



FOUNDER'S CORNER



The Cost of Mediocrity

Hi Team,

I want to address a problem that I see quietly damaging our companies, something we need to address because it causes certain failure: *mediocrity*. Most businesses do not collapse overnight. They decline gradually through tolerated inefficiency, avoidable mistakes, slow execution, weak accountability, and standards that slowly erode over time.

Mediocrity rarely looks dramatic in the moment. It looks small.

- A missed detail.
- A careless mistake.
- A task completed without urgency.
- A product launch has been delayed another week.
- A bug has not been tested thoroughly.
- An employee assumes "good enough" is the company standard.

Individually, these things may seem minor. Collectively, they become extremely expensive.

Every avoidable error creates rework. Rework consumes time. Time increases cost. Increased costs reduce profitability and limit growth. Slow execution delays opportunity. Weak quality damages trust. Eventually, the business becomes less competitive without realizing how it happened.

That is the true cost of mediocrity.

What makes this more dangerous today is that AI has dramatically raised the standard for what is possible. Tasks that once took days can now take hours. Research, coding assistance, content creation, analysis, testing, and process automation can all move significantly faster than before.

Which means the negatives of average execution stand out faster than ever.

Our competitors are becoming faster, leaner, and more efficient. They are reducing costs while increasing output. If we continue operating with outdated habits, unnecessary delays, and avoidable mistakes, the market will eventually make the decision for us.

Please remember that the market does not reward effort. It rewards efficiency, quality, speed, and outcomes.

I want to be very clear about something:

High standards are not perfectionism. Perfectionism delays progress. High standards improve execution. There is a major difference.

High-performing teams move quickly while still taking pride in accuracy, preparation, and ownership. They do not normalize sloppy work. They do not repeatedly make the same mistakes. They do not require constant reminders to pay attention to detail.

Elite organizations understand something average organizations do not:

- Small failures compound. So do small improvements.
- One employee improving productivity helps a department.
- One department improving productivity helps a company.
- One company that improves productivity creates a competitive advantage.

The opposite is also true.

One team tolerating mediocrity lowers standards for everyone around them. Over time, the average becomes the norm, urgency disappears, and decline begins long before financial problems appear.

This is why accountability matters - Not because leadership wants to pressure people unnecessarily, but because standards determine whether we barely survive or thrive.

Going forward, I want everyone to evaluate their work differently:

- Did I complete this efficiently?
- Did I use available AI and internal tools to improve the outcome?
- Did I reduce unnecessary effort?
- Did I create avoidable rework for someone else?
- Did I move with urgency?
- Did I deliver work that strengthens or weakens the company?

Those questions matter. I am basically asking for a mindset change, not a new process. If enough of you can change your mindset to ask the above questions, it will help us thrive as a business, and associates with that mindset will have bright, successful careers, with our companies or anywhere else you end up working.

We cannot compete with companies that move faster if we accept avoidable internal inefficiency because mediocrity is expensive. Elite execution is efficient. And in today's environment, the companies that execute efficiently will grow. The ones that do not will eventually disappear.

Our standards must rise for us to thrive in the current business environment.

Ajay Prasad

FEATURED ASSOCIATES



Amarjeet

I'm Amarjeet Kumar, a Development Team Lead experienced in managing web-based projects and delivering scalable solutions.

I believe in teamwork, smooth collaboration, and continuous improvement. Responsible, approachable, and solution-oriented, I focus on creating a positive work environment while ensuring high-quality results and timely execution.

I'm Kirti, a Digital Marketing Manager working at the intersection of creativity and strategy across the education, healthcare, and B2B spaces. I specialize in creating impactful campaigns, engaging content, and driving brand growth. I'm a strong believer in teamwork and enjoy collaborating to bring new ideas to life.

Outside of work, I enjoy exploring AI tools, trying new recipes, traveling, and spending time with my favorite people.



Kirti

HR SPEAKS

Internal Tool Updates

👉 [Click here](#) to explore the latest updates

Tool Name	Milestone/ Feature Description	Suggested By	Team Members (Initiated / Completed)
Email Campaign	OpenVio now includes a new Email Sending and Campaign Management Module that allows users to create, send, track, and analyze email campaigns from a single platform. Key Features: a) Create Contact Lists: Users can create lists and upload contacts into them. b) Manage Custom Fields: Users can create custom fields for each project when required. c) Create Email Templates: Users can design and save email templates for campaigns. d) Create Campaigns: Users can create campaigns and send a series of emails to selected contact lists. e) Track Email Activity: Users can track email performance and recipient engagement. f) View Reports: Users can view reports by campaign, user, and email template.	Sonu Sharma & Richa Prasad	Sonu Sharma & Sonam Raj

Work Anniversaries Celebrated!

CHANCHAL KUMAR
JUHI AFREEN
AVINASH KUMAR (DEV TEAM)
PREETI KUMARI

Happy Birthday 🎂

SHISHIR KUMAR
VIKASH KUMAR (Dev Team)
C SAI KIRAN

Projects Signed up in May 2026

GMRW	HDMS	Stratosphere	RepuGen
Stars Assessment Center	-	Mayberry Insurance	Pediatric and Adolescent Medicine
Express Care of Tampa Bay	-	North Star Insurance Alliance	Upper West Side Dermatology
Cerritos Endoscopy Center	-	Clancy & Clancy	-
First Medical Center	-	RMS Insurance Brokerage	-
-	-	Thrifty Insurance	-
-	-	SandStone Insurance	-
-	-	Eversafe Insurance Agency	-