

I AM
ADV**IK**
Passionately Innovative

VOL. 13 | COVERAGE (OCT. 2022 TO DEC. 2022)

Advik's Internal Newsletter

LEADER'S SPEAK



MESSAGE FROM CEO – BU1

Dear Colleagues,

Welcome to New Year 2023, wishing each one of you & your families a great year ahead. I have been with Advik since 2009, the journey of sustained growth from 2 plants in 2009 and sales revenue of 24 Cr to 7 domestic & 2 overseas plants today with sales revenue of 800 Cr, it has been a fantastic growth story so far and is now marching to next level.

2022 has been a very successful year for the company with organic business returning to show positive signs post 2 years of pandemic, market showing positive trends both for ICE & EV segments. We are very excited about what 2023 has in store for all of us. This will be a year of growth and new opportunities for everyone at Advik. We appreciate your continued commitment to the company and our growth. We are confident we can make this mutually rewarding.

Our reputation is our most treasured asset and the foundation on which we have built our company. Everyone at Advik knows that the only way to protect and improve our reputation is to exceed the customer's expectations, meet our commitments, innovate in our business and deliver excellence.

By understanding and embracing the changed scenario in our Automotive Industry, we will be able to build stronger and lasting business that will yield long-term results. The customer will start to look at us as their trusted partner (someone they can count on). Trusted partner status and the business results can help us grow our business through repeat business opportunities.

One of our major achievements in the past year has been our ability to handle challenging business situations, stabilize and strengthen our existing customer relationships, define and institutionalize operational processes and start business with new prospective clients (EV Start-ups). We have seen the most growth opportunity in our new business endeavours like Brake Project, 4WH products business mostly; we expect to see greater growth in these spaces in the New Year as our Strategy & Marketing teams are working hard & smart to get in more opportunities. We are looking at business of > 400 Cr from our Brake Project by 2025.

Our overseas business in Asian countries is improving; in FY 23/24 our Indonesia plant will cross sales of 100 Cr. These are mere numbers, what is important is our hunger & passion to keep growing and scaling new heights, raise the bar of the company.

We recognize the importance of the project initiatives entrusted on us by our customers and we need to ensure we take special care to meet and exceed their business objectives. In order to achieve this, we are always investing in our business. We have invested 70 Cr in our Brake Project and are investing in people, improving our culture and work environment through various activities and initiatives. Train/Develop our most important asset, our people. Also, at the same time attract the best talent in the industry as the new opportunities pour in the company. We at Advik want to be future ready to explore & adapt the changes faster and have first mover advantage.

Advik is committed to delivering excellence and aspiring to be a World Class Company. We have aggressive business plans to reach 2500 Cr in coming years. This will not be possible without the support of you all. As Advik grows so will we, our passion supported by our innovative ideas will take us to next level, this gives us opportunity to make up for the lost time due to pandemic and accelerate our growth journey.

Best wishes to you and your families for a glorious 2023.

- Rakesh Yadav
CEO – BU1

PREFACE

This newsletter will run you through all activities, initiatives done under the below quadrants as follows:

BUSINESS UPDATE

Page No. 01

LEARNING

Page No. 03

REWARDS AND RECOGNITION

Page No. 06

EMPLOYEE ENGAGEMENT

Page No. 07

SUCCESS STORIES

Page No. 13

BUSINESS UPDATE

COLLABORATION

A proud moment for The Advik Group as we signed a joint venture with H2X Global Limited. Indian Australian Joint Venture announce a roadmap to build the Hydrogen Economy at the Delhi Auto Components 2023 Expo.

Advik Hi-Tech and H2X Global Limited's newly formed company Advik H2X, will produce hydrogen projects in India

- The company to manufacture hydrogen fuel cell generators, trucks, buses and light commercials for worldwide distribution.
- First products of the new company expected mid-2023.
- The new company will also develop Methanol fuel cells, providing another clean alternative to hydrogen in certain products, making full use of the fuel cell capability of the company.
- New Joint Venture will build a global supply chain of products and components for hydrogen-powered vehicles and powered products.
- The joint operation represents a major entry into the massive Indian market.



