



Fortess Monthly Engagement Programs

Tiny Grit®



Sukumar Rajagopal
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Tiny Demon®

1. Do you start a fitness program with a lot of enthusiasm but struggle to stick to the program beyond a few months?
2. Do you want to manage your financial investments better, but feel like you don't have the time or motivation for it?
3. Do you want to learn a new skill but unable to devote time to it consistently?
4. Do you have tasks that you want to do consistently but lack the will power?
5. Do you want to write a book but unable to get started and/or stick with the writing?
6. Do you procrastinate on important tasks and end up with delayed or sub-optimal outcomes?

The answer to many of these questions is Tiny Grit® - a neural circuit we all need to build to do tasks that we want to do but procrastinate and not able to do consistently such as Exercise, Retirement Planning, Writing a Book, Innovation, Learning..

Tiny Magiq's patent pending HiPoHa® digital transformation & behavior transformation framework uses habit formation techniques to build Tiny Grit® - specifically Prof BJ Fogg's Tiny Habits®. It is a matter of great pride for Tiny Magiq that Sukumar's transformation journey is covered in the recent NYTimes bestseller book Tiny Habits®) by Prof BJ Fogg.

In this call, we will cover the concepts as well as enrol the audience in an opt-in 30-day fitness challenge.

Sukumar Rajagopal has 33 years of experience in the IT services industry. He left Cognizant in April 2014, after nearly 19 years where he served as Senior Vice President, Global Chief Information Officer & Global Head of Innovation. He considers himself extremely fortunate to have led two \$1B+ transformational initiatives simultaneously – 1. As the Global CIO led the OneCognizant (1C) program that envisioned and executed the “Small Apps” platform strategy which transformed IT. In 3 short years, the team rolled out 700 easy to use apps which were adopted by global employee base of 175,000 (then) without any training or change management. The business benefits from this program was over \$1B. 2. As the Global Head of Innovation led the Managed Innovation program which built a culture of innovation resulting in employee innovations that created \$1B+ business impact for Cognizant customers. Prior to Cognizant, Sukumar worked in TCS for 7 years.

He runs Tiny Magiq since 2015 with his cofounders. Tiny Magiq enables employees of organizations to envision and execute ambitious digital transformation initiatives using a patent-pending digital & behavior transformation framework.

Sukumar is an avid blogger/twitterer, a fitness enthusiast and a travel bug. He researches the Indus Valley Civilization in his spare time. Sukumar received lifetime recognition for his work in IT through the 2014 Computerworld Premier 100 IT Leaders program. Sukumar is rated by Huffington Post as one of the Top 100 Social CIOs in 2014 & 2013. Sukumar is a Tiny Habits® Certified Coach from Tiny Habits Academy run by Prof BJ Fogg.

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