

a. Organizational Behavior and HRM

1. Negotiation Skills for Organizational Excellence

Introduction

Great leaders are great negotiators. By equipping you with the innovative negotiation strategies, you need to excel at the bargaining table

Objective

- Improve working relationships and resolve seemingly intractable disputes.
- Understand your BATNA (best alternative to a negotiated agreement) to gain a better understanding of your options.
- Evaluate your personal tendencies in the face of conflict and learn to manage your bargaining strengths and weaknesses.
- Recognize the most common manipulative negotiation tactics used by difficult people —and ways to neutralize their effects.
- Win, not by defeating the other side, but by winning them over.
- Evaluate your personal tendencies in the face of conflict
- Addressing Negotiation Complexities
- Make you understand your best alternative to a negotiated agreement
- Learning how to negotiate Efficiently & Effectively
- Deliver better outcomes by gaining the negotiation strategies

Content

- Define and Basics of Negotiation
- Key Negotiation Concepts
- Importance of Knowledge, Information & Communication for negotiating
- Types of Negotiation
- Trust, Human Behaviour & Psychology for better Negotiation
- Achieving a Win-Win Negotiation
- Ethics of Negotiating

- Secrets of Powerful Negotiation
- Critical Thinking: Understanding a Complex Argument
- Showcase some Common Negotiating Mistakes
- Different Approaches for Effective Negotiation strategy

Methodology

The assignments and projects used in the programs are designed such that they have real-life simulation which encourages and emboldens the participants to face real-life challenges

The program would be 70% interactive & 30% philosophical.

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding of Leadership and its Styles

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally.

2. Building Superior Performance Team

Introduction

Our approach is to provide managers and other key people with a practical model and tools that they require for building superior teamwork and developing superior work teams. Explore the factors required for a high-performance work team, the common stages of team development, causes of team dysfunction, the primary types of teams organizations establish to achieve specific work goals and suggestions for ways HR can help teams achieve high performance.

Objective

- Improve understanding and communication
- Develop a comprehensive team building strategy
- Emphasize the value of working toward common goals
- Be able to manage time and work assignments effectively
- Self-analysis and self-monitoring mechanism for consistent results
- Understand various management roles
- Understand Team Dynamics

Content

- Leadership Development
- Culture Development
- Conflict Management / Resolution
- Confidence / Assertiveness Training
- Working with Difficult People
- Embracing/Managing Change
- Work-Life Balance
- Time Management
- Goal Setting & Achievement
- Selling Skills Training
- Employee / Customer Retention

Methodology

The assignments and projects used in the programs are designed such that they have real-life simulation which encourages and emboldens the participants to face real-life challenges

The workshop would be 70% interactive & 30% philosophical.

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding of Leadership and its Styles

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. **Management Games**

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. **Creative Presentations**

Providing a broader view of the concepts explained verbally.

3. HR Analytics for Organizational Excellence

Introduction

This programme will help participants to recognize early indicators of key HR phenomena such as attrition. It will also enable them to map real time data in organizations such as grievances, client feedback and appraisal reports to design appropriate HR policies. It will help them to analyze whether behavioral alignment with the strategy of the organization is occurring or not. This will enable HR to play a crucial role during processes such as change management or mergers and acquisitions. Finally tools for leveraging HR activities such as assessment centers, recruitment advertisement design and selection processes will also be discussed.

Objective

An understanding of How HR function adds value and demonstrates the value in business terms

- To be able to measure the value of Intangibles that HR helps build for the organization given a particular business context.
- To be able to convert soft factors in a people management context into measurable variables.
- To be able to design, conduct and analyze a study on employees or any other related to the HR context in an organization
- To be able to design a Metrics and Analysis index in a HR context including recruitment, performance and or a training and development context and many such others depending on requirement

Content

- HR Analytics: The Third Wave for HR value creation
- Current approaches to measuring HR and reporting value from HR contributions

- Strategic HR Metrics versus Benchmarking
- HR Scorecards & Workforce Scorecards and how they are different from HR Analytics
- HR Maturity Framework : From level 1 to level 5 • HR Analytics Frameworks: (a) LAMP framework; (b) HCM:21 Framework and (c) Talentship Framework
- Overarching components of an effective Analytics framework
- Predictive Analytics
- Diagnosing and clarification of symptoms of HR problem
- Linking the business problem to the Core technical problem and investigation
- Quantification and measurement tools
- Quantitative and qualitative analysis

Methodology

The assignments and projects used in the programs are designed such that they have real-life simulation which encourages and emboldens the participants to face real-life challenges

The workshop would be 70% interactive & 30% philosophical.

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding of Leadership and its Styles

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally.

Who Should Attend

Senior and middle level executives of public and private sector organizations largely working in the HR domain. However, the programme will also be useful to other manager's who are facing people related challenges and are in the need for designing evidence based intervention. It will also be useful for consultants or independent practitioners, who want to develop HR analytics

capabilities to improve their consulting practices. It will also be useful to service providers who provide Human Resource Information Systems (HRIS) solutions.

4. Team Building & Leadership

Introduction

Objective

- Increased Performance & Competitiveness
- Develop a comprehensive team building strategy
- Enhanced Leadership and its Traits
- Alignment of your Vision with Team's Vision
- Enhanced your Professional Skill of Talent Developmental
- Team Cohesion & Unity
- Thinking Out of Box
- Efficient Team Building-High Performance Team
- Decreased Conflicts
- Improved Effectiveness and Productivity
- Increase Commitment, create harmony and share sense of Responsibility

Content

- Team Building Definitions and types of team
- Process to develop a comprehensive team building strategy
- Define Management objectives for Team Building
- Team building skills
- Conflict Management
- Highlight importance of Team Building to the success of any organization
- Team Building Theory and its Application
- Techniques for Building an Effective Team and be an Efficient Team Leader

- Effect of Team Building on Productivity
- Understand Cross-Culture Diversity
- Team Building Techniques and their Outcome

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

5. Managing Organizational Change

Introduction

The Program is focused on increasing the understanding of all aspects of organisational change as well as what effective ways are to manage change, increase buy-in to change and minimize resistance to change within an organisation.