Building on the strong expertise of Advik in technology component development and the global experience of H2X with over 22 million km of distance covered by vehicles with their hydrogen systems to date, the Joint venture will further expand their footprint in the European and Asian markets. Production is expected to commence by the middle of 2023 and the products will be marketed under the H2X brand.

The Advik-H2X collaboration will also undertake the application of Methanol fuel cells, providing another clean alternative to hydrogen in certain products, ensuring full capacity utilization of the fuel cell division of the company.

Both the above launches in both the CNG and Hydrogen fuel cell segment will help to forward Advik's vision to create an innovative and sustainable ecosystem of technologies and services for reducing emissions, thus helping to expand the adoption of more green and clean technologies for the future.

Speaking on the occasion, Aditya Bhartia, Managing Director, Advik Group of Companies said, “Our technology showcase at the Expo is the next step on our vision of becoming a leading solutions provider for the evolving multi-fuel market both in India and globally. With all our products being manufactured in India, it underlines our responsibility to drive the industry and further the Government of India's mandate for Atmanirbhar Bharat. With Advik being selected for PLI, it is a testament to our commitment to adopt and indigenize leading global technologies for the Indian market. For example, the CNG regulator and Electric Vacuum Pump is part of Advik's approved PLI and it will cater to OEM demand both in India and international markets.”

Brendan Norman CEO of H2X who joined Advik for the exhibition said “The opportunity to expand our company using India, a trusted partner recently recognized by the Australia-India Free Trade Pact, and a world leader in technological advancement, together with Advik Hi-Tech which is a company over the past 24 months we have seen offer top of the world quality and precision and acts with total grace and class is an amazing chance for us to grow our business strongly into the future. Through the course of the exhibition we have met with several OEMs and have seen significant interest in the hydrogen space and the cooperation with Advik and we see a number of opportunities to work together with these.”

While Advik continues to be a world leader in Pumps, Tensioners & CBS Braking product category, the company is aiming to become an end-to-end systems solution provider with a comprehensive portfolio of complete Hydraulic Disc Braking Systems, Mechanical Drum Brake Systems, Thermal Management Systems, CNG Fuel Systems, and Hydrogen Fuel Cell Systems to cater to both domestic and global demand.

LEARNING

QUALITY MONTH AT ADVIK GROUP



In honor of World Quality Day, Advik kicked off the Quality Month celebration on November 10th across all its Plants. The theme for this year was "Quality Conscience - Doing the right thing". The main purpose behind this celebration was to raise awareness about the level of quality in the company and to recognize the efforts and contributions of Quality professionals. We designed a logo as per the quality theme 'Doing the right thing', for which we considered customer intimacy, people involvement, and approach to quality conciseness. The celebration was concluded with Quality flag hoisting, badge distribution, and an oath-taking ceremony.

We had celebrated our Quality Month from 10th Nov 2022 to 10th Dec 2022. On 10th Nov 2022, we had kicked off the Quality Month celebration across all of our plants with opening speech by Kunal Ghodake San, HOD Business Excellence followed by Message from Prem Prakash Gajpal San, Director of Operations and Operation Heads then followed by Flag Hoisting and Oath Ceremony.

Message of Mr. Prem Prakash Gajpal, Director Operation has emphasizes



“Quality consciousness is the mind-set that takes care of the customer and produces high-quality work. It is more about creating a culture where employees are valued, and their contributions are appreciated. This will help organizations achieve high-performance levels from all team members while providing better customer service. Taking new challenges, open-minded personality, handling conflicts empathetically, proactive approach, respect of others, punctuality are the key traits of Quality-Conscious employee. Everyone is accountable for Quality. Zero Customer Complaints must be the key focus area for Quality Month 2022.”

Message from OH Amey Divekar, BU-I



“Customer complaint eradication is a major undertaking in this Quality month celebration. We should close loop each complaint with effective action plans. Our main behavior while dealing with customers is characterized by our Quality consciousness.”

