrate trust leadership process and make it efficient one. Basically, trust leadership minimizes the conflict. We have seen that the organizations can gain advantage from moving towards a best value approach [6].

### **Strategic Trust Leadership Management**

Trust leaderships can be tactical and transactional in nature, and moreover, it is considered more important than a revenue driver. It generally focuses on individual operational metrics. It has been observed that many organizations do not have proper system to record or monitor the effectiveness of trust leadership system [7].

Basically, the focus is on to create a strategic trust leadership management process. Such approach contradicts popular wisdom centered on authoritarian leadership model.

The value of trust leadership management is reflected in how firms such as TATA, Toyota, and FORD have used their trust leadership as competitive weapons to gain advantage over peers. When hurricane Katrina devastated gulf coast in 2005, Wal-Mart used not only its warehouse and trucks, but also satellite technology and radio frequency identification (RFID) and Global positioning system to quickly divert assets to affected areas and played a role of being trust leader. The result was that Wal-Mart emerged as first responder in many towns and provided essentials such as like drinking water faster than local and federal government could [8].

Trust leadership can be used in the areas of poverty elevation. It has got a deep impact on poverty elevation program. But people who are involved in trust leadership management process gain more respect than others with economic importance too.

Now we need to think, "why do we spoil our relationship or cannot achieve desired results as we plan. Before that, we need to know who we are and why do we need to achieve aspired results in life. Perhaps there is no definition of happiness in any dictionary. It is actually hitting your expectation in the way you want. But it cannot be the same as always we plan. At least it never happened in my life or most of the people experienced the same thing. So, what is the way out to being happy? It is very simple. Consider yourself as a drop of the ocean and shed all your ego or virtual identity. Automatically you will be happy [9].

### **MAN CHAHI HO TO ACCHA, NEHI HO TO AUR VI ACCHA (If it is the way we want it, good or if it's not, then it is much better”).**

Three main points from the lesson today:

1. Do not consider your life so seriously.
2. Consider yourself a drop of an ocean.
3. Drop your external ego or identity.

### **NATO (NATURAL TENDENCY OF OUTCOME)**

#### **Attachment with results**

It is our psychology to get the desired result when we put effort to achieve something. But always it is not in our hands to get expected results in time and the way we want. Delivery of the results could be delayed and we might not be able to attach a time frame with it [10]. But definitely, the result will arrive and we need to trust the process. It is a science that we need to put some ingredients and catalysts to get desired output. In the same way, it depends on what kind of effort we are putting and how we are putting it to get desired output. It is very pertinent to understand the philosophy behind this cosmic game [11].

Our efforts will not be wasted. But we cannot attach a time frame with it. We have to have profound trust on the process and it will be delivered in the time it should be. It says in physics that we cannot create or destroy energy. So, our energy of put efforts will not be wasted and we will definitely get results. But might not be the way we want or might not be the time within we want. So, trust the process. Desired results will arrive at the scheduled time. We can think of an example in this context as well. When we try to meditate for the first time, many thoughts come to our mind and we cannot meditate. But if we do not engage with thoughts and entertain them repeatedly, we will be able to meditate slowly in the process [12]. It will take three to 4 years (normally). So, we need to put effort into this period of time to meditate in a proper way and achieve a monk mindset. We can change our monkey mindset to a monk mindset in this process [13].

The golden rule to avoid stress and frustration:

1. Trust the process.
2. Results will come.
3. Result might not be the way we want in nature or form.
4. Use the technique of “LET GO”.

### **CONCLUSION**

Trust leaderships can be tactical and transactional in nature, and moreover it is considered more important than a revenue driver. Organizations need to be adaptive and responsive as well. Organizations need to respond to changes that occur in this dynamic environment. We have seen many organizations could not survive because they could not adapt changes. We know what had happened to Nokia, Kodak, Black berry etc. So, it is utmost important to be responsive and respond to changes in right time. Trust leadership is an important factor as well because organizations need to understand that without having trust and trust leadership, it is very difficult to survive. We might have done huge development in technology or sophisticated algorithms, but we are not able to replace human interface. Hence trust leadership is going to play an important role for the growth of the organizations.

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