Objective

- Gain understanding of different theories behind (organisational) change

- Learn how to create a case for change
- Gain understanding of success factors of organisational change
- Learn how to design a best-fit change approach
- Get to know tools, templates and instruments that will help to deal with change
- Learn to create the right infrastructure for change management
- Practice with managing change by means of case studies

Content

- How do people respond to change
- Critical success factors of change management
- Case for change
- Change leadership & accountability
- Change capability
- Making change stick
- The role as a change leader
- Change management skills and how to apply them
- Practical scenarios to reinforce new change management skills
- Reactions to change, based on insights from a self-assessment
- Addressing and decreasing anxiety and concentrating on productivity and results
- Setting a positive example for others when handling change in the workplace
- Job aids and tools that can be applied immediately

Methodology

The assignments and projects used in the programs are designed such that they have real-life simulation which encourages and emboldens the participants to face real-life challenges

The program would be 70% interactive & 30% philosophical.

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding of Leadership and its Styles

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. **Management Games**

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. **Creative Presentations**

Providing a broader view of the concepts explained verbally.

Who Should Attend

Supervisors, team leaders, and managers responsible for implementing change initiatives within their organization.

Any professional who currently is / or soon will be dealing with significant organization change

6.Enhancing Interpersonal Effectiveness

Introduction

The workforce is continuously facing challenges from changing workplace environment, the pressure of workload, hierarchy, cultural differences and working with various stakeholders. Individuals with interpersonal skills build positive working relationship with others through understand emotions, share differences, resolve conflicts, giving or receiving feedback in a constructive manner. They interact successfully to gain consensus from stakeholders and decision makers, and foster positive communication climate within the challenging workplace environment.

Objective

- Understand the types and impact of interpersonal relationships.
- Develop the qualities of interpersonal skills for personal and team effectiveness.
- Manage emotions of self and others for positive relationship.
- Build positive interpersonal communication skills.
- Improve non-verbal communication to read others easily and accurately.
- Work with people whose personalities and communication styles are different from you.
- Increase your people power to connect and rapport with people effortlessly.
- Deliver criticism and solve conflict in a constructive manner.
- Handle diverse and difficult people with less stress and more understanding.

- Identify and eliminate interpersonal habits in your personal action plan.

Content

Increasing interpersonal success through understanding types and impact of interpersonal relationships

- Types of interpersonal styles and impacts to an organisation
- Self/peer assessment of your interpersonal skills – in the eyes of others
- The characteristic and quality of ideal interpersonal performer

Increasing interpersonal success through self-awareness for positive relationship

- Self/peer assessment of your self awareness and EQ – in the eyes of others
- Broaden your self-awareness through understanding the Emotional Intelligence (E.I.) competencies for positive relationship
- Learn to avoid emotional triggers and take control in managing intimidating personalities
- Application of EI in your workplace for managing our relationship with colleagues for building trust and understanding

Managing workforce diversity with effective communication styles

- Understand behaviour types and communication styles
- Self-assessment profile on behaviours and communication styles
- Strategies for interacting with others who are different from you
- Identify gaps of interpersonal habits for personal improvement
- Influencing others when communicating your ideas and gain respect

Establishing positive workplace interpersonal communication for rapport building

- Recognise and overcome sender, receiver and environmental barriers of communication
- Speak the language of the audience
- Master questioning and active listening skills to connect with people
- Read body language and nonverbal cues
- Learn the power of praise and staying in touch for producing results
- Deliver positive and constructive feedback

Working through conflict and managing difficult people

- Learn to recognise types of conflicts and its root causes
- Develop strategies to resolve conflict for group collaboration and better relationship
- Deliver and receive criticism effectively
- Handle diverse and difficult people with less stress and more understanding

Methodology

The assignments and projects used in the programs are designed such that they have real-life simulation which encourages and emboldens the participants to face real-life challenges

The program would be 70% interactive & 30% philosophical.

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding of Leadership and its Styles

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally.

Who Should Attend

- Managers (All Levels)
- Supervisors
- Team Leaders

7. Work Life Balance

Introduction

Work-life balance programs help your team manage time, stress, devices, distractions, health, and navigate the work-life divide. Whether the challenge is overwhelm, change, low work-life survey scores, or high stress, we support your talent with the latest research tools to help them work smarter and feel valued.

Employees who feel they have good work-life balance work 21% harder than those who don't, reports the Corporate Executive Board. That extra effort is the definition of employee engagement—and the dividend of great morale.

Objective

- Understand the benefits of a work-life balance
- Recognize the signs of an unbalanced life
- Learn about employer resources for a balanced lifestyle Telecommunicate effectively
Master time management and goal setting
- Leave work stress at work, and home stress at home
- Work at a home office productively
- Manage time
- Find the most effective work methods to Improve life at home by spending time alone
Draw a boundary between work and home
- Create a balance at work and at home Learn to manage stress
- Learn to manage stress

Content

- Benefits of a Healthy Balance
 - Why It's Important
 - Increased Productivity
 - Improved Mental and Physical Health
 - Increased Morale
 - Case Study
- Signs of an Imbalance
- Employer Resources
 - Offer More Employee Control
 - Ask Employees for Suggestions
 - Employee Assistance Program (EAP)
 - Reward Your Staff
 - Case Study

- Stress Management
 - Time Management
 - The Urgent/Important Matrix
 - Learn to Say No
 - Stay Flexible
 - 80/20 Rule
 - Case Study

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

6. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

7. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

8. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

- Managers (All Levels)
- Supervisors
- Team Leaders

8. Transformational Leadership

Introduction

Transformational leaders are highly visible and spend a lot of time communicating. They expand leadership's focus towards the growth of the followers' through their capability to empower and delegate responsibility amongst their team. They create an enlightening vision of the future and get maximum buy in to the vision. This can only be done through inspiring and involving those they manage and using their capacity to "influence" not "command."