Message from OH Pavankumar Patodi, BU-II



“To reach excellence in quality, a team must continually work together toward a common goal. ‘Doing the right thing’ can inspire your field improvement team to collaborate around a shared objective. I send my best wishes to everyone in honor of Quality Month.”

There were total 10 events during Quality Month Celebration which are as listed below:

- Virtual Quiz for Staff through Kahoot Platform
- On the spot quiz for Associate
- Poster Competition
- Slogan Competition
- Quality Crosswords
- DUMB Activity
- QC Story on Theme / Kaizen
- Best Award “Associate Observance”
- Best Award “Inspector Certification”
- Best “4M Implementation” Plant

We are delighted to mention here, we have successfully conducted Advik’s first Internal Quality Circle competition. The competition was based on QC story tale.

Mr. Vinit Ratnpura, Divisional Head QA, Bajaj Auto Ltd., Pune, and Mr. Mohit Bansal, Corporate QA Manager, Bajaj Auto Ltd., were our distinguished guests at the Advik Quality Circle.

On the occasion of Quality Month, Hon. Director of Operations Mr. Prem Prakash Gajpal sir had given guidance on “Quality Conscience” to the team.

Hon. Operation Head, Mr. Pavankumar Patodi ended the occasion with a vote of gratitude.

Ten teams had participated in the competition across Advik Group through offline and online mode. The "Quality Creators" P03 Pantanagar team won the competition by delivering an outstanding QC story & bagged **Gold Award**. "Advik Icons" P15 Pune secured second place and won Silver Award & "The Pursuit of Excellence" P34-36 Pune bagged **Bronze Award** in QC story competition.

After the grand celebration of Quality Month, the Business Excellence team announced the winners of the activities held in the Quality Month for the Corporate Functions. The Plant Team also announced the activities done at the Plant level.

Here is a summary of all activities -

Quality Month Activity Celebration Status								
Activity	P15	P14	P34-36	P18	P22	P3	PT Advik Indonesia	SS Technical +commercial
Virtual Quiz for Staff through Kahoot Platform	✓	✓	✓	✓	✓	✓	✓	✓
On the spot quiz for Associate	✓	✓	✓	✓	✓	✓	NA	NA
Poster Competition	✓	✓	✓	✓	✓	✓	✓	✓
Slogan Competition	✓	✓	✓	✓	✓	✓	✓	✓
Quality Crosswords	✓	✓	✓	✓	✓	✓	NA	NA
DUMB Activity	✓	✓	✓	✓	✓	✓	NA	NA
QC Story on Theme / Kaizen	✓	✓	✓	✓	✓	✓	NA	NA
Best Award "Associate Observance"	✓	✓	✓	✓	✓	✓	NA	NA
Best Award "Inspector Certification"	✓	✓	✓	✓	✓	✓	NA	NA
Best "4M Implementation" Plant	✓	✓	✓	✓	✓	✓	NA	NA

Result Declaration was done by Business Excellence function.



- Nikhil Wadhavane
Engineer, Business Excellence

REWARDS AND RECOGNITION

YET ANOTHER FEATHER IN OUR HAT!

We had recently participated in Quality Circle Competition and won Three Awards which was organized by Quality Circle forum India, Pune Chapter.



Advik Pantnagar won an award in the 3rd BAL BAVA Kaizen competition which was organized by BAJAJ Auto Limited Pantnagar.



Advik won 2nd rank in the 17th State Level Energy Conservation Award 2022.



17TH STATE LEVEL ENERGY CONSERVATION AWARD 2022 MAHARASHTRA



Advik won 2nd rank in the 17th State Level Energy Conservation award 2022.

Out of the many organizations that took part in the competition, Advik ranked the board in 2nd Place. This is a consecutive win for the organization and a proud moment for all the Advikans.

