

From Movies to the Management

We all love storytelling. Our lives are full of stories, dreams, aspirations and whatnot. But there are people out there who also live our story. There were and are some people whose life stories can inspire, motivate and teach us many valuable lessons. Most of the leaders in the field of management are born out of the learnings derived in the form of storytelling, through the movies. Behind every successful leader, today lies a great movie that has inspired them to become who they are today.

Movies today are used as a pedagogical method in most of the B-Schools. The movies in the recent past have been focusing more on biopics and true-life incidents. These movies tend to impart practical knowledge of the management aspects among the management graduates. Quite a few films offer some amazing insights on management and are super fun to watch at the same time.

Some of the Indian Bollywood films have been taken up as a case study through which students get the opportunity to study various aspects of management which can help them to be good and effective leaders in future. Some of the movies help us to understand concepts like strategy, motivation, determination, ambition, time and stress management, will power, resistance and change management, goal achievement, team management, the role of seniors, focus, talent management, organisational goal versus individual goals.

Most of the movies drive home the lessons of sacrifice and winning, human capital management, business rivalry, inner driven leadership, delegation and empowerment, facing challenges, crisis management, balancing roles, mission accomplishment and killer instincts in a competitive environment.

Every student gets inspired and involved in this method of teaching. They are enthusiastic and motivated to participate, learn from the theme, discuss and analyse. Such an exercise makes them think analytically and it also creates in them a drive to learn something new.

The bosses of the big screen inspire us and most of their leadership styles leave something to be desired for. Even if the film bosses are a master class in what *not* to do, one can still derive the lesson from the mistakes committed by them.

The visual characters of feature films make the power of narration and the portrayal of details, along with the larger-than-life images far more intense than the written word or even a short video clip. Films can tell long stories with a wealth of detail.

Exposing students to a variety of social, economic and ethical themes through a select set of films go a long way in sensitizing them to think more about the issues. This, in turn, contributes to the making of a good manager and a better citizen.

With such movies, debates and discussions can be encouraged among the student fraternity to raise critical questions about individual choices, social and economic arrangements, and corporate cultures and values.

The films in itself help in sensitizing the students to the larger social, political and moral issues that affect corporate decisions and hone their critical thinking skills.

For the movies, the world of business can be a vehicle for many kinds of stories, from morality tales to conspiracy theories to fables. Behind most of the movies, lies a management lesson that can be driven home by the students.

Thus, from movies, comes to the table of management, a plethora of insights which are instrumental in shaping the leaders and also fosters creativity, innovation and the most desired managerial skills in them.

By
Karshini Tyagarajan
PGDM No. 18014