



YATIN SAMANT

Transformation of an organization from  
Maid to Mother

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# Maid and Mother- A WORLD of Difference



- **‘World of difference ‘between a Mother and an appointed Maid**
- **Difference in Outlook –CARE! That makes HUGE difference!**
  - For a maid it is ‘Transaction’, it is Relationship for Mother
  - Maid’s understanding of her job is set of activities, a Mother is connected with the ‘Purpose’
  - Maid’s drive is month end salary, for mother it is involvement
- **It is about Custodianship, about ‘Ownership’ .**
  - Fundamentally, for a maid, looking after a child is a ‘Job’. For a mother it is a ‘Cause’
  - Mother’s life revolves around her child. Maid’s doesn’t!

# Maid to Mother : Organisational Perspective



- **Organization's employees can be divided into 3 broad categories, depending on the level of ownership :**
  - **Insincere Maids, Sincere Maids and Mothers**
- **While Insincere Maids need to exit; an organization needs both Mothers and Sincere Maids – Essential difference being:**
  - **Mothers set direction, Maids follow instructions**
  - **Maids can be skilled, Mothers have Perspective**
  - **Maids are BUSY – too busy to create future – Mothers are meaningfully engaged**
- **Leadership positions will need to filled with only Mothers**
- **It is possible to transform some Sincere Maids into Mothers**

# Busy v/s Meaningfully Engaged



## BUSY (Maid)

- Busy in activity (lost on purpose)
- Want , but don't know how to
- Feel helpless, hapless, hopeless. Trapped as victims
- Have no time, they're closed to new opportunities
- When challenged, feel stressed, crumble under pressure
- Like a stagnating pool-dwelling in the past

## MEANINGFULLY ENGAGED (Mother)

- Connected with the purpose
- Fully occupied but 'aware'
- Have no time- but will find time.
- Prioritize tasks- juggle between A/B/C activities
- Open to new opportunities
- Challenges lead to creativity & more options
- Like a flowing river- into the future

# M2M : Transformation Program



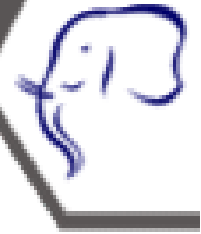
## Objective:

- Transform an organization into a performance driven powerhouse via engineering a transformation of its employees from Sincere Maids to Mothers.

## Components

- Awareness presentation for general audience ( open )
- Customised workshop for an organization's employees
- Diagnostic process for maid/ mother assessment
- Maid → Mother Transformation plan

# Maid - Mother Transformation Plan : Framework



Organisational transformation via *meaningfully engagement*

- I. Create awareness ----→ introspection on 'where am I' on this spectrum. Creating clarity between activity and purpose
- II. Reality check: 'Who is at what level' in the organization -- Mothers/ Sincere Maids / Insincere Maids - Diagnosis
- III. Connect with the larger purpose ----→ plan for the way forward-movement from Sincere Maid to Mother
- IV. Facilitate transformation ----→ Gap analysis → Development plan for the transformation
- V. Sustain, nurture the change ----→ reinforce changes, leading to improved state of organization: Measure, reinforce, celebrate



**We make a living with what we get  
but we make a life with what we give**

**Winston Churchill**

