

Life's lessons from a tech-entrepreneur, who made and lost a fortune, then set about making it again.

Rakesh Shukla | www.rakeshshukla.com | Connect on rashukla@gmail.com

Rakesh speaks of lessons from making a multimillion dollar business from scratch, lessons from sabotage & betrayal of being bankrupt. Then rising again against tremendous odds. The skills that make you successful are different from the skills of coping with tremendous loss are different from becoming successful again. Most of all Rakesh speaks of love that motivates.

Rakesh Shukla has always been slightly ahead of the curve. Ten years ago, he founded a technology content company well before the word “content” was widely understood. TWB, now TWB_, is the home of technology, business and learning content for dozens of Fortune 500 companies around the world including Microsoft, Oracle, Lenovo, SAP, Pratt & Whitney, Honeywell, Bombardier, HSBC, ANZ, and AXA. Five years later, he segued into animal welfare, founding and running the world’s largest stray dog rescue service, and one-of-a-kind dog sanctuary. The Voice of Stray Dogs, or VOSD, is quite unique in its scale, approach, and leverage of technology. Its uniqueness has led Rakesh to be featured on the BBC, CNN, Al-Jazeera, CNN-IBN, NDTV, India’s national dailies, and at TEDx Mumbai.

Rakesh has been speaking in business conferences across the world for decades, and animal welfare for 5yrs but his TEDx talk has dominoed into a series of speaker requests as it showcases his commitment to the now-750 dogs in his care through a turbulent three years designed to bankrupt a multimillion dollar enterprise. The personal and professional threats that precipitated these three challenging years; Rakesh’s response to these attacks; and the current turning of the tide make for a classic resourcefulness-in-the-face-of-adversity story -- with one major difference. When you have 750 lives depending on you, your choices need to be more than just strategic or pragmatic.

Rakesh’s choices and experiences describe a uniquely personal journey against a landscape that is equal parts business, and non-profit. It is a real-life story that is inspiring, innovative, and courageous. It is tailored for senior & middle management, as well as newer hires. Rakesh combines the ‘personal’ principles of character, commitment, defining success & planning for it, with years of his own hands on management experience as well as the rigor of having taught in a B-school for several years.

Rakesh is an electronics engineer and MBA by training, who worked at Wipro, Sasken, Aricent, and Amdocs in India, US, and Asia before starting TWB in 2006, and VOSD in 2012. He has served on the Animal Welfare Board of India. Rakesh is based in Bangalore, where he spends half his week in the city with 14 dogs, and the other half at the Sanctuary on the outskirts of Bangalore with another 750. Rakesh’s journey has been the subject of more than a hundred talks, telecasts, documentaries, and interviews.

Video abstract: <https://youtu.be/UiagPowoj4w>
LinkedIn: <https://linkedin.com/in/rakeshshukla>
Facebook: <https://facebook.com/rakeshshukla1>

#LevelsA Verb talks center on a combination of these:

1. What can be measured can be bettered: How do you define yourself:
 - a. Happiness
 - b. Success
 - c. Motivation
 - d. Love
 - e. Trust
 - f. Risk Appetite
2. Creating Success the 1st time:
 - a. What do you want to be successful at?
 - b. What makes you successful?
 - c. Qualities that make you successful - what you have, and what you can better
3. What do you bring:
 - a. Are you bringing a knife to a gunfight?
 - b. What are your assets
 - c. What do you love enough to move mountains?
 - d. Are you committed at your convenience?
4. Is balance an illusion in creating success:
 - a. Balancing time: Work, Sleep, Family, Fitness, Friends
 - b. Prioritization: Important & urgent
5. Falling down, is the 1st stage of getting up:
 - a. Personal lessons in going from millionaire to bankruptcy
 - b. Business lessons in going from millionaire to bankruptcy
6. Fight back: Creating success the 2nd time is harder
 - a. Why is it harder? But better!
 - b. A different set of tools