



# IMPORTANCE OF A SINGLE PERSON IN MANAGEMENT

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## A CLASSICAL EXAMPLE

1. **Management** is an art. Many aspects of management may not be found in syllabus books. We all are surrounded by many short falls and disappointments of life. We all are hungry of sweet words and loving gestures. People get attracted at once wherever they find such emotions. Author had a unique experience during his past services in Bahrain. It was also concluded that how much a single person is important and useful in the business if utilized and placed correctly. A small gesture of love can win how many hearts. All these things you will find in this short real story.

2. **The story** is about a Security Guard in a Mall – Bahrain City Centre Mall. Author was doing as a General Manager in Batsco Security Services {1} Bahrain. One of the biggest Security Guards contract was won by the Author. Planning to bring the best guards was being made for Bahrain City centre {2}. Author chooses Pakistan and Nepal for recruitment of security guards. Basically at very moment few criteria's were kept in mind, Pakistanis are tall, fair looking, loyal, brave and aggressive. Pakistani ex army soldiers will be disciplined, obedient, loyal, passionate and intelligent. Nepalese are though short but strong, dedicated, trust worthy and quiet by nature. With this criteria author started recruitment from Pakistan. During the interviews at Pakistan, an ex military person bio data came in front of me, named – Gulzar Ahmed. I found out that he has worked in military police and was personal guard with Ex president of Pakistan, General Pervaiz Musharaf. That's was the point some new idea was coming in my mind to train him on new lines and utilize him at some good place. I hired him with my sketchy ideas in mind and took him to Bahrain.

3. **Bahrain City centre** was a huge project, there was parking for about 500 cars with 5 floor mall and shops etc. I had two objectives in mind, one that Gulzar should bring good

name for the company for which he needs more training. Second we should do something different to attract public in mall to bring more and more visitors. To achieve these two objectives, a comprehensive training plan was made and imparted. Gulzar with adequate uniform was placed at the last exit of the mall. At this location all the visitors must have been fully exhausted after shopping in mall and would like to exit from mall. At this point a smiley, well mannered good bye would mean a lot. So Gulzar was trained to do that. He use to have a very loving and sweet smile on his face, would waive his traffic baton stick with a military salute to every vehicle. This VIP gesture started making its place in hearts of Bahrain Public. As soon as mall opened, more and more people started paying attention to Gulzar's action. Then with a temperature over 50 degree Celsius, Gulzar maintained its tempo and did not give any ignorance to any visitor. His typical loving smile even with dry lips in hot weather made a great place in the hearts of public. Entire Bahrain started loving Gulzar. Initially a European person wrote a small column in Gulf daily news on Sunday Magazine on 10 May 2009 {3}. Later one College girl got impressed and placed his profile "A legend of Bahrain City Centre" on face book with a picture of Gulzar. That was turning moment of Gulzar fame story. In one night 82000 visitors liked his profile. A foreigner wrote in Gulf Daily newspaper in Bahrain that after you are tired in shopping mall, while existing the mall, a good smile and salute make you fresh. One gets very good feelings. Then same story published in local newspaper, Gulzar as icon of Bahrain City center. Company {4} also started acknowledging Gulzar's success and increased his wages. Media also started visiting and publishing gulazr as most friendly guard in Bahrain. Bahrain City centre gave him many prices. During Ramazan, public started buying iftar food for Gulzar. He used to collect iftar for his entire roommate staff. There was two things very **important to note:-**

- a. **Reputation of Batsco** security Services started growing at fast speed. He brought big name to his organization.
- b. **Business of Mall started increasing**, as more and more people started coming to mall that after shopping, they would meet Gulzar. I as a General Manager used to receive calls from Kuwait and Saudi Arabia, visitors would check before coming to Bahrain on weekends that Gulzar is one duty or not, our children and family wants to see the icon – Gulzar. Public started bringing gifts and selfies with Gulzar.

4. **Company raised the salary of Gulzar** from 120 Bahraini Dinars to 220 Bahrain Dinars. His family was taken from Pakistan to Saudia for Umrah sponsored by company. Bahrain City Centre gave him prices {5} many times. His fame did not stop here. 11 local newspapers wrote articles about him. Almost all TV channels telecasted story about him. A time came when big companies like Sheraton Hotel requested the author about his services at double the salary along with good offer to Batsco Security. Here the point to note is that Gulzar refused to go saying that this place gave me fame and respect. He

said “, I do not want to go elsewhere just due to money. That added more respect in the eyes of company.

5. **Bahrain Institute of Business and Finance Professor Vijay** {6} contacted me personally and were deeply impressed by the story. She invited me for an interview and listed very keenly the whole story and was amazed that due to one person contribution towards business for both company and mall is commendable. She wrote an article on this story which was published in International Magazine. This story became a part of syllabus as practical example in Bahrain institute of Business and University in Malaysia.

6. **Gulzar is still working** there, whenever someone takes name of Bahrain City Centre, its compulsory that he would talk about Gulzar as well. Almost all the newspaper in Bahrain published articles {7}{8}{9}{10}{11}{12} on Gulzar. He is loved by almost everyone in Bahrain. There are many factors behind this impressive story which can be discussed in detail for all managers striving hard in the field of management.

## 7. Contributing Factors

### a. The Leader

To start any business, choosing a leader to lead the business is utmost important. If he has good vision all further recruitment and management will depend upon.

### b. Selection of Staff

Selection criteria should be meticulously worked out and selection of staff must be very tough and right person is required to be choosed.

### c. Vision and objectivity

For such planning, one needs a proper vision and objectivity to make it reality. Author planned and imagined much before and then made it happen in reality.

### d. Training

It never goes waste. For any specific duty or job, training is a must. It makes job perfect. It must not be ignored.

### e. Personal Touch

One must know the requirements of client. Any gesture, signal or attitude which gives pleasure and satisfaction to client must be practiced.

### f. Smile

It can do wonders in profession. One should always keep a smile on his face. Many problems can be addresses by just smile. It would be pertinent to say, everyone is hungry of smile.

### g. Motivation

It's a key factor to put life into dead person. There should always be a cause behind it. Motivated person can do wonders.

## **h. Loyalty**

Loyalty to the organization is also a key factor for better performance. Individual loyal to their organization are pivots of that organization.

### **i. Appreciation**

Gulzar was appreciated at each stage. It made him to try more and more. Efforts must be recognized at each stage.

### **j. Positive attitude**

It plays a very important role, wherever you are employed. Always keep a positive attitude and stay satisfied.

### **k. Continuous guidance and monitoring**

Always keep guiding staff and keep monitoring. With the passage of time, there is always improvement.

### **l. Others Response**

One gets more motivation if appreciated and liked by other people. One should always appreciate and recognize small work. It will be add on to professionalism.

### **m. Honors / awards and incentives**

Appreciation, honor and awards are contributing factors to motivate an individual.

### **n. Team Work**

It is always team work, single individual cannot do anything. To make Gulzar success, a complete team was working in back screen.

## **8. Conclusion**

Management and leadership is an art. Placing correct person for correct job is extremely important. Three lessons from this true story are very prominent. One, that how much a single person is so important in the management. Second a smile on face can do miracles and can won hearts. Third, right training adds to more perfection in the job. Remaining are the contributing factors to make Gulzar a celebrity and icon in Bahrain.

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