

# CREATING YOUR OWN IDENTITY

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## PERSONAL WEBSITE DEVELOPEMENT

*Can change your world and others too!*

### *Introduction*

*Huge amount of information, knowledge and above all wisdom remains in the personal domain, not even in private domain. Nobody even thinks of sharing. This whole quantum of knowledge can become a huge knowledge base of the world. The real knowledge available on the net is miniscule to what it should actually be. It's time we realize the potential of this tool. One Wikipedia revolutionized the way we view knowledge, create, use and leave it for posterity as our creation for this generation and the next and beyond.*

*Why should websites as the [great knowledge platforms](#) should primarily be used for business? Business knowledge will always come with a rider of business development and cannot be taken as sacred. It is driven by contrary principles compared to knowledge dissemination, there is no denying the fact that it meets somewhere. Websites should also be seen and used as knowledge platforms of a totally different kinds, its utility depends precisely on how much your mind can soar and nothing else.*

### *Creation a fulfilling experience*

*I have just been formally through my personal website development and what a fulfilling experience it has been. Website creation can be the [ultimate of professional, literary, artistic, aesthetic, creative and technical expression](#) of a human being. There has been no medium in human history so complete in its expression of a common man as well as genius with the ease to create, use and share. Its gives the you the experience of a writer, a content*

creator/manager, creative director, a photographer, a documentary maker, a technical wizard, a guru, a shishya, a team manager, a researcher, a CEO and many more. Its human dimension unbounded.

### *Beyond CV, Video et al, Beyond Business*

Biodata, CV, Video, audio clippings and even FB and social networking sites which the employers so religiously are relying upon for placements, have all become a passe. Real worth of an individual cannot be better reflected than in a personal website. Website created by creative writers and content managers have no value in the real sense of the term. Any writing created for a particular purpose is bound to have an inherent bias towards exaggeration. Distinct creations of different types created during normal, professional, hobby related and personal requirements throws up the true persona of the man. The visitor is at liberty based on factual details to form his own opinion of the man whom the company wishes to employ or for any other purpose, *to know the real worth, depth and dimensions of the person.*

Websites over the years somehow have developed a business connotation and it for that precise reason .com suffix is the most popular in today's world. Academic and social websites also follow the same model and it is difficult to find a website with *zero business model or zero transactional model.* Personal Websites being maintained on professional lines and proving utilitarian to the society at large is still a rarity. Though the professionals claim of having excellent communication skills in every CV, it is nowhere to be seen in the public domain. I am indebted to the internet for having providing a forum to express myself to the outside world. The two causative factors which lead to the creation of my website [www.sanjay-sahay.com](http://www.sanjay-sahay.com) and later a string of the other websites namely [www.ellectures.com](http://www.ellectures.com) and [www.lakesforlife.com](http://www.lakesforlife.com) and the latest upgrade on [www.hls-india.com](http://www.hls-india.com) has been the urge to express oneself creatively and professionally and secondly, that all

my knowledge resource is organized at one place and can be retrieved at will by me and anybody on the face of this earth without any difficulty and finally that any updating would be possible in a simple manner, even by a novice and it would be a part of *a integrated personal website*.

### *Website defined*

You might get innumerable expressions of what is a Website, what should be a website like and so on and so forth, but even the ever helpful internet also fails, if you try finding a definitive expression or a definition to be precise of a website. Left with no options I had to create a definition and to best of my understanding *a website can be defined as a kaleidoscope of one's personal, social and professional life, creatively interwoven in a multimedia format, on a dynamic interactive mode to cater to the digital age requirements of split second, precise and authentic information, communication and proactive, productive interaction*. The corporate or any other organization is also an individual in this case.

### *Distinctive – Home Page*

Moving on to the website as such, as in the case of the Preamble to the Constitution or the important words in an article or an abstract of a topic, the *Homepage is the first exposure* of the visitor to the Website and in the process your persona and on this experience he decides to navigate further or not or to let know other persons about this website or not. Imaginatively and creatively showcasing using the best of technology, design and multimedia is the key to the creation of a Home Page, which would serve the desired ends. It ought to have pleasing look, the look and feel emanating from the Home Page should consistently flow through the website. The design, the color combination, the highlights, the buttons and what it projects, the static and the interactive, on the Home Page are all critical to

the very existence of the website. The Home Page should also prove that this creative virtual document has a synergetic dynamic interface with the outside world. Anything inward looking does not fit into the scheme of things of the modern day world which as Thomas Friedman and our daily experience also proves that the world is flat and moving further in that direction with every passing day.

The human system is the real role model for everything we create, do or aspire. The outside world is an extension of the human system and exists to provide the ecosystem to which the man belongs. *The website should get integrated to the ecosystem it belongs.* There is no disagreement to the numerous ecosystems in the bigger global ecosystem, the creator of a website ought to know which ecosystem he is in and how best he can present himself to synergize with such a system and the resultant synergy adds value to the creative manifestation of the individual or the enterprise. In the ecosystem are his end users and it caters to their needs, requirements, imagination and fancies, end goal being creating a website par excellence.