Objective

- Analyzing your own style of behavior and recognize your strengths/weaknesses
- Enhance risk taking ability and maintain creative tension
- Motivating and empowering others
- Becoming more effective at influencing others
- Developing leadership style according to situations
- Learn participative skills to solve problems, accomplish goals and outcomes when dealing with staff, peers, management and other departments
- Lateral thinking

Content

- Transformational Leadership
- Transactional vs. Transformational Leadership
- Transformational 4 I's (Idealised Influence, Inspirational Motivation, Intellectual Simulation & Individualised Attention)
- Creating the Vision
- Characteristics of an effective vision
- Your vision as a leadership tool Communicating your vision
- Create Holding environment
- Handling destructive behavioursm
- Motivating and Empowering Teams
- Motivate and Empower team for maximum performance
- Identify what motivates team members & use the information to empower in meeting set goals
- Give feedback and reward them
- Positioning team for cross-functional collaboration
- Developing Others
- Defining Employee Development
- Leadership Styles
- Developing your employees using 70:20:10 Development Approach
- Change Management
- Leaders behavior in facilitating change
- Change as Transition
- Types of Change

- 3 Rs to Change
- Identify and address issues relating to human side of change
- Strategies to take in helping teams become change-ready
- Innovation and Creativity
- Nurturing Creativity in the team
- What does Innovation mean to you and the team?
- Why should we be concerned?
- How we are being influenced by others?
- What Is In It For Me Story?
- The Process – Divergence & Convergence
- Leaders Reflections and Commitments
- Sharing of key learnings

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

9. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

10. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

11. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

Experienced Managers who lead teams

9. Developing Assertiveness & Positive Attitude at Workplace

Introduction

Most attempts to implement changes aimed at improvements fail because employees do not have the right attitude towards work. This is a common grouse raised by managers and HR professionals alike. This program introduces participants to how positive attitude are developed and how they lead to high performance. The central theme of the program comprises key beliefs and assumptions necessary for developing positive attitude that steer organizations forward and help them.

Objective

- Define positive attitude and how it improves overall performance
- List key traits of a high performance organization culture
- Determine key requirements for improving attitude at the work place
- Develop action plans to improve overall organization culture
- Prepare for a culture assessment survey
- Explain the link between organization performance and corporate culture
- Identify ways and means of improving overall organization culture
- Seek buy in from senior management on the need for assessing and managing corporate culture

Content

- What is meant by a "positive attitude" towards work
- How attitude are related to corporate culture
- Why culture matters in shaping employee attitude
- Origins and overview of the Denison Model
- Research linking positive attitude and culture to business performance
- Culture as a business issue
- Global benchmarks and results in percentiles
- Applications - Strategic Alignment, Turnaround and Transformation
- Attitude and Culture Change Process

- The Denison Organizational Culture Survey
- The supplementary Modules & Change Monitor
- Understanding the survey reports: Looking for data patterns and themes
- Culture Case Study Analysis
- From Data to Action
- Data analysis and interpretation

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

3. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

4. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

5. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

- Managers (All Levels)
- Supervisors
- Team Leaders

10. T3P- Train the Trainer Program

Introduction

Gain a practical, how-to overview of the entire training function. Through modeling of the best practices and latest techniques in training delivery, discover the 4Ps of training: Purpose & Assessment, Planning & Preparation, Presentation & Facilitation, and Performance & Evaluation. New trainers will gain a strong foundation in critical training skills and seasoned trainers will be introduced to new approaches for delivering powerful training.

Objective

- Learn the basics of adult learning theory and instructional design methodology.
- Gain a foundation in conducting a needs assessment, developing learning objectives, and evaluating the impact of your training initiatives.
- Learn and apply effective training techniques for managing participants, engaging a variety of learning styles, creating an effective positive learning environment, and managing classroom challenges.
- Develop engaging training solutions that are learner-centered.
- Describe the training cycle.
 - Identify and determine the need for training—what, who, and how.
 - Write effective learning objectives.
 - Design participant-oriented learning materials and exercises.
 - Apply adult learning concepts, develop supportive climates, and customize off-the-shelf materials.
- Use training activities and alternatives to lecture, strategize for different learning needs, and create effective questioning techniques.
- Prepare properly for a training session, and prepare participants to foster learning.
- Manage and encourage participants of all backgrounds and learning styles.
- Address challenging participants and behaviors.
 - Present and facilitate a training program, including use of audio visuals and handouts.
 - Evaluate program impact at different levels using a variety of methods.
 - Identify the five levels of evaluation.

Content

- Training & Learning
- Deliver & Facilitate Learning
- Design & Develop Training Curriculum
- Training Techniques & Approach

- Maintaining Trainee Motivation
- Train, Coach & Mentor
- Training need Analysis
- Story-Telling Technique
- Group & Team Dynamics
- Develop & Conduct Assessments

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend?

This program is ideal for new trainers or experienced trainers who have not had formal education in training. It is also for those trainers who need a refresher to improve their classroom techniques and methods to transfer learning to work situations.

These programs are designed primarily for learning professionals – trainers, instructional designers, and organizational development practitioners – but also greatly benefit anyone within an organization who is responsible for developing others, from managers to human resources specialists.

11.Creativity & Innovation

Introduction

Creativity is not the mystical attribute reserved for the lucky few. Creativity is a skill you can develop with practice and a process you can manage. Creativity workshops for business will help you crack the creativity code and succeed at innovation.

Objective

- Leverage your creative style(s) and increase your confidence in your creative abilities
- How to generate, analyze, evaluate ideas, and manage the process from ideation to implementation
- Develop a set of seed ideas creative solutions to your specific business challenges and strategies to implement these
- Critical thinking skills: Using a whole-brain approach to thinking through problems, questioning prevailing wisdom, and discovering creative solutions
- How to inspire and engage your team in collaborative creativity
- How to get people on board to help you turn ideas into action
- Improve your leadership, communication and thinking skills
- Create a language and a structure for managing creativity and innovation
- Apply nuts and bolts techniques for unleashing their creative thinking abilities.
- Learn how to generate an abundance of new ideas at work.
- Apply creative problem solving techniques to solve difficult work problems.
- Identify the thinking language appropriate for each problem such as logical vs. creative thinking; verbal vs. arithmetical language, hence be able to solve problems more effectively.
- Improve brain power in the areas of perception, imagination, analysis, and concentration.
- Identify specific problems and opportunities at work and come up with solutions and action plans.
- Create an environment / work culture that fosters creativity and innovation throughout the organization.

