

## LEADERSHIP

# Mitra urges empowerment, volunteerism in book

WORCESTER – Some leadership books take years for their authors to compile. For Dr. Satya Mitra, it's been a work in progress his entire life.

Rising up from his poor, motherless and often homeless childhood in rural India, Dr. Mitra eventually became an influential business leader in the Greater Worcester area and nationally. In his newly released "The 5 C's: Common-Sense Tips for Bringing Uncommon Success to Entrepreneurs and Leaders" book published this past January, Dr. Mitra unveils the process that enabled him to thrive. By emphasizing how opportunities can arise from challenges, he shows how life's negative incidents can turn into positive outcomes. The book offers invaluable advice on honing entrepreneurship abilities and leadership skills, developing sustainable relationships, and expanding influence by becoming a force for positive change.

Dr. Mitra finished his Ph.D. in Biochemistry and came to the United States in 1976 to pursue a career in research, later switching careers at the divine guidance of a spiritual master or his "Guru," one of many well respected top Indian religious priests or teachers, and his wife Sheema's strong support. Clearly, the events and challenges leading up to Dr. Mitra's success are the driving and recurrent force behind the book.

"It's always been in my mind to write this book because of the way my life has been," he said. "My Guru wanted me to go and start a tax practice instead of doing science and I named it after him.

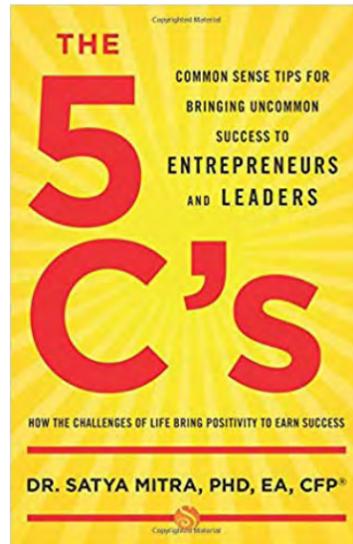


Dr. Satya Mitra's new book focuses on his lifetime of leadership lessons.

I had faith in his blessing."

The business started in his basement from ground zero in 1990, always searching for new lessons and tools to glean from other accountants. "I looked to see what it was in their business that was missing that I could somehow incorporate," said Dr. Mitra, who serves as his firm's president and CEO. "It's always been in my mind to share that."

Today, Dr. Mitra's tax consulting and financial investment services company, The Guru Tax & Financial Services,



volunteer commitments. Dr. Mitra is a member and Vice Chairperson of the Planning Board of city of Worcester, a Board member of Tower Hill Botanical Garden, the Worcester Regional Chamber of Commerce, the Latino Community, the Foundation Board of Worcester State University and a Corporator of Worcester Art Museum and Greater Worcester Community Foundation. He was the President of Worcester Rotary Club, India Society of Worcester and Indian American Forum for Political Education among others. As its leader, Dr. Mitra brought Worcester Rotary activity and membership to record levels and was recognized internationally among fellow clubs where Dr. Mitra still frequently speaks. He has visited Russia, Denmark, the Philippines, Greece, Canada, and just gave five talks in India this past January.

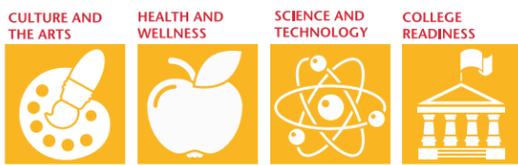
"I wanted to use my speaking blessing I have from God and go beyond Rotary for colleges, non-profit organizations, and corporate events," Dr. Mitra said.

Readily attesting that the success the Mitras have enjoyed is due to their Guru's advice, blessing and direction, they have dedicated the rest of their lives to helping underprivileged people through the family's charitable foundation, Joy Guru Humanitarian Services, Inc. The foundation offers vision services, poverty aid, girl self-defense tactics, finance classes, and school enrichment courses for the needy.

**"I think every entrepreneur's success is true when they use their success to make someone else be successful; when they touch another life."**

- Dr. Satya Mitra

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**BOOK, FROM PAGE 18**

"I think every entrepreneur's success is true when they use their success to make someone else be successful; when they touch another life," Dr. Mitra said. "You must use your success to give back to the community. To give someone else hope or give someone dignity, as an entrepreneur, it became an integral part of my business. The community made me be what I am today."

His book is now available via Kindle, paperback and hardcover all on Amazon.com where it was the number one best seller under leadership category just after being released. He plans a book signing at the Worcester Chamber's monthly Business After Hours at WooHoo in April where his son will also perform comedy.

A core staple of the book, Dr. Mitra defines his 5 C's as connect, communicate, create, (be) confident, and contribute. He

practices what he preaches in Worcester. All net profits from his book sales and speaking engagements will be poured into his charitable foundation, which feeds homeless monthly at All Saints Church on Pleasant Street. His firm also recently purchased 1,067 shirts for three city elementary schools as uniforms. All students' families at the Nativity School last Christmas received a turkey and 150 more were given to seven other city schools. Worcester seniors got a new piano at the center from him, and Joe Schwartz little leaguers got new night lights from the Mitras.

"To see that God has given me the ability to buy all these shirts for these students, I could not resist my tears of joy," Dr. Mitra said. "That's what my book talks about. Your success is judged by what you're doing. Are you giving back anything to the community?"

In all his travels and own business

operational experiences, one leadership caveat that always seemed to jump out at Dr. Mitra was the lack of team-oriented communication. He devoted an entire chapter in his new book to that challenge. "It is the team of employees that you work with that makes you successful," he said. "You do need to give them some credit for that and some type of reward. It's critical that your team believes in you and enjoys working for you." For Dr. Mitra, who asks his own staff to follow 25 simple office rules, he works from the mantra that while communicating, you often should ask yourself and your team if you are even communicating at all?

"The biggest mistake we make is to assume the communication has already been done," said Dr. Mitra. "I give everyone in my office a pin and tell them I want you to be proud of me. We should conduct our work in such a way that our clients will want to come back."

And like his own family Guru, Dr. Mitra preaches that teachers should always tell their students, 'I'm proud of what you've done.' "We are born with our fists clenched, so God sends us with two packages. In one fist, we have a package of responsibility for ourselves and our family. But in the other fist we have responsibility for others. When we die, our palms are open. We've either thrown the package away, lost it, neglected it, or we have delivered it. Let's deliver them both."

**"Timely communication generates a sense of reassurance and confidence in your clients or customers and helps you retain them. Poor communication loses clients - period."**  
- Dr. Satya Mitra

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