



# VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Managers, Academicians and Executives.

## CONTENTS

### EDITORIAL NOTE

VALUE WAVES: THE  
TIMELESS LEADERSHIP  
LESSONS OF THE BHAGAVAD  
GITA BY MR. PRERAK DESAI

### VALUE EVENTS

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## Editorial Note

Dear Readers,

In today's fast-paced and constantly evolving professional world, leadership is often associated with strategy, performance, and outcomes. However, true leadership begins much deeper - with clarity of mind, strength of character, and a strong sense of purpose. In this edition, we bring you an insightful perspective on leadership inspired by the timeless wisdom of the Bhagavad Gita.

The article reminds us that leadership is not just about directing others but about transforming oneself first - moving from a "me-centric" mindset to a "we-centric" approach that creates meaningful and sustainable impact.

We hope this feature encourages you to pause, reflect, and rediscover leadership as a journey of growth, responsibility, and conscious action.

Have a Great Time....!!!

Regards,  
Chetan Bhojani

THE TIMELESS LEADERSHIP LESSONS OF THE  
BHAGAVAD GITA

- The Bhagavad Gita, a cornerstone of ancient Indian philosophy, offers profound and timeless wisdom that transcends its original context and provides a blueprint for effective, values-driven leadership in the modern world through dialogues between Arjuna and his charioteer, Lord Krishna, focusing on the essential qualities required to lead a life of purpose and action, particularly when facing overwhelming crisis.
- True leadership, according to the Gita, begins with **Self-Mastery**. A self-controlled leader is a master of his emotions, capable of maintaining **equanimity** during both success and distress.
  - This mental stillness enables the leader to make rational decisions in a crisis and embody the values expected from the team.
  - Lord demonstrates that a leader must respond appropriately to the situation – tough, soft, affectionate etc.
  - When Arjuna falls prey to his emotions and desires to run away from his duty, Krishna gives him traumatic treatment by calling him impotent (**Klaibya**) and directs him to engage in battle. Later, He pampers Arjuna by calling him friend (**Sakha**). Krishna proves to be an excellent leader and He develops Arjuna from an immature, emotional escapist to a person in full control of himself.
- Once Lord Krishna realizes that Arjuna has attained emotional maturity, He gives freedom to Arjuna “**Do As You Deem Proper**” (**Yathchhasi Tatha Kuru**).
- One of the Gita’s most significant teachings is the concept of ‘**Nishkama Karma**’—the discipline of detached action which means

focusing intently on effort, integrity, and process, rather than obsessing over the outcome. It shall give him the courage to act decisively, free from fear of failure.

- Finally, the Gita champions a transformational approach to leadership - moving from a self-centric **'me-leader'** style to an inclusive **'we-leader'** style.
- He encourages Arjun to be a true leader and pursue the larger good, prioritizing the Pandav Army's interests over his own.
- By embracing humility, compassion, and a spirit of unconditional giving, a leader

earns lasting respect and achieves an impact that benefits the team. These principles guide leader toward integrity, purpose, and lasting success.

### About the Author



#### Mr. Prerak Desai

He is an Industrial Relations expert with 36 years of experience, including senior leadership at ONGC, he has handled complex labour negotiations and disputes while training 4,000+ professionals. Currently, he serves as Professor of Practice at M. S. University of Baroda and continues mentoring future leaders.

It was a privilege that Chetan Bhojani served as a jury member at the prestigious 4th GEO Excellence Awards in Vadodra, organized by the Gujarat Employers' Organisation.



Chetan Bhojani was invited to speak on “Challenges for Entrepreneurs and Startups” at Municipal Arts and Commerce College, Upleta, where the energy of students highlighted the true potential of rural India.

