
What Every MBA Student in the World Needs to Know

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Management \neq analysis.

What you are learning in school is analysis. You are being taught tools and techniques.

Analysis is just one of the ingredients in the recipe.

You may have the best analysis in the room. However, if your analysis is not heard and taken seriously, it is of no value.

Too often, talented people with the best answers sit in the back of the room while hacks run the show. If you enjoy the view from the back, getting an MBA will not change anything.

A MBA degree only works if you are willing to transform yourself. Are you?

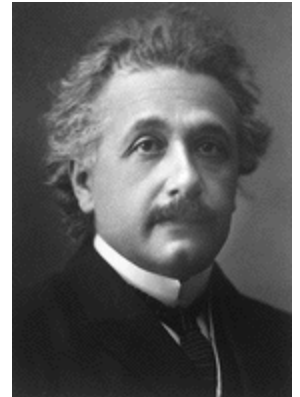
Einstein would have been a terrible manager.

There is a huge misconception among students that being smart is the way to be successful. Let me break this to you. It is not about being smart.

There are many smart people who are absolutely incompetent managers. Not to mention the fact that many smart people are first-rate jerks.

Don't get me wrong. I am not saying you have to be dumb to succeed. What I am saying is that you do not have to be a Mensan to make it to the top. All you need is average intelligence.

But, you need other qualities.



Bill Clinton would have been an excellent manager.

The man had his faults. But, he could communicate like few others.



Bad managers are, frequently, terrible communicators. They have good ideas. They simply don't know how to get them across.

You cannot lead, motivate or sell if you cannot communicate. If there is one thing you want to do when you are in school, learn to communicate.

Don't Lose Touch With What is Right.

Do not use analysis to justify what you know to be wrong. Frequently, the wrong path comes dressed in pretty clothes. Don't buy it.

Hang on to your moral compass for all its worth. Remember what your mama taught you.



If you think something is wrong, stand up and say something. You will certainly lose some friends. But, it will be worth it.

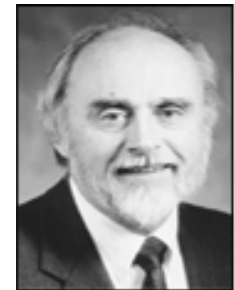
If you cannot explain an action to your family, don't do it.

Nice guys can finish first. You don't have to stop being a nice guy to succeed.

Got Gumption?

You will not succeed if you do not show initiative. I have met many smart people who are simply not interested in following through on their ideas. The result? They languish, get bitter and drink too much.

You better have a passionate belief in your ideas, if you want others to take them seriously. Just ask Art Fry- the inventor of the Post-it Note who had to fight 3M bureaucracy to get the idea through.



To succeed, you will have to be cheeky. And, stubborn as a mule. Persist. Win them over with charm.

History teaches us that smart people have made bad calls. Thomas Watson, Chairman of IBM once said- “I think there is a world market for maybe five computers.” So, believe in your ideas and go for it.

Stay Current.

Here is a quick quiz-

1. Do you have a blog?
2. Have you added a screenshot to a Powerpoint presentation?
3. Have you downloaded a free e-book before?
4. Do you know how to limit your Google search to .pdf files?
5. Have you modified a [Wikipedia](#) page?

If you scored 0, 1 or 2 on the quiz, you are obsolete. Find a way to get current.

Reinvent yourself.



I have always admired Benjamin Franklin because he refused to be just one thing. He constantly reinvented himself.

He was a printer, scientist, inventor, civic activist, writer, librarian, philosopher and diplomat.

Labels are nothing. Outgrow them.

You've got to take smart risks.

Something dragged you to an MBA program. It was perhaps a desire to outgrow a niche or to jumpstart a career. Don't lose that.

Take smart risks- with yourself and your career. That's Nicole Evans, founder of iVillage, by the way.



Don't stop dreaming.

I think we spend too much time talking about vision and too little talking about dreams. Dreams drive achievement.



Narayana Murthy is an Indian electrical engineer who grew up in a typical middle-class family. What made him different was that he dreamed of building a world-class company.

In 2006, the annual revenue of Infosys, the Bangalore-based company he founded, was US \$2.15 billion. Murthy is now in the global “Top 10 Most Admired CEOs” list and is worth billions.

Imagine the number of people who must have told him that he was dreaming if he thought a world-class company could be based in India. He kept on dreaming and inspired an entire generation of Indian entrepreneurs.

So, here's the checklist.

- Management \neq analysis.
- It is not about being smart.
- Learn to Communicate.
- Don't Lose Touch With What is Right.
- Got Gumption?
- Stay Current.
- Reinvent Yourself.
- Take Smart Risks.
- Don't Stop Dreaming.

If you liked this, forward it to your friends
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