

News monitored for: Pepsi - Corporate

## Stay calm during turbulent times: Indra Nooyi

Special Correspondent

**MUMBAI:** Turbulence is the beginning of a fruitful process of transformation, PepsiCo Chairperson and CEO Indra Nooyi said here on Friday.

Speaking on 'Managing uncertainty: leadership in turbulent times' at the CII National Council here, Ms. Nooyi narrated the leadership and foresight with which PepsiCo handled the turbulent times during the recent global slowdown and financial crisis.

Ms. Nooyi spoke about five lessons that PepsiCo learnt while dealing with the crisis.



*Indra Nooyi*

"First, accept that turbulence is here to stay. Most successful companies are those that stay calm and think down to earth rather than

showing aggressiveness to shorten the crisis period," she said. "Don't take an eye on the short term but think long," is the second lesson.

She further said that in turbulent times, leaders need to handle the crisis with courage and conviction, while the fourth lesson learnt through the turbulent phases is "one should not shy away from creating an environment of adaptability".

Last but not the least, "You cannot deliver value unless you anchor the company's values. Values make an unsinkable ship," said Ms. Nooyi.