The Advik team has won three prestigious awards at the **Indian Institution of Industrial Engineering (IIIE) National Convention** held in Pune on December 16th and 17th, 2022. These include two Platinum Awards in Productivity Improvement case studies and one Silver Award in Quality customer complaint elimination.



EMPLOYEE ENGAGEMENT

NEW JOINER DELIGHT



Hello Everyone I'm Pratima Jadhav, I am happy to share my experience as a new joiner. A new job and workplace always offer a mixed feeling. On one hand, you are happy that you have got an opportunity to work in a company of your choice, and on the other, you also experience a bout of nervousness. 10th Oct'2022 my first day, it was 9am in the morning, I entered Advik, I was very happy and nervous at the same time.

As soon as I entered the campus of Advik, there was lush green grass and plants around which were very impressive, I walked into the reception area and I felt good and motivated as I could feel the positive vibes. I was amazed to see the idols of Lord Ganesh and Gautama Buddha placed in front of the reception area.

It was an amazing feeling to get a call from my Advik HR, who welcomed me into the Advik family. Me with other new joiners were inducted into Advik's Culture, Vision, Mission, Values & Policies. Post which the entire HR team joined us and gave us a very warm welcome. I liked the welcome kit handover to all the new joiners. There is another thing that I found unique in Advik is how the induction was planned. A brief introduction of all departments along with HR policies was provided. A shop floor visit for both business units and the way shop floors are maintained left me amazed.

I felt very good, confident & happy too because I felt I am at the right place for exploring and learning new techniques and gaining knowledge. I felt included and safe as colleagues here were supportive & transparent to share their knowledge & experience with others. It was an amazing feeling and was a memorable day. I'm very satisfied with Advik. I felt there is respect for employees, discipline is followed, and there is a social responsibility towards the environment. A great start towards a new journey.

Thank you Advik family for such a great platform.

*- Pratima Jadhav
Sr. Engineer, QA*

CELEBRATION- NAVARATRI AT GUJARAT PLANT AND BANER OFFICE

The team that celebrates together, stays together!

The Navratri celebrations at our Gujarat plant and at Baner office was in its full glory. Dressed in beautiful traditional attires & joyous spirit, the festival was celebrated in full swing.



SPORTS DAY CELEBRATION

Set your Goals high and don't Stop until you get there

There's nothing like a good game to bring us all together. Our Bangalore, Pantnagar and Baner offices had organized Sports Day for its employees. Sports help employees to bond with each other, boost productivity and concentration levels. It enhances them to try different skills which builds a healthy and fun environment at office.



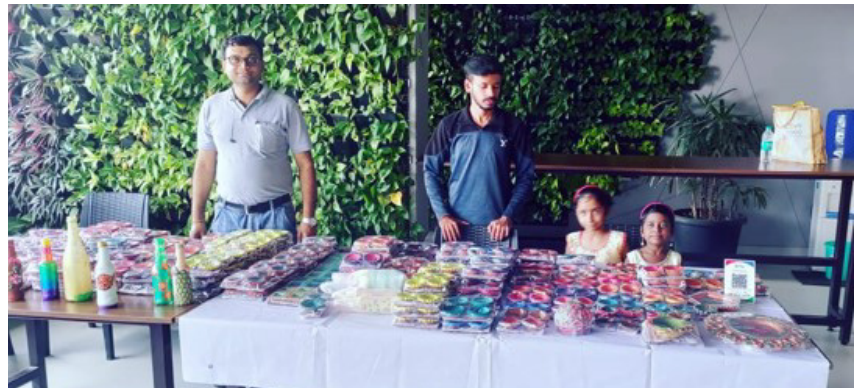
FOOD COMPETITION

Advik Group at Baner and Bangalore organized a Food Competition to bid adieu to the year 2022. The day was filled with many flavorful delicacies and our employees enjoyed it to the fullest, making it a successful event!