Content

Thinking and the Brain:

- Examples of creative thinking. What is it?
- The difference between logical thinking and creative thinking.
- A peek at the brain; the way we think
- Habitual vs. Creative thinking - Thinking in Patterns.

The Case for Innovation:

- Case studies from some of America's leading companies that benefited from creating a culture of innovation, including innovation programs at 3M, GE, IDEO, and others.

Blocks to Our Creativity:

- Perceptual, Cultural, and Emotional blocks

Creative Problem Solving:

- Problem identification techniques

Idea generation techniques

- Learn a battery of creative idea generation methods and tools

Creating Innovative Products and Services:

- Lessons from Google, Xerox, and other organizations
- Ways to produce innovative solutions for challenging problems.
- Exercise on creating the product or service of the future.

Building a Culture of Innovation for Change:

- Characteristics of the innovative culture
- Creating a culture of continuous innovation.
- Lessons and strategies from GE, 3M, Disney, IDEO, Pfizer, and others.
- Creating company-wide innovation action-teams

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

- Managers (All Levels)
- Supervisors
- Team Leaders

Management Development Programme for Women at Work

Introduction

This programme specifically addresses issues women professionals face and is oriented towards development of skills which can help them in career advancement. This exclusive programme will provide opportunities to develop new insights into balancing their multiple roles and create awareness about taking care of their well being and give them an understanding of certain critical skills required to succeed in career.

Objectives:

Develop a better understanding of self and various roles women play

- Develop an awareness and understanding of skills required for improving their effectiveness as a manager / leader

Who should attend:

This programme is designed for women executives/managers engaged in professional work either on their own or employed in government, public and private sector undertakings, manufacturing or services. They will find this programme insightful.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Developing Leadership Potential among Women

Introduction:

Despite greatly increased representation across all sectors and in a wide variety of industries, women still face particular challenges when aspiring for leadership roles in their organizations. This programme provides an opportunity for professional women in various domains to reflect on their leadership potential, the balance between personal and professional lives, internalized constraints, and future directions for a superior, more fulfilling, and meaningful professional and personal life.

Objective:

The programme aims to help women recognize some of their self-limiting behaviours and attitudes and to develop both their inner confidence to realize their leadership potential and the practical skills required to lead themselves and others effectively.

Who should attend:

Women executives, including Team members, Project Leaders and Project Managers, Programme Managers

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Corporate Social Responsibility for Higher Sustainability

Introduction

Corporate Social Responsibility has today emerged as an extremely powerful tool of transforming the life and life style of the poor, poverty stricken villagers and the under privileged. This responsibility places the Central Public Sector Enterprises as well as private enterprises to play a pivotal role and act as key agents for overall development and social change. Guidelines are also issued by Department of Public Enterprises from time to time governing Corporate Social Responsibility Practice to adopt scientific procedure to achieve concrete results. They emphasize on systematic carrying out of a need-based assessment study followed by formulation of a project, implementation of the project by a civil society organization, monitoring and evaluation of the project and finally impact assessment of the project. Private enterprises also have now to undertake CSR activities for social actions. A development process steered by an effective model of CSR is needed to address a specific problem through a focused project based approach and based on the opinion of all the stakeholders.

Objectives:

- i) Help participant understand and discuss issues for giving a new thrust to CSR activities by involvement of all important stakeholders;
- ii) Discuss some essential pre-requisites that help giving better results from the CSR efforts; and
- iii) Discuss the processes and steps for implementing CSR in organisations for higher sustainability.

Who should attend

Executives and managers at middle and senior levels in Government departments, and public and private sector organizations.

Workshop Methodology:**1. Case Studies**

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Training of Trainers**Introduction**

In contemporary times, the need for effective trainers is very high. Having only job-related skills and knowledge does not ensure transference of these skills, knowledge and ability in the trainees/learners. There are many factors which are important to become an effective trainer. Acquisition, presence and appropriate application of these skills can

make a trainer effective in transmitting skills and knowledge to the learners and bring about a change in their attitudes.

Trainer effectiveness lies in the totality of training, incorporating all elements, right from planning and delivering to evaluating the effectiveness of training. Keeping this in view, the programme on Training of Trainers has been designed. The primary focus of the programme is on classroom application.

Objectives:

- To enable the participants gain an insight into their competencies as a trainer and the need for their further development.
- To enable the participants learn methodologies and technologies to become an effective trainer.

Who should attend:

The programme is meant for officers who are posted or are likely to be posted as a trainer/faculty member in the training department of an organization. Any individual who aspires to become an effective trainer can also attend the programme.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Building Learning Organizations

Introduction

A learning organization is the term given to a company that facilitates the learning of its members and continuously transforms itself. Learning organizations develop as a result of the pressures facing modern organizations which enable them to remain competitive in the business environment. A learning organization has five main features: systems thinking, personal mastery, mental models, shared vision and team learning. It encourages organizations to shift to a more interconnected way of thinking. Organizations should become more like communities that employees can feel a commitment to.

Organizations do not organically develop into learning organizations. There are factors prompting the change. As organizations grow, they lose their capacity to learn because structures and individual thinking become rigid. When problems arise, the proposed solutions often turn out to be short term and re-emerge in the future. To remain competitive, organizations need to create a competitive advantage and the organizations need to learn faster than their competitors.

Objective:

The objective of the programme is to help participants gain conceptual clarity on how to build and contribute in learning organizations.

Who should attend :

Middle Level executives from Public and Private Sector Organizations

CEOs of Non-Governmental Organizations

HR Heads of the Organizations

Professional Managers who are into Organization Development roles

Heads of Departments who handle large teams

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Developing Managerial Skills

Introduction

As one grows in responsibility in the organization, there is a need to look beyond the confines of one's department or section to understand the larger leadership role and one's contribution to the organization's goals. The manager is required to understand the strategic direction of the organization; the impact of environmental changes on the organization and develop a holistic perspective towards organizational effectiveness.

Managerial Effectiveness is the key to Organizational Effectiveness. This programme focuses on the essentials for effective management of self, teams, and change in attaining organizational effectiveness.

