Women Entrepreneur India

WOMEN IN BUSINESS

Women Entrepreneur India Top 10 2023

WOMEN LED STARTUPS FROM HYDERABAD





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AISWARYA TATAPUDI

EMPATHETIC LEADERSHIP IN TRANSFORMING ORGANIZATIONS THROUGH EXPERTISE & SERVICE EXCELLENCE

AISWARYA TATAPUDI
FOUNDER
FINDING ROOTS

Aiswarya's journey blends diverse experiences that have shaped her perspective. She holds a Bachelor's in Computers and Marketing from St. Francis Women's College, a PGDM HR, from IIPM, and numerous certifications from world-class institutes. Her career, spanning, Close to 14 years, culminated in her as an HR leader. Committed to growth, she empowers individuals and organizations through HR Consulting, Mid-Career Coaching & Learning and Development services.

THE NAME FINDING ROOTS SYMBOLIZES THE IMPORTANCE OF GRASPING ONE'S FUNDAMENTAL ESSENCE FOR ACHIEVING GROWTH & PROSPERITY

In the constantly shifting realm of the workplace, enabling individuals to achieve their utmost potential isn't merely a commendable goal; it's an absolute necessity. As the business world undergoes profound changes, companies must adapt to new paradigms to thrive. Aiswarya Tatapudi, the visionary behind Finding Roots, understands the significance of this duality. Her mission is to bridge the gap, fostering environments where individuals are empowered to shine, and organizations are equipped to harness their collective strength. This synergy represents the cornerstone of success in a dynamic and empathetic work culture.

Moreover, Aiswarya's entrepreneurial journey is a testament to her resilience and unwavering commitment to making a lasting impact. As the Founder of Finding Roots, she ventured into uncharted territory, driven by a vision to bridge the gap between traditional HR practices and the evolving demands of the modern business landscape

Below is an excerpt of Aiswarya's exclusive interaction with Women Entrepreneur magazine.

Tell us about your key areas of expertise as a leader in Human Resources and mid-career coaching.

My journey in Human Resources is marked by a profound sense of responsibility towards both the organizations I've been a part of and the employees within them. Starting at ADP, a Fortune 500 company, I began as a reference researcher & payroll specialist which eventually led me to Pursue PGDM HR & Entreprenuership. As an HR Manager at Episource, I specialized in HR Operations, Retention Mechanisms, Employee Engagement, training, and development and hiring. This skill set continued to shape my path at Karvy Computershare, where I held leadership workshops and led the Talent Management Wing, and at JSS Pro, I streamlined operations, rewards, and recognition, performance and training gaps, and created innovative and effective HR practices as Head HR.

My key areas of HR expertise is in operational excellence, employee engagement, performance excellence, and talent management, gained through the diverse experiences that have enabled me to understand both the employee and business perspectives. This foundation guides me in my role as an HR leader. As a mid-career coach, I enjoy coaching individuals to navigate their career paths while contributing to their organizational growth with unwavering dedication.

Introduce us to Finding Roots. Tell us about the underlying idea behind establishing the company and its key areas of specialization.

Finding Roots is born out of an unyielding passion for people and a belief that, in today's tech-driven world, the human touch remains invaluable. We are a multifaceted venture, specializing in three distinct areas, first and foremost, HR consulting, where my extensive background allows us to make substantial contributions to organizations. Then, Mid-career coaching, inspired by the myriad personal narratives I've encountered from my experiences with employees, helps individuals shape their career paths.

Finally, we excel in learning and development (L&D), where upskilling and reskilling are done effectively and interactively with ready-to-use tools and techniques. The name Finding Roots symbolizes the importance of grasping one's fundamental essence for achieving growth and prosperity.

We provide holistic coaching, steering individuals toward career advancement, navigating the evolving job market, and furnishing them with the necessary tools for success. Our mission is to bridge the gap between individuals and organizations, helping them flourish harmoniously by fostering employability, closing competency gaps, and facilitating fruitful partnerships. In the realm of HR Consulting and career development, Finding Roots aspires to be a symbol of continued people progress, fulfilling both business drive and individual aspirations.

Tell us about the most difficult aspects of being an HR leader in today's business climate. What steps do you undertake to overcome these roadblocks?

In today's business climate, HR leadership faces formidable challenges. The pandemic has accelerated change, emphasizing the need for a new business and people approach. Furthermore, Gen Z and millennials are reshaping the workforce, demanding a shift in mindset. The realm of AI is redefining how we connect, requiring empathetic leadership to bridge the virtual gap while dealing with complex people issues, Diversity, and inclusion remain critical, in this accelerated growth of the cross-cultural workforce.

To tackle these challenges, HR leaders must embrace technology and data analytics, ensuring they have the ready tools to monitor, process, and provide a seamless employee experience for the smooth functioning of business. Same time, Technology shouldn't overshadow the human touch while leading, but rather, complement/ease people's efforts, for a healthy bottom line. In addition, continued training, flexibility, and adaptability in people practices are key to a thriving workforce, in the evolving business landscape.

What has been your success mantra over the years?

I continuously seek new challenges, mostly keeping my cup half full or even empty, which fuels my motivation and growth. While I've found happiness and contentment in my contributions to the corporate world, as an entrepreneur, I am to be fulfilled. There's much more I aim to achieve and contribute, and this drive keeps me grounded.

What key piece of advice do you have for women aspiring to become leaders or entrepreneurs in their respective fields?

I am excited about the incredible rise of women entrepreneurs worldwide, especially here in India, a testament to our progress. Being on the same journey, The fact that we, as women, discuss business and our nation's growth actively signifies our progress over the years. We all must dream big and, more importantly, dare to pursue those dreams. Looking back, I believe my success has been driven by perseverance and the willingness to put in the hard work.

Leadership isn't exclusive; it's for anyone ready to step up and take responsibility. The future is bright for women leaders and entrepreneurs, so embrace these exciting times! WE