

“Under Promise and Over Deliver”’: Gaining Achievement With Intent

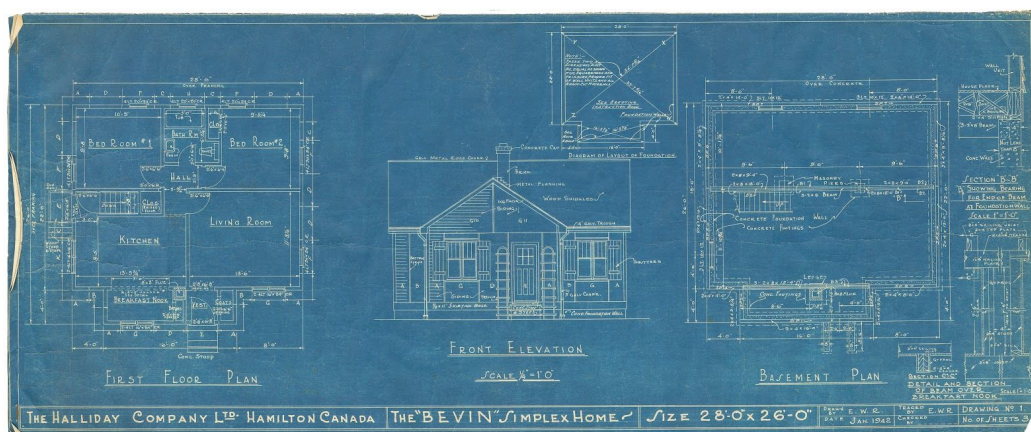
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An ‘authorpreneur’. The idea of connecting with an audience via entertainment to ultimately spread awareness on an issue through literature. Through a community by the written word. Chetan Bhagat is an author of over 9 books, of which at least 7 have been turned into movies. He gives his audience of ninth grade students advice on ways to be successful. According to Bhagat, “the strongest don’t survive” in the industry of success, which introduces a concept of ego. A barrier towards being successful. The idea of ego defines how having high self-esteem often leads to setting high expectation which gives a person less of a chance of meeting them.

Without ego, by setting lower expectations for an audience and then having a better outcome, Chetan explained, will be more impactful. What would you expect if your friend told you they are taking you to a “really amazing pizza place”? When you get there, your expectations of the pizza are going to be much higher than a general pizza, and your expectations may not be met. If your friend told you “it is just an average pizza place”, and the pizza you get is above average, it has a higher chance of being better than what you expected. The pizza analogy was used to introduce the perception that with something over promised, expectations may not be met, but if they were under promised, an intention can be over delivered. This analogy hooked the audience and gave us an understanding of the idea with a context that we could comprehend.

The statement used to express this analogy is “under promise and over deliver.” This perception is often said but many don’t understand how following through the process can be more impactful than setting high expectations initially. The original concept of the phrase was meant to expand into meaning something bigger. To mean a promise that is made has to be kept and met, and for one to appear trustworthy but act more trustworthy with the actions you perform.



An analogy that illustrates promising less, developing plans, and delivering more successfully.

Being the highest read author in India, Bhagat inspired many as he explained long and short-term efforts, using himself as an example. Even with a late calling in life, success can be found in pursuing a passion. Everyone's idea of being successful varied when we were initially asked the question about the meaning of successful to us as individuals. Although, the idea of putting in long-term effort brought up a new realisation for some. The realisation that long-term efforts can help sustain an objective in the long run compared to short-term efforts.

Does it ever feel as though something worth putting long-term effort into for someone is something being criticized by someone else? "Be so busy improving yourself that you have no time left to criticize others", Bhagat states. A statement that stuck with many people. Many can interpret this statement as an objective to be your own kind of successful. There can be 2 types of successful people according to Chetan. Both are successful in different ways. On one side, there are people who do something better than others. On the other side, there is someone who changes the game. Someone that uses their goal to completely remodel the game. In the case of many successful people who want to change the game, they write books, columns, and movies to raise awareness of topics they believe need hearing of which



is how they connect with a certain audience via entertainment. Going to the extent to writing in another language can be impactful to increase the entire range of audience, or to reach a certain directed audience.

Overall, the meaning of being successful, was diverse between every individual. But the ways to be successful could undoubtedly be applied for some, whether they agreed with the approach to gaining achievement with this or not. The concepts consist of the difference between long and short-term goals with are carried through with. Both effective, but dependant on the situation. This concept of under promising, keeping the promise, and ultimately performing actions better than expected. Taking action by, for instance, writing for the greater good by ways such as spreading awareness, was one that appealed to many. By writing with a purpose for change, an objective can be achieved with intent. These are a few ways to be a successful "authorpreneur".

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