Objectives:

This programme aims at enabling participants to hone their personal leadership, decision making, influencing and change management skills while maximizing the use of management systems and processes to improve the overall effectiveness of organizations. Participants thus develop an integrated approach to strategic, financial and performance management.

Who should attend:

This programme is designed for individuals who are directly responsible for the performance of a department. Managers with general management responsibilities will find this programme particularly beneficial.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Preparing your Workforce in the Era of Augmented Intelligence

Introduction:

The program would not only assess likely impact of jobs in various sectors in India in the coming 5 years but also will examine successful coping strategies in international organizations. Based on the prescriptions by futurologists and expert techno-socio system observers, the program would highlight and sharpen the required skill sets for future survival and growth.

Objective:

- i) To take proactive steps to mitigate the massive destruction of the nature of work and profile of required human resource in the era of Artificial / Augmented Intelligence

B. Business Communication

1. Powerful Presentations & Interpersonal Communication Skills

Introduction

Interpersonal skills are the skills we use every day when we communicate and interact with other people, both individually and in groups.

People with strong interpersonal skills are often more successful in both their professional and personal lives.

Objective

- Overcome your fear and transform anxiety into enthusiasm
- Radiate confidence, poise and success in every situation
- Command the audience with a solid first impression
- Actively engage and involve the audience
- Effective use of powerful visual aids
- Dramatically improve sales performance
- Maximize your career potential
- Improve the effectiveness of your communication
- Understand Communication Dynamics
- Increasing confidence
- Understand and Improve Body Language
- Seeing things from other points of view
- Develop Effective Listening and Responding Skills
- Understand Active vs. Passive vs. Reflective Listening
- Understand how to structure information that is communicated
- Keep communication concise and to the point

Content

Structuring communication:

- Having a clear objective
- Highlighting critical points
- Being clear and concise
- Understanding the audience
- Rapport building

Developing effective probing skills

- Asking the right questions
- Paraphrasing
- Summarizing

Listening

- Active Listening
- Reflective Listening
- Passive Listening

Dealing with difficult conversations

Giving and receiving feedback

Greetings and Introductions in Business

- To enable participants create a lasting positive impression when they meet people for the first time in business situations.
 - Non-verbal –Smiling , Posture, Handshake, Eye Contact & Self-introductions, Handling introductions, Exchanging business cards

Interpersonal Effectiveness in Meetings

- To equip participants with strategies to conduct themselves in a healthy and positive manner during meetings with their colleagues and their customers.

- Conference Call Etiquette
- Ground rules for conference calls
- Making introductions
- Punctuality
- Do's and don'ts on conference calls
- Understand how to structure your content
- Tips for opening and closing your talk
- Know how to use your voice and your body
- Control rhythm, speed, volume and pitch
- Overcome nerves and anxiety through 'anchoring' techniques
- How to use visual aids to support your ideas
- Avoid 'death by PowerPoint – less text, more visuals
- Apply adult learning principles and know how to ask quality questions
- Understand various learning styles and preferences of your audience
- Use strategies for handling Q & A sessions
- Be able to deliver an engaging presentation without PowerPoint

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

- Managers (All Levels)

- Supervisors
- Team Leaders
- Leaders and potential leaders who are looking at gaining a competitive edge through Public Speaking & Presentation Skills.

2. Managerial Communication Excellence

Introduction

The ability to communicate effectively with others is an essential attribute of all highly successful people. It's about sharing, understanding and helping others to understand us. Managers who demonstrate sound communication skills are better placed to influence the behaviors of their team members and achieve organization objectives

Objectives

- Common communication pitfalls
- Avoiding judgments
- Establishing friendly rapport
- Being clear and specific
- Adopting a clear speaking style
- Receiving criticism
- Using active listening
- Barriers to communication
- Questioning pitfalls
- Giving clear and helpful instructions
- Voice expression
- Using "I" statements
- Use of space and distance

Program Content

Your Vision

Exploring the theory and practical application of holistic vision, how do the decisions we make and the discussions we have impact on others

Understanding People

Why we relate really well to some people and simply don't understand others. A module on personality profiling and how to effectively implement the knowledge

Determining Your Personal Vision

Why the client is important, what he expects and what it means to you

De Bono 6 Hat Thinking

In depth analysis of problem solving using universally recognised methodology

Building Confidence

Understanding what this means to you

Assertive Behavior

A follow-on from Building Confidence - exploring boundaries, communicating them assertively and not aggressively

Body Language and Social Awareness

Awareness of unspoken communication including listening and tone of voice

Communication Techniques

Detailed theory and practical exercises on all forms of communication both telephonically and face to face. How to use professional speech and improve your business English

Criticism - Giving and Receiving

How to overcome the discomfort and gain the benefit

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend

This workshop is ideal for the entire company, from CEO to the housekeeping staff, to attend and the increase in productivity and motivation as a result of the improved communication is both instantaneous and amazing.

3. Negotiation & Communication

Introduction

This workshop will help participants understand the different methods of communication and negotiation and how to make the most of each of them. These strategies will provide a great benefit for any organization and it's employees. They will trickle down throughout the organisation and positively impact everyone involved.

Workshop Objectives:

- Understand what communication and negotiation is
- Understand and work with your natural communication style
- Identify techniques of communication and barriers and how to avoid them
- Develop non-verbal communication skills, including Active and effective listening
- Use appreciative inquiry as a communication tool
- Adeptly negotiate with others and Learn the benefits of Win-Win Negotiating

Program Content

A. The importance of Communication in Daily Leadership

- The psychology of human communication
- How to apply reasoning techniques and how to overcome objections
- The importance of body language
- How to win others over through communication
- Special areas of communication in everyday management: employee interviews, salary negotiations and mediation

B. Leading conflict negotiations productively

- Conflict resolution as a managerial task
- Perception and interpretation in difficult situations
- The importance of precedents
- The stages of conflict development
- Strategies for conflict resolution
- Conflicts in groups

C. Leading and Concluding Negotiations Successfully

- Understanding the principles of negotiation
- The psychology of effective negotiation
- Picking the right strategy
- Little is achieved without preparation
- Dealing skillfully with objections
- Applying closing techniques convincingly
- Negotiation mistakes and how to overcome them

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend

- Managers who want to review and improve their repertoire of communication and negotiation skills
- Leaders who want to hone their communicative impact in important situations, such as staff meetings, conflicts, sales and negotiations
- (Top-) managers whose measure of success depends on negotiations

Business Etiquette and Communication

Introduction

Etiquette is not just about rules & regulations but is about building relationships with other people, providing basic social comfort and creating an environment where others feel secure. Business etiquette is a set of manners and behaviours viewed as acceptable to people in a particular culture.