DIWALI WITH A NOBLE CAUSE

Those who are happiest are those who do the most for others. Help others without any reason and give without the expectation of receiving anything in return. Service to others is the rent you pay for your room here on earth. We know only too well that what we are doing is nothing more than a drop in the ocean. The Advik Baner office celebrated Diwali, the festival of lights, with the Orphan kids. They sold different beautiful and colorful Diyas, beautiful candles, glass painted bottles. All the innocence and creativity reflected in the artifacts they sold.



SUCCESS STORIES

PROUD MOMENT FOR US!

Duns & Bradstreet in their event 'Business Enterprises of Tomorrow – Time for India's New Age Entrepreneurship', released their independent research publication, featuring ADVIK as one of the 'Leading Mid Corporates of India 2022' along with an one on one interview with our Managing Director, Mr. Aditya Bhartia.





Aditya Bhartia
Managing Director

How would you describe the journey of your company since its inception? What are some of the key milestones of the company in recent years?

Advik was conceptualized to make technology products in the area of automotive components. I was just out of college and conceived the idea to explore potential opportunities that would get created with the upcoming automotive regulation shift from a two stroke engine to a four stroke engine for emission reduction. This regulation necessitated the use of an oil pump and cam chain tensioner. I saw this as an entry opportunity for a start-up company and developed these two products entirely in-house by leveraging an initial technology agreement with a Taiwanese company. Realizing very early that R&D capability needed to be built in-house to remain ahead of the technology curve, Advik has a 120 member strong R&D team, which makes it adaptive and agile to

align with the constant technology changes in the automotive world.

Advik aims for product leadership within 5 years of its products launch and this is evident from the dominant position it has, with the leading market share globally for oil pumps and tensioners in the two wheeler category and the highest global market share in all-wheel drive transmission oil pumps for passenger cars. For electric two-wheelers today, Advik has an industry leading market share for the disc braking system.

With seven technology collaborations, two joint ventures, and an acquisition, we continue to grow at a 25% CAGR.

What are some of the key factors that differentiate your company and give you an edge over your peers?

When we look at the value disciplines, out of the three disciplines of customer intimacy, operational excellence and product leadership, Advik excels in customer intimacy and operational excellence and is at par with global competition on product leadership. These bring out compelling value propositions that we are able to deliver to our customers and all stakeholders through a robust operating model.

Advik is very quick to identify opportunities and develop product and market strategies to help them go to market and surpass customer expectations, which is a great value that our customers see, and hence over the years, Advik has never lost

wallet share to competition and has eventually increased its share of business from our customers.

Another important value that I see in our journey is our inclusive leadership, which we nurture and ensure all stakeholders, like employees, customers, and our supplier partners are valued. Our targeted programs and specific initiatives across all stakeholders have resulted in their growth along with the company.

What is your company's growth strategy for next 3-5 years?

From a mid-term strategy, Advik group, which currently has a revenue of \$100 million, is expected to grow to \$200 million. This is part of its Strategy 2025, which it rolled out in 2020. Advik sees itself as a leading component and system supplier for not just Internal Combustion Engine Vehicles, but also Alternative Fuel Vehicles and Electric Vehicles.

Advik would be a leading component and system supplier of Pumps, Brakes, Alternative Fuel systems i.e. CNG, LNG and Hydrogen across vehicle Segment from two wheeler to passenger car to commercial vehicle including tractor and off-highway vehicles. Next 3 to 5 years are very exciting for Advik, as we see a huge opportunity for the company and its employee to grow, and we are geared up for the challenges that this growth would bring to ensure that we deliver to all our stakeholders.

The Auto Expo Component Show is one of the premier events in the automotive industry, showcasing the latest technologies, innovations, and startups in the field of automotive components. This year's expo was held in New Delhi, India, and featured a wide range of exhibits from both domestic and international companies.

One of the major highlights of the expo was the display of new technological innovations in ICE, Hybrid, EV's and alternate fuels. Many companies showcased their latest products and services, such as advanced EV components i.e. Motors, Batteries, electronics, cutting-edge manufacturing techniques, and smart transportation solutions. These new technologies are expected to play a significant role in shaping the future of the automotive industry and making vehicles more efficient, safer, and more sustainable.

