

Visual summary of Rishad Tobaccowala's interview

Rishad Tobaccowala

Global Strategist, Marketing & Leadership Visionary | Writer & Speaker

Current Focus Areas

'The Future Does Not Fit in the Containers of the Past', 'Rethinking Work', and 'The Athena Project' (Leadership).

Access resources at rishad.substack.com, rethinkingwork.io.

 [/rishadtobaccowala/](https://www.linkedin.com/in/rishadtobaccowala/)

Last 6 years as a speaker, writer, and advisor. Published *Restoring the Soul of Business* and *Rethinking Work*.

The Future Does Not Fit In The Containers Of The Past

The future is optimistic, despite news; work hard and leverage globalization, science, and technology.

Recognize the future's potential, and focus on self-improvement.

Career Advice

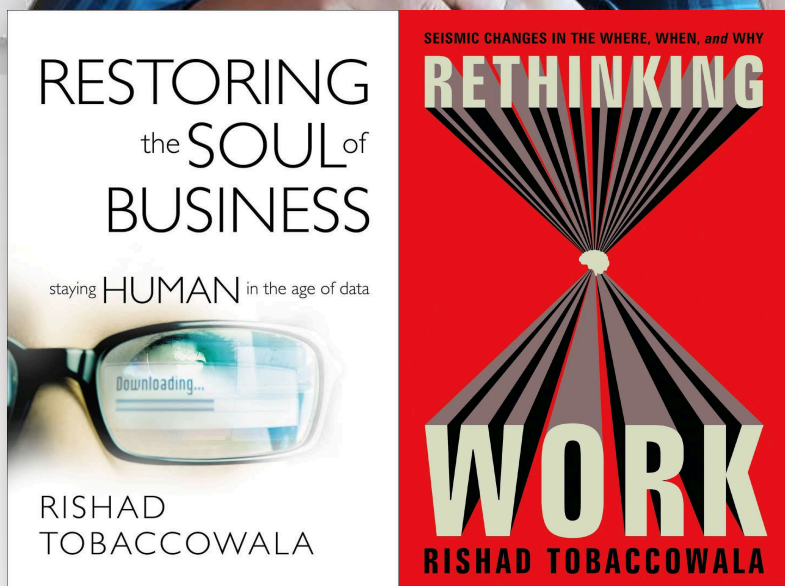
Read Career Lessons Revisited for key career insights.

Find the least bad job that **aligns with a growing trend**.

Choose your boss wisely—your leader matters more than the company.

Collaborate and **build strong relationships with others**.

Focus on improving yourself daily rather than competing with others.



PUBLICIS GROUPE

Career Path – 37 years at Publicis Groupe, ending as **Chief Strategist and Growth Officer**.

Financial constraints exist for everyone.

Prioritize, live within means, and borrow for assets or skills with good ROI.

Challenges are a constant part of a career

to the strategy business.

to the creative business.

to direct marketing business.

Overcome challenges through resurrection: renew, reinvigorate, and reflect.

to the digital business.

You have to decide

Decide whether to pursue the path, and build on learnings if so.

I moved from the media business.

6 essential skills Today

Cognition

Curiosity

Creativity

Collaboration

Convincing

Communication

Spend 1 hour/day learning, connect dots innovatively, and ask questions



Parents inspired with hard work and continuous learning. Multiple mentors throughout career, including Indian marketing pioneers



Found career path in business school, combining **analytics and storytelling**.

Asynchronous interview conducted on March 3rd, edited by the NoSeQueEstudiar team. Some of the images used in the composition were created using artificial intelligence. <https://www.nosequeestudiar.net/carreras/marketing/entrevistas/rishad-tobaccowala/>