All this is possible through better communication. Social media communication, one on one communications all of it asks for communicating with proper etiquettes. Business etiquette and communication style differs from culture to culture. Here we talk about communication not only through words but many non-verbal behaviours contribute to our communication and etiquettes.

Objective

- To emphasize the significance of etiquette in building business relations
- To create awareness of business etiquette in the international context
- To learn and implement basic business and social etiquette
- To explain to the participants the importance of effective communication and the process of communication.
- To educate the participants in the essential requirements of result-oriented business writing.
- To engage the participants in drafting business correspondence and providing evaluation and feedback.
- To help the participants in understanding non-verbal communication and active listening.
- To introduce the participants to presentation skills.

Content

1. Business Etiquette

- Importance of Cross-Cultural Sensitivity and Business Etiquette
- Business and Social Manners
- Behavior at work
- Table Manners
- Etiquette while Communicating
- Non-Verbal Cues
- Behavior at social events
- Situational Role Plays
- Action Plan for Improvement

2. Business Communication

- Importance of effective communication and the process of communication, with a short exercise.
- Essential requirements of result-oriented business/Email Writing.
- Exercise in business/Email writing
- Introduction to Presentation Skills.
- Exercise in Presentation Skills.
- Importance of good language skills in communication.

- Understanding non-verbal communication and active listening.
- Exercise in non-verbal communication and active listening.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend

- Employees at all levels.
- Management students
- Employees who are entering into new avenues of career and entering into multicultural environment.

Enhancing Leadership Communication

Introduction

Today's most effective leaders know how to drive action through their words and make a positive impact on their organization.

This hands-on workshop is designed to prepare individuals with skills and strategies that can immediately be applied to improve their upward, downward, and lateral communication in any work setting.

Objectives

- Discover key communication phrases that express your vision and competence.
- Learn how to communicate in a way that reinforces your relationships and support of others.
- Explore ways to demonstrate accountability and insist on it in others.
- Learn how to deliver constructive criticism effectively.
- Understand how to show appreciation and offer meaningful praise to others.

Content

- Communication for managers: How can I communicate effectively with my colleagues?
- Results are better than goals: How can goals be communicated in a more accurate and motivating way?
- Sense-Awareness: How can I sharpen my own senses and behavior, to create a positive interaction with my team?
- Five-Finger-Pointer-Question model: How can I ask the right questions?
- Make the most of meetings (PEGASUS Method): How can I make meetings short and efficient?
- Flexibility methods: How can I be more flexible myself? How can my team be more flexible?
- Change of mind: How can I be aware of my own state of mind and take control over it?
- Feedback method: How can I give and receive constructive feedback?

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should attend

This academy will be the most beneficial to individuals in leadership positions who wish to better connect with their employees and grow as effective communicators. This includes, but is not limited to:

- Directors
- Team Leaders
- Project Managers
- Managers
- Emerging Leaders

Developing Written Communication

Introduction

Written communication skills training workshop will help people to improve their writing in terms of emails, proposals, documents and presentations. It works on reminding participants of those principles we often forget from school days, and adds to them with essential principles for clear and professional writing.

Written communication skills training is more relevant than ever; in the age of tweets, text abbreviations and bullet point language, the ability to write 'properly' can be seen as a competitive advantage and a good skill to have.

Objective

- Choose words, punctuation, sentences, paragraphs and structure that convey your message clearly
- Understand the impact of your tone on effective communication with team members and clients
- Recognize and utilise changes in grammar and punctuation guidelines in the corporate world
- Streamline your proof-reading and editing
- Condense copious, detailed, technical information into a reader-friendly, succinct format
- Structure, plan and design your report/proposal to prioritise important information
- Combine text, graphics and tables to communicate key information concisely
- Write executive summaries that non-technical readers and decision makers respond to readily
- Develop a persuasive style in your reports and proposals

Content

Introduction

- Effective written communication defined.
- What are the key qualities?
- The risks of getting it wrong.

Reader Assessment

- Who is going to read this document?
- Adjusting the structure, content and language based on an assessment of the reader.
- Building rapport with the reader.

Clear Aims

- Why am I writing this document?
- The purpose statement.

Planning

- The best way to achieve the objective.
- Structure and content.

Building Blocks: Paragraphs, Sentences, Words and Phrases

- An explanation of the basics.

- Making it clear & concise.
- Writing shorter sentences.
- Choice of words.
- Getting the tone right.
- Common pitfalls and how to avoid them.

Punctuation Guide

- How are punctuation marks used?
- Avoiding the common mistakes.

Hints on Writing to Persuade

- How do I get people to do what I want?
- Simple ways to make documents persuasive.

Review & Personal Actions

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend

This course is for business executives and their team members who wish to improve the efficiency, clarity and persuasiveness of their written communication.

This course is relevant for all those who need to draft more efficiently and proofread more effectively in the workplace; for those who recognise that unclear communication is costly and want to ensure their documents are as effective as possible for their readers

High Impact Non-Verbal Business Communication

Introduction

First impressions count for so much in business. That's why you need to understand the principles of body language and nonverbal communication, so potential clients and business partners immediately identify you as the kind of serious business person they want to work with. The things you'll learn will have a positive impact on every aspect of your business life; from networking meetings to sales and presentations.

Objectives

- Learn to understand other peoples non-verbal signals.
- Learn to interpret clusters of body language.
- How to positively influence others.
- How to use gestures effectively.
- Use body language to increase your personal impact.
- How to use body language as an important means of communication.
- How to increase your presence, approach-ability and impact in meetings, networking etc.
- How to read and interpret other people's non-verbal signals.
- Learn how people perceive you through your body language and how you can change your non-verbal communication to get your message across.
- Learn how to stop unconsciously sabotaging yourself through negative non-verbal communication.
- Understand how to deal with handshakes & make the right first impression.
- Useful observations to be aware of & identify common gestures.
- Know when a decision making gesture or barrier is being used
- Recognize when someone is evaluating a proposal or lying!