### *Vision & Mission*

Vision is the capability to add pragmatism to the whole paradigm and making it work, rock or functional going through a road map which is typically his own. Vision is the heart of the website and the visitor should get a feel of it even if he doesn't read the vision as such. It is omnipresent and all pervasive. The whole story is woven around creation and use of knowledge of technology, management and governance for the very same people who would and should have created it. The practitioners of technology, management, intellectuals, academicians and the citizens of this country and beyond. On the policing side this clarity is reflected in the final lines of the vision "An Integrated Homeland Security Management

*System and one single ERP with complete integration of all legacy systems is the final vision.”*

*If vision is the heart, then mission is the mind, a journey to reach the vision. “Mission is the translation of Vision, a lot more tangible for the ordinary mass of people and yet the thoughts being at the organizational level, by way of demanding professional accomplishments using a prescribed route.” This is how it is defined on the website. Websites churning out loads of information without the vision and mission in place have no value. The information besides the physical structure in which it is provided for has to find a clear cut place in the mental construct which is at the base of the website.*

*The website is a sum total of your personal, professional and academic and other tasks and accomplishments over a few years or even a longer duration rather than a creative writer’s summary of some fanciful thoughts about you or the enterprise. The visitor is able to read through the seriousness of the effort and the level of credence, time and focus of which the website is deserving of. Most of the websites are at best the introduction to a book and then the visitor is lost as to what he should next.*

*The website screens are made up of static and dynamic pages and the correct understanding and appreciation of it helps create a website of value. Both the types of pages are equally important and what subjects, issues and activities should go under each of these pages is a decision which should be carefully taken before one starts with the website development. The nature of contact provided and the collation of its responses helps gauge the response of the visitors and an analysis thereof helps guide the website on the right track. The interactive pages should be done with great*

amount of care and creativity. In these days, there are lots of websites where the interactive services are the most attractive and we can certainly pick up qualitative features and functionalities for our purposes. Social Media websites are an epitome of interactive content on websites.

Multimedia is the flavor of the day and websites with the present day technology provide us the ease to create real high tech and creative multimedia content. The background music, transitions, animations, unconnected videos clutter the website and shifts the focus from the sacred to the profane and thus the visitor misses out the essentials and gets bogged down in the peripherals. Though multimedia is a bane yet it can be a curse if not intelligently used. The audio/video/animation/transition have to be completely integrated into the text, thought and the flow/look/feel of the website. Anything superfluous does not appeal to the visitor and thus would not carry any learning and would not be left with any mental imprint of what he has visited or any urge to visit the site again.

### *Consistency/Navigation/Content*

Consistency is everything a software has, that helps it become successful. Every new screen gives the feel of the same software. Over the length and breadth of software, familiarity and ease of usage, is the feeling it should generate. Every screen is like another page of the same book.

Navigation through the software does not require great technical expertise. It's the creative mind and some expertise of the visitors navigational traits/habits help us create a near perfect navigational experience in the under creation. The least number of buttons/commands you need to use to reach any point of the website is the real success of the website. And on the reverse the visitor should be able to reach the home page and any

other menu from anywhere. Navigation across similar websites and across to social media is also critical in times when we want resources neatly connected and the need to Google again and again does not arise. Undeniably, all internet resources pertaining to an individual or an enterprise should at the end of the day be connected in a structured manner so that the knowledge resource is taken maximum advantage of.

Last but not the least, the other way round, *the content is the king*. Public Speaker's biggest ally is the content he carries with him. His content is his knowledge. In a similar manner the strength of the content of the website speaks volumes about its success or otherwise. The originality of the content being lucid, cogent and easily comprehensible with being abreast with the times, is the safest bet to create a successful website. If the content makes sense even with few limitations the website would end up as a hit, with the visitors/end users as the case may be or both. The content includes the relevant and high quality pictures, video and audio depending on the context and requirement.

### *Updating & Scalability*

Once the website is up and functioning, it is the right time to celebrate and forget it, like an acquisition of a gadget and keep using it as we do with our mobiles and the like. As you start getting complacent, complaints about the website gets louder. The maintenance is one issue which can be sorted without much problems and for a short price. The complex issues get confounded as the website would continuously demand your time, its need to be updated at regular intervals to just maintain from where you started. Scalability is a more time consuming issue and needs technical expertise. With technologies and nature of users changing, choosing the appropriate technology can be an issue. But with the present day

standardization, it's not as bumpy as earlier. Nonetheless, it has to be done with care to deliver what is actually based on the changed requirements, technologically, quantum and content wise.

### Value Adds

Value adds as the name suggests have to be real, genuinely increasing the value of the website. Needless to say, that value adds does not hold good of inherently inferior websites. With this in mind I decided to have value adds to our already existing domains of management, technology and current affairs. After serious deliberation, the first value add has been the blog. Based on the response it has proved to be an value add. The next to be added was the Book Review. This I thought was the basic to any knowledge based society and books relevant to the subjects in question would be given preference. So the first books being reviewed are *Insanely Simple* and *Leading through Conflict*.

The value adds attracts new visitors to the website for their interest in those topics and having found something worthwhile in the website continue visiting it. They also tend to add some members from their concentric circles of friends and acquaintances to the visitors list as they have been satisfied with the website and they communicate it to this group. This groups also increases and also keeps becoming a part of the core group of visitors. At the end of the day, any website would like to have the maximum numbers of visitors possible and this is one way to achieve that goal.



## Why this topic as ELL 2

After Innovation this ELL 2 is in the making and Inclusive Growth would be the next to follow. This takes precedence over Inclusive Growth for the simplest of reasons, seems to all of us a new concept, though websites have been in vogue for a long time now, has the capability to revolutionize human beings and human life itself. It fits in ultimate goal of Experiential Learning, all what we talk is our experience. We have not touched upon any consultant of any kind all throughout this journey so passionately taken by the whole team. Our model has not been a business model and hopefully will never be. Its a knowledge model. In this ELL we move a step further in our goal from Management for All to Knowledge for All.

## Conclusion

[www.sanjay-sahay.com](http://www.sanjay-sahay.com) has given me a thrill of a lifetime and undoubtedly will thrill me for a lifetime.

[ELL 2 is in progress!!!](#)