



## DIPAYAN MUKHERJEE 27

ANALYST WITH A KPO FIRM IN GURGAON

### QUESTIONS

- 1 What are the prospects for the KPO sector in 2011?
- 2 Can I expect a salary hike next year? What is the estimated percentage of the increment?
- 3 How can I grow within my organisation in 2011?

With the KPO sector having recovered to a great extent from the slowdown, Dipayan believes it will show steady growth in 2011. Although jobs and salaries in the sector will go up, the weak US and European economies and the US policy on outsourcing will be a concern. As for increments, the sector is likely to see some of the steepest hikes in 2011 (an industry average of 18-20 per cent). Dipayan needs to take up additional projects, outside his area of work, and expand his expertise to other domains. He should make best use of any training and development opportunities provided by his employer.

BHUPINDER SINGH

merely in link roles and not necessarily adding value to their organisation can expect their jobs to vanish in 2011," says

K. Pandia Rajan, managing director, Ma Foi Randstad. So, one should try to get into a key operating role and also increase his span of control, that is, the number of people reporting to him. One way of doing this, suggests Rajan, is to move to a small- or medium-sized company that is willing to offer you a better job description. Most of the growth in 2011 will come from smaller towns and cities, and such a move can provide a fantastic launchpad for an individual. "People in individual contributor positions in metros can study their company's expansion plans and look at moving into managerial positions in tier-II or tier-III cities to boost their careers," says Shabbir Merchant, chief value creator, Valulead Consulting, a leadership firm.

#### For those changing jobs.

Switching jobs just for the sake of higher salary is a complete no-no, especially if you are shifting from a stable company to a not-so-stable one. Says Saundarya Rajesh, founder president, AVTAR Career Creators, a recruitment consultancy: "If you do need to change your job, build more factors into your decision matrix.

Include aspects such as the organisation's overall performance and your functional boss's reputation."

If you are looking at changing your industry, 2011 may not be a good time to get into sectors such as telecom, real estate, retail and aviation, as they are likely to remain volatile. "It could be a good time for professionals to move from manufacturing to services through the consulting or the IT route," says Rajan.

#### SOME TIME-TESTED RULES

Irrespective of the times, some career strategies always hold an individual in good stead. Perhaps the most important among them is the willingness to learn and show eagerness in taking up responsibilities outside one's designated area. Such cross-functional exposure prepares you for managerial and leadership positions. One can also not underestimate the potential of networking and leveraging the power of social media to build one's brand in the marketplace. Preparing an annual roadmap and assessing your progress every three months will help you make the most of the opportunities that the new year brings. ||

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[anaghpal@outlookindia.com](mailto:anaghpal@outlookindia.com)

<http://twitter.com/OutlookMoney>; <http://www.outlookmoney.com/Facebook/miscellaneous>

### WHAT TO DO

- **Exploit opportunities.** Those in an individual contributor position in metros can study their company's expansion plans and look at moving into managerial positions in tier-II or tier-III cities to boost their careers
- **Be cautious while switching jobs.** Do due diligence on your next organisation before you join it
- **Strike a bargain.** While changing jobs, people at the middle and senior management levels should negotiate for a joining bonus
- **Measure your growth.** Create an annual learning map before the year begins. Assess your growth every three months
- **Be proactive.** Take up more responsibilities to get cross-functional exposure and a wider perspective on how your industry works