Content

- Basic rules of verbal and non-verbal communication
- Becoming aware of one's own body and appearance
- Interaction between thoughts, attitudes, language and emotions
- The power of first impressions
- Reading body language of others
- How to make a strong impression?
- The deeper meaning of nonverbal communication
- How to better understand the thoughts, emotions and intentions of others
- How to use body language for effective presentations.
- The power of a hand shake and how to give a good one.
- More effective telephone communication using non-verbal's.
- Using body language in negotiations.
- Non-verbal's in relationships and dating.
- Effectively use non-verbal communication in selling and pitching ideas.
- How micro expressions and other non-verbal communication convey much more information.
- How to and the value of reading and interpreting other people's body language.
- How you can intentionally communicate with your own body language.
- Communication is a 2 way street. Even if the other person does not speak.
- How to change and control your own state through your body language.
- How to control what you communicate through your body language.
- How to make positive impressions with your body language.
- Learn how to engage your audience using body language.
- Understand the role of micro-expressions in communications.
- How to recognize real and fake smiles. What to do when you see them.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend

This course is aimed at anyone who wants to improve their professional performance through a better knowledge of body language and nonverbal communication.

Sales & Marketing Program

Becoming an Effective Sales Manager

Introduction

The program helps all sales manager recognize that leading a sales team requires a completely different mindset from selling. Every participant ***leaves with a strategic action plan***

Objective

- Be proactive, not reactive
- Lead masterful sales conversations from beginning to end
- Use questioning techniques to uncover the full set of customer needs and desires
- Sell ideas, insights, and perspectives that influence the buyer's agenda and inspire buyer action
- Understand buyers, buyer types, and the buying process
- Close new business with success and high integrity
- Overcome objections that get in the way of the sale
- Sell on value and reduce price push backs
- Avoid common mistakes that even the most experienced sellers make
- Improve their sales coaching skills
- Help them focus on coaching practices linked to revenue growth

- Identify high-payoff coaching candidates
- Increase win rates and raise forecast accuracy by implementing a buying-focused sales funnel
- Develop and enforce standards of excellence, not just minimum levels of sales performance
- Diagnose performance issues
- Confront under-performers and coach troubled talent
- Improve their communication skills
- Boost team morale and energize their team

Content

Value Propositions

- How to identify and articulate the true value of your company's solutions
- Developing a winning value proposition positioning statement
- The 3 keys to effectively communicate your company's value throughout the sales cycle

What Sales Winners Do – Achieving Top Performance

- The top 10 attributes of sales winners
- How to put the Three Levels of RAIN Selling to work
- Common sales advice you should avoid because it can undermine your success

Sales Conversations § Building rapport, trust, and relationships with prospects

- How to balance advocacy and inquiry in sales conversations to not only uncover needs, but to inspire and build credibility
- Selling ideas and insights that influence the buyer's agenda and inspire buyer action
- Questioning techniques to uncover the full set of buyer needs and desires
- The 2 types of impact and how to get the buyer to fully appreciate how you can help
- Crafting compelling solutions that not only show a strong ROI, but reduce the perception of risk and persuade prospects you are the best choice
- How to use the Sales Conversation Planner to succeed with sales meetings

Understanding Your Buyers: Buyer Personas

- The 6 buyer personas and how to identify each
- Understanding how to approach each buyer persona
- What not to do with different personas that can derail the sale

Overcoming Objections and Winning the Sale

- The 4 types of buyer objections
- The 4-step process for responding to objections

- How to handle the 6 flavors of money objections § Gaining commitment for the sale

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend

Seasoned sales managers who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors through advanced sales manager training.

Strategic Brand Management

Introduction

In this course, part of the Marketing in a Digital World MicroMasters program, you will learn how to apply the concepts of advertising and marketing to branding. We will examine topics and various strategies related to building, measuring, and managing a brand, including direct and indirect measures of brand equity, structures of desired brand knowledge, choice of brand elements, development of supporting marketing programs, and management of brands over time.

Objective

- Develop a framework to identify and establish brand positioning and values to build customer based brand equity
- Plan and implement brand marketing programs through integrated marketing communications and brand associations to build brand equity
- Evaluate how a brand equity management system can capture customer mindset and enhance market performance through sources and outcomes of brand equity
- Design specific strategies that focus around extending, revitalising and reinforcing existing brands to retain brand resonance (i.e. loyalty, attachment, community and engagement).

Content

Introduction to brand management

Introduction to the concept of branding, understanding what a brand is and why branding is important.

Customer-based brand equity (CBBE)

Introduction to CBBE, which includes understanding brand equity from the perspective of the customer and how brand knowledge can influence a consumer's response to marketing.

Brand resonance

Introduction to brand resonance, which involves identifying the key building blocks to establishing a strong brand.

Brand elements

Introduction to brand elements, such as the brand's name and logo and how they can not only help distinguish the brand from others but also have the ability to enhance and build brand equity.

Brand value chain

Introduction to the brand value chain and how it is utilized to assess the various sources of brand equity, and how an organization's marketing activities can influence the overall value of the brand.

Designing brand building marketing programs

Introduction to the various forms of marketing communications and the challenges of designing marketing programs that build brand equity.

Designing and implementing brand architecture strategies

Introduction to how brands implement their brand architecture strategies, including how they ascertain which products and services to introduce, and choosing the right brand elements to apply to new and existing products.

Brand extensions

Introduction to why some brands choose to introduce brand extensions, including understanding the benefits and pitfalls.

Managing brands over time

Introduction to the importance of keeping the brand relevant and up to date in an increasingly volatile and unpredictable environment.

Managing brands over geographic boundaries and market segments

Introduction to the challenges and steps needed to become a global brand, such as understanding different cultures, and learning the importance of catering to the tastes and preferences of the different market segments.

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend

Professionals in management positions and who are interested in developing business through brand value.