The expo also featured a number of startups that are working on innovative solutions for electrification of transportation. Companies like Advik are at the forefront of developing new technologies and are helping to push the boundaries of what is possible in the field of automotive components. From electric drive-train to autonomous driving technology, these companies are making a big impact in the industry.

Advik exhibited with around 17 new product line-ups with the highlight being the hydrogen fuel cell systems for power generation and mobility applications. The Electric Vehicle (EV) industry also had a strong presence at the expo. Many companies displayed their latest electric vehicles, as well as the components and technologies that are used to build them. The outlook for the EV industry is positive, with many experts predicting that electric vehicles will eventually replace traditional gasoline-powered cars. With the increasing demand for electric vehicles, the auto component industry is also growing rapidly and focusing more on the EV components.

Overall, the Auto Expo Component Show provided a glimpse into the future of the automotive industry and highlighted the important role that technology and innovation will play in shaping the industry. With new technologies and innovations being developed at a rapid pace, the future of the automotive industry is looking bright, and the Auto Expo Component Show is a great platform to showcase the advancements in the auto industry.



*- Akash Bora
Deputy Manager, Strategy*

MY SUCCESS STORY IN ADVIK

Hello Advik family, I am Sushma Gaikwad from Quality department. I would like to express my sincere gratitude to the Newsletter team as it enables employees to share their success stories and their views via Advik Newsletter.

I joined ADVIK group in Nov'2002 as a Line Operator & now I am working as a Sr. Eng. in QA with handling QA related work as responsible for gauges, calibration, AMC, communication with customers, QMS documentations, MQS.



I am also taking care of CMM & all QA equipments, MSA process, Internal process audit, Quality Month related activities, Monthly MIS, 4M change tracking, trainings related to gauges & process etc. In this journey, I have been fortunate to improve my knowledge & skills, which has been a true value addition to my professional journey from Line Operator to work as Sr. Eng. QA position. All Thanks to the training opportunities & kind support with guidance from my mentors.

“Every challenge you face today makes you stronger tomorrow.”

Above Quote is always inspiring me to do work in a passionate way. In the Month of Nov-22, we have completed Quality Month celebration activities with support from all team.

Focus Area for Quality Month 2022

**ZERO
CUSTOMER
COMPLAINT**

Quality Mela: Gauges, Measuring instruments to be installed to increase the Associate awareness

Working with QA as more challenging task, this is possible with support from all team members. Recently we have faced customer complaint issues on which as a team we have taken action & in QCFI Circle we have received the Silver Award.



This was a proud moment for me to receive a Silver Award in QC story competition “The Pursuit of Excellence” which was appreciated by both BU’s OH sir. It was an opportunity to work on such an innovative project. I promise to give my 100% in all the work that I do.

- Ex –Employee Sushma B. Gaikwad
Sr. Engineer - QA

Dear Advik Family,

Wish you a very happy and prosperous new year! This is Kunal Ghodake, Head of Business Excellence Advik. Thanks for creating this wonderful platform and giving me an opportunity to express myself through this forum.

Being from a middle-class family in a tiny town in Kolhapur, I always had reservations about my ability and job prospects. When I look back and see myself, I realise my dream has come true. I've completed my schooling from typical Marathi ZP School and diploma in Mechanical from Govt. Polytechnic Kolhapur. I graduated from MIT Pune in 2015 from mechanical stream and completed my management studies from Indian Institute of Management Ahmedabad in 2022. I'm having only seven years of industrial experience in different sectors like auto ancillaries, ceramics, glass, & food processing sectors. This journey was indeed challenging where I learned about several aspects of industries and operation excellence. I strongly believe that people management is the key undertaking in any organization. Organization brand recall value truly depends on the determination of its people, culture and system orientation. Every organization needs to have its unique differentiator which sets it apart from the competition.

