

THE PERFECT CATALYST

Northpoint has served as a great milestone — a rare moment which closed one chapter and opened a new one. Rarely in our lives do we get such opportunities which allow us to make impactful turns toward the things we want and away from those things we may not.

More than any academic study could have done, my time at Northpoint enlightened me the prejudices I held despite myself. While we were being immersed in the ocean of research, I learned that it was extremely important to be well read so that I can back up my opinions with logic, facts and numbers. I learned more than I could imagine while I was immersed in the diversity of my batch. After spending 11 months with the same people, I was illuminated by the power of unity and diversity. I got a chance to learn something from each individual of my batch, may be it sports, philosophy, academics or human behaviour.

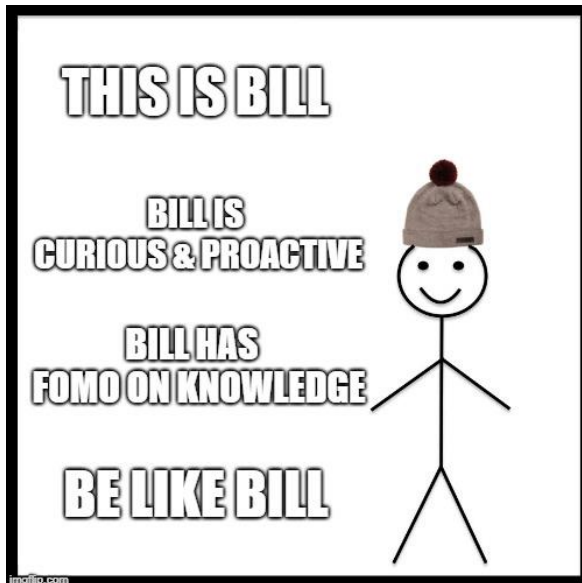
There are some unforgettable moments which will bring back the sense of petrichor on some rainy day (when I'll become aware of barrenness of busy life) while enjoying snacks around Lonavala and it will definitely make me want to relive this entire 11 months all over again

Northpoint has been an incredible experience also because of the mentor we had, Mr Indranil Ray who fostered values, meaning and strength and saw where I needed to improve where I often could not. His expertise in media & education management helped me in moulding my proficiencies which later made me feel empowered and poised. It emanated true mettle by the end of this journey.

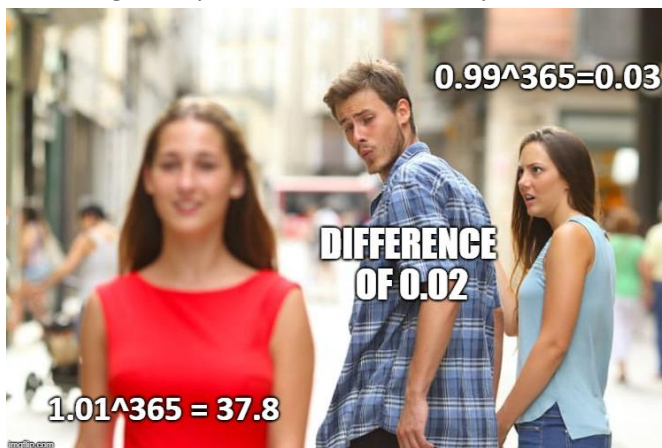
Northpoint has been tryst with destiny, which I think the best choice I could have ever made for myself. This journey has not only taught marketing, consumer behaviour and market research but also equipped me with the vital tools to keep in my arsenal. I could not imagine a better place to have studied. It will always be the cynosure of my life

Amidst the alluring scenic of Northpoint, I've had immense learnings which helped me grow to become a better researcher and human being. Sharing few of my learnings below:-

- 1.) Be Like Bill: Have FOMO on knowledge. Read a lot & stay updated.

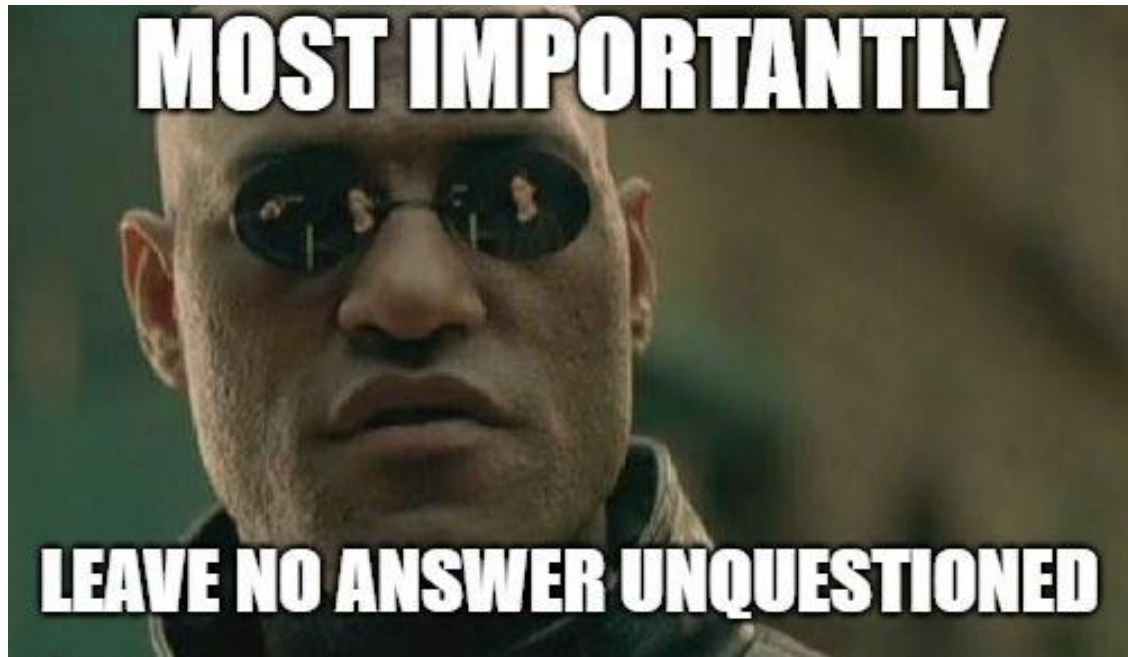


- 2.) Knowledge compounds: The difference your 0.02 can make



- 3.) Take challenges: Don't avoid the big wave, face them. Facing the wave causes the least turbulence





The views expressed here are my own and do not necessarily reflect those of my current or past employers.

-Aniket Shah