Marketing Analytics

Introduction

There's no doubt: data collection -- and analysis, assessment and use of that data -- is an invaluable and important tool, as invaluable and important as the sales results from your marketing campaigns.

And, if you don't understand what's in your database and what it's telling you, you're doing your marketing in the dark.

This certificate program will help you take a deeper dive into marketing analytics ... what it can mean to you ... what you can do with it ... and how it can empower you.

Objective

1. Explore, Analyse & Solve Marketing Problems using Analytics Tools like R & Advanced Excel.
2. Understand 'What' & 'How' aspects of Data Collection
3. Get insights from Industry Best Practices for Marketing Measurement & Analysis
4. Communicate Marketing Objectives in a focused manner with data analysts & help evaluate results of data analysis better
5. Develop Goal Oriented Marketing Strategies
6. Gain Full View of Customers across Different Channels by Accessing+Integrating+Analysing Customer Data through Multiple Sources & Engage Customers in Real Time
7. Understand Affinity of Product by Analyzing Transactional data

8. Understand Analytics-Based- Marketing to drive ROI for your Marketing Campaigns
9. Take Actionable Data Driven Decisions to increase market share
10. Ultimately, identify what is working and what is not working for your Marketing Campaigns

Content

Data-Driven Analytics & Testing:

- Knowing the types of data available to you
- Understanding KPIs and their importance
- Assessing, testing and focusing on productive channels
- Using proper sampling techniques
- Creating multivariate tests
- Implementing other analytic approaches

Advanced Database Marketing:

- Applying segmentation strategies
- Employing data to select targets
- Executing RFM analysis, CHAID analysis, cluster analysis
- Using modeling to identify customer buying behaviors; and more

Web and Search Engine Marketing:

- Summarizing search engines
- Learning how search engines work
- Using keywords
- Implementing web optimization
- Enhancing reputation
- Developing content structure & optimization
- Utilizing pay-per-click (PPC); and more

Advanced Measurement:

- Measuring lifetime value (LTV), acquisition cost, ROI;
- Using allowable acquisition cost (AAC) to maximize lead volume;
- Applying multichannel metrics;
- Connecting useful tests and experiment designs;
- Implementing a unified customer view

Data Governance:

- Learning the language & best practices;
- Practicing good data governance;
- Linking the relationship between brand, consumer trust and data governance;
- Using influencers;
- Socializing data governance within your enterprise; and
- Making data governance an asset

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend

The course is suitable for marketers, analysts, or anyone who'd like to know more about how to measure their online audiences and effectively target them. There are no special requirements like technical or developer skills.

Peek Performing Team

Introduction

Sales Coaching Training for Superior Performance provides sales managers and sales leaders with the core sales coaching skills and tools necessary to facilitate the professional development of their sales teams through a consistent program and process.

The workshop focuses on the proven factors that contribute to high-performing sales teams including areas such as creating clear sales performance standards, outlining the sales tools and sales processes required for success, providing effective and timely sales feedback, influencing others in a positive way, playing various sales management roles, developing and monitoring sales performance improvement plans, and reinforcing core sales skills and behaviors.

Objective

- Establish successful sales development plans linked to sales performance
- Ensure the transfer of training to drive true behavior change and on-the-job skill application
- Create a climate of trust that fosters an ongoing beneficial coaching relationship designed to influence behavior and increase revenue
- Increase sales team satisfaction and engagement
- Decrease sales team attrition

Content

- **High Performance Team**
 - Characteristics of High Performance Team
 - Mindset of High Performance Organization
- **Building Trust within Team**
 - Different types of Trust
 - Accentuating the Positives
- **Building of Differences**
 - Importance of an Open Mindset
 - Understanding and working with different personalities to achieve organization goals
- **Effective Communication**
 - Effective Questioning Techniques
 - Active Listening
 - Barriers to Communication
- **Shared Leadership & Accountability**
 - Understanding and Embracing a High Performance Culture

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend

Sales managers and leaders.

Market Research

Introduction

Market research is foundational to sound business planning, and the use of business information will help drive the right strategic decisions. Even the best products and services will not sell if not properly targeted toward the right customers.

If you are struggling to define your target market, challenged to investigate the wealth of market research out there or are just looking to acquire some tools of the trade, this research workshop will get you off to a running start

Objective

- Find out how to research your customers' needs and wants
- Test their reactions to your products and services
- Save valuable time, money and stress further down the line
- Gain the skills to run your own market research projects
- Improve the productivity and outcomes of your market research programs

- leverage the latest trends and technologies to advance your research
- deliver connected insights that drive impact in your business or organization

Content

- The marketing research process
- Designing a research proposal
- Designing appropriate research methods
- Questionnaire design
- Marketing Research Vs Market Research.
- Focus group design
- Data analysis
- Reporting techniques

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend

- This is a fundamental program discovering the marketing research industry and process, discussing the core steps of the marketing research,
- It is designed for students and fresh graduates, senior level or anyone interested in marketing and marketing research can attend this program.

Finance

Financial Management Programmes

Finance for non-finance Executives

Introduction

The Finance for non-finance programme enables professionals, especially from functional areas other than finance such as sales, marketing, human resource, research and development, production, procurement, to gain an extensive working knowledge of critical financial principles in an easy-to-follow manner, enabling them to make critical business decisions involving cost-savings, budgets, new projects decisions, growth strategies and so on. Participants are able to understand and analyse financial statements as well as grasp the basic fundamentals of finance and accounting.

Objective

- Understand the implications of finance on various corporate activities
- Understand and analyse financial statements

Be in a better position to discuss relevant financial issues with finance managers/stakeholders in their organisation

- Understand the impact of various decisions on a company's performance
- Get practical insights and gain swift appreciation of the fundamentals of finance and accounting

Content

- **Basics of financial accounting and understanding financial statements**
 - Balance sheet
 - P&L account
 - Cash flow statements
 - Profit v/s cash flow analysis
- **Working capital management**
 - What is working capital?
 - Kinds of working capital
 - Operating cycle and components of working capital
 - Working capital management and decision-making.
- **Cost information for decision-making and budgeting**
 - Cost concepts including discussion on marginal costing
 - Some important cost definitions
 - Make or buy
 - Shut down or continue
 - Sell or process further