I'm very glad to join the Advik family. The reason is I was able to see that differentiator is present in Advik. We are progressing at a very good pace, having diversified product offerings in various horizons. Our three manufacturing sites are JIPM-TPM certified which create a business conducive environment both internally and externally. Advik is presently at the forefront of the Indian and international auto component manufacturing markets. It is a good opportunity for all of us to match this pace and work towards the common goal. Leaders are the reflection of any 'Organization Culture' and they significantly contribute to develop an open and engaging culture in the organization. High attrition rate is again a big factor in front of all manufacturing industries which reduces their pace of growth. We as leaders need to introspect ourselves and understand underlying factors. After the pandemic, people's main priorities are 'work-life balance' and 'family health'. The traditional factors that we should not overlook at any time are monetary and hierarchical growth, work profile, superior support, and peer behaviour. Interest should always be reciprocal. I'm pretty confident that, we definitely emphasize on these aspects and cultivate a good work culture in group.

Coming to my personal life, In terms of my personal life, I'd want to introduce myself as a foodie and a true traveller. What I like about India is the diversity! Food, Festivals, Apparels, Languages and what not! I've explored almost all tier one and tier two cities in India from different regions. It has always amazed me to discover new places, meet new people, and test their local authentic food. Food is another enticing thing for me to investigate. I enjoy both vegetarian and non-vegetarian cuisine, particularly seafood. I prepare a wide range of foods and experimented several cuisines.

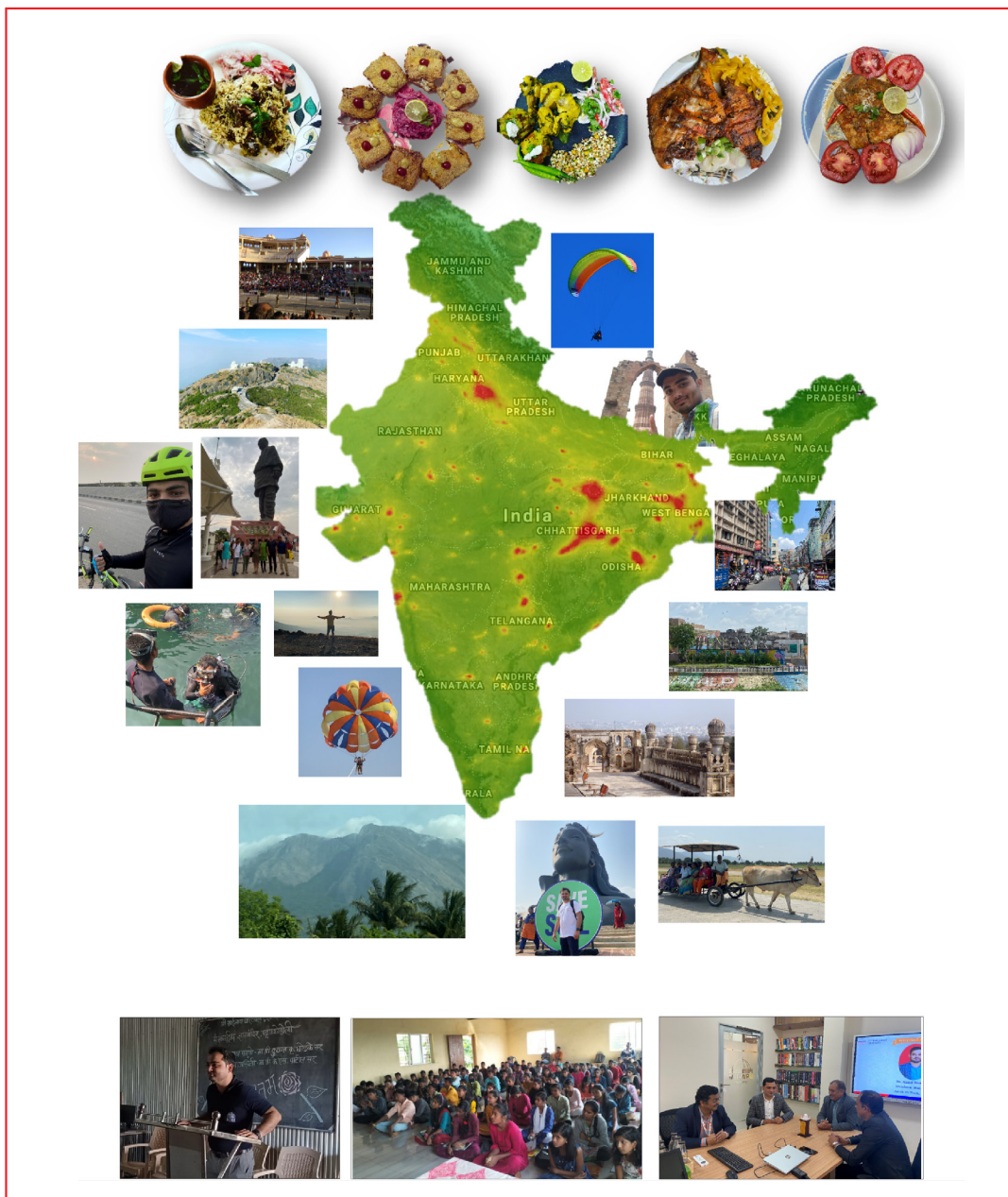
Travelling is in my blood. I prefer group or solitary travel at any time of day or night, by any means. I have always enjoyed these moments, whether they are outings with friends and uphill campaigning,

