



The Four Cornerstones of iPlace: How Our Core Values Shape Success

By: Prasanna Arkalgud

Recently, I came across this video that left me reflecting on how we prioritize what truly matters in life and at work. The video (which I've shared below for my readers' reference) was a simple yet powerful lesson known as "Life in a Jar." In it, a professor used an empty jar to represent our lives. He filled it first with golf balls, explaining that they symbolized life's most important things—our health, family, friends, and passions. Then, he added pebbles and sand, which represented the lesser but still significant parts of life, like work and material possessions. Finally, even after the jar seemed full, he poured in two beers, reminding us there's always time to share a drink with a friend.



This idea resonated deeply with me and reminded me of how we operate at iPlace. In my view, the **golf balls** represent our four core values—**Delight Our Clients**, **Be More Competitive**, **Align Our Goals**, and **Change Our Behavior**. These values are at the heart of everything we do. They are our focus, our *non-negotiables*. The pebbles and sand represent the non-priority tasks

and distractions that we need to keep in check. In many ways, these core values form the **DNA** that builds the iPlace gene—what I believe defines who we are and how we succeed.

And in everything we do, **we can't drop the ball**—not when it comes to our core values.

1. Delight Our Clients

Let me ask you a question: Imagine you have a client who's facing a critical deadline, and they've asked for your help in finding the right talent fast. Do you just meet their expectations, or do you go above and beyond to ensure they succeed?

At iPlace, the answer is clear. **Delight Our Clients** means consistently exceeding expectations. It's about looking ahead, understanding client needs, and delivering solutions that go beyond the usual. What would happen if you simply met the bare minimum? You'd miss the chance to truly stand out. Think about how you can surprise your clients with an extra level of service or insight that they weren't expecting.

2. Be More Competitive

Here's another scenario: You're in a highly competitive industry, and your competitors are constantly improving. How do you keep up? More importantly, how do you stay ahead?

The core value **Be More Competitive** challenges us to continuously innovate. It's not just about keeping pace with industry trends but leading them. What would you do to gain an edge? Perhaps you'd invest in new technology or seek out new strategies to improve your efficiency. In my view, being competitive requires a mindset shift—you have to think about how you can always be better, faster, and more effective in delivering results for your clients. At iPlace, this mindset pushes us forward, ensuring we don't become complacent.

3. Align Our Goals

Now, picture this: Every person on your team has different individual goals. How do you make sure those individual goals align with the company's larger mission?

At iPlace, **Align Our Goals** means ensuring that each team member's personal ambitions are in sync with the organization's overall objectives. Ask yourself, what happens if personal goals clash with company priorities? Productivity stalls, and so does growth. But when personal and organizational goals are aligned, the whole team moves in harmony. For example, how could you ensure that your team's individual aspirations, such as career development or learning new skills, contribute to achieving the company's mission? This alignment is critical for both individual and collective success.

4. Change Our Behavior

Here's one final question: When change is necessary, where do you begin? Do you wait for external forces to push you, or do you take the lead and change from within?

I believe **Change Our Behavior** starts at the top, with leadership. If leaders don't embrace change, neither will the team. Ask yourself: How can you inspire your team to adapt if you're not

leading by example? It's often easy to continue doing what's comfortable, but progress comes from challenging the status quo. Imagine a situation where the market is shifting, and your old strategies no longer work. How would you initiate change? It begins with rethinking your approach, encouraging your team to innovate, and leading with conviction. Change, when done right, ripples throughout the entire organization, creating a culture of growth and improvement.

The iPlace Gene: Our Core Values in Action

These four cornerstones—Delight Our Clients, Be More Competitive, Align Our Goals, and Change Our Behavior—are not just words on a page. They are deeply ingrained in the way we work. Like the golf balls in the professor's jar, these values come first. When we keep them front and center, everything else—our daily tasks, our projects—falls into place naturally.

In the end, these core values are not only part of iPlace's DNA—they are the building blocks of what we call the **iPlace Gene**, the very essence of who we are and how we thrive.