



The Pygmalion Manager

Mr.Moid Siddiqui, Prism Book Pvt. Ltd, 2008

Reviewer: Aisha M. Sheriff, University of Mysore, Mysore

The author Moid Siddiqui has been grateful to 'The Pygmalion' and gracious to 'The Galateas' with whose support and contributions he became successful. His book 'The Pygmalion Manager' portrays his flair for mythology and other literary classics. The leadership primer modeled from these streams only speaks for his creativity.

The legendary Pygmalion representing passion has been linked to a leader's role in a lucid style. Critically examining the theatre works on Pygmalion, the author shows defiance to Bernard Shaw's Pygmalion who does not possess passionate bondage and draws the first lesson in leadership which proves 'The difference between a lady and a flower girl is not how she behaves, but how she is treated'. He extends this to the real corporate world to demonstrate the subordinates' performance is directly linked to manager's expectations. In simple you get what you expect! He calls this the Pygmalion Effect!

His writing unravels thoughtful messages in simple style with fascinating illustrations to reach every reader be it a child, an elite or an expert. The author believes Purity of love, faith and trust is fundamental in incarnating a Pygmalion manager. This approach he says helps in reconciling the commercial relationship between employer and employees. He further reiterates that faith and trust keep the organization humming.

Moid Siddiqui's prolific writing quotes exemplary incidents from films, popular books, religious

scriptures, legendary stories, scientific theories, plays and experiences of self and others which displays vivacity in his enunciation. The instances described are mind-boggling leaving behind a desire in the reader to recall.

'Passion is priceless and powerful'. The author explains the formation of passion through the process of Kundalini-a traditional meditative system in Hindu Philosophy by generating energy through various energy centres or chakras and consciously transferring them into passion which becomes the fuel for pushing the mission forward.

Managing through Pygmalion requires managing from the mind to beat competition (fear) managing from the heart to care for customers (love) and managing from the soul to serve society (compassion). He explains how miracles happen because of the strong power of the sub-conscious mind known as 'Placebo Effect' that results in positive outcomes.

A real Pygmalion manager perceives things positively, holistically and intuitively by seeing the unseen and hearing the unheard. His key role is in transforming people and maintaining congruity by reducing the gap between competence and commitment and blending personal humility and professional will. He believes success is within. Pygmalion is the semblance of positive attitude and optimism. The author suggests interesting approaches and techniques for a high degree of introspection and reflection to cultivate positive

discipline. He advises every individual to develop a 'personal signature' to look distinct! Mr.Siddiqui cautions that the antithesis to Pygmalion manager is breeding Gotcha culture-A culture where people play games leading to team destruction and organizational collapse.

The author inspires the reader to set high standards to experience the Pygmalion effect and suggests the notion of self-fulfilling prophecy to create the Galatea effect. He beautifully exhibits how the latter is more potent than the former in its influence on the employees' performance.

Before bidding adieu he suggests exercising Moments of Truth and not to make place for the disaster of Moments of Misery. What should remain to the end is the Moments of Magic which he has so well demonstrated in his this book.

The beginning of the book is interesting. It turns into a serious but convincing description with moral overtones. Being practical it is able to retain the readers' attention. Towards the end, the book inspires the reader to experiment with the integrative model that has been innovatively conceived by the author to remain for all times.

I call 'The Pygmalion Manager' a book of thousand wisdoms which can be a panacea for corporate ills. The quotes and thoughts; anecdotes and incidents drawn from peoples' experiences and writings have been sequenced and synergized wonderfully. The techniques he suggests can create miracles at the workplace too! To give you a rejuvenated feeling, you'll have to read the book!