parasailing, paragliding, river rafting, trekking in no man's land, scuba diving, and so on. I enjoy table tennis, volleyball, and billiards.

As a distinguished alumnus of MIT Pune and IIM Ahmedabad, I consider it my social responsibility to mentor students in rural and suburban areas. I meet rural students, particularly in coastal areas where educational opportunities are scarce. I've given them several career counselling sessions.

As I mentioned above, this journey would be very interesting with all of you. We can elevate our level while supporting each other and working towards a common goal. We must respect our values and our people as they are going to build a sustainable environment within the organization. I've interacted with all of you through emails however I would love to meet each one of you and get inputs for business excellence activities.

Wish you all the best and take care!



- Kunal Ghodake
Divisional Manager, Business Excellence

APPROACH OF ROOT CAUSE ANALYSIS

From a Sherlock Holmes story: “...when you have eliminated the impossible, whatever remains, however improbable, must be the truth.”

1. **The Richard Feynman Approach:** Write down the problem; think very hard; write down all the possibilities with the answer.
2. **Timeline Analysis:** List everything that happened, in time order; look for patterns, look or intervals, look for frequency, etc...
3. **Kepner-Tregoe Problem Solving:** Document the problem in terms of What, Where, When and Extent; identify what is not failing as well as what is; list differences and changes; identify possible causes; verify the true cause.
4. **Ask a friend:** Don't just work by yourself, chat to your colleagues and draw on their knowledge and expertise. You could call this “informal swarming”.
5. **Bring it on to the Table:** This technique encourages you to obtain the different mind techniques and their views about the problem when explored to all of the members in a team.
6. **Leave the room for imagination:** An idea comes instantly and disappears instantly.

SUMMARY OF THE PROBLEM SOLVING

- Brainstorm a lot, all of them. Ask great questions, a lot of them.
- Fix the time frame and then focus on solving.
- Take a look at the bigger picture and the overall context of a situation in concrete.
- Seek help from outside who doesn't know the actual process.
- Tell everyone the problem (**BAD INFORMATION TO ALWAYS BE SHARED FIRST, IRRESPECTIVE OF IMPACT**).
- Leave some room for imagination at the end.

- *Vasant N*
Deputy Manager, QA

ADV**IK**

Passionately Innovative

6th & 7th Floor, B - Zone Baner
Survey no. 35 (p), 36 (p), Mumbai - Bangalore Highway, Baner, Pune –
411045

Phone: +91 (020) 67113434 | Fax: +91 (20) 67113434

Email: info@advik.co.in | Website: advik.co.in