



WORD IS A WORD

“**Word is a word**” is a respect for ourselves and the person to whom we have committed. Saying word is a word, is very easy and simple. But it will have value and weightage only when it is implemented by us. When we accomplish the task committed by us and keep to our word, it will help in motivating ourselves and help in building brand for ourselves.

I wanted to share an incident on how we tried our best for keeping our value “word is a word”. There were some investments happening in the Company and we were working on Due Diligence Review (DDR) documentation. We had committed to the client that we will be sending the documents in 2 days. Team of 3 people were working on the assignment and the team had to work day and night for the completion of the assignment. Finally, on the day of execution and deal closure, the client was so happy that they appreciated full team and as a gesture for appreciation, they gave shirts to the whole team. This shows that when we keep our word, success will automatically follow us and even if the client does not show his appreciation, the amount of satisfaction we get for the accomplishment is the most that matters. The shirts actually are a small material incentive, but the heart behind the shirt says it all.

Our firm Guru & Jana believe in “**word is a word**” and for keeping it, the firm takes many strategic decisions and the results, we can see. We are known all over world with whom we are dealing for our committed results. Even our institute, profession, client, etc., gives example of our firm to encourage others to keep their **word**. Same as our firm, if we follow the concept of word is a word in our personal and professional life, we can see remarkable improvements and we will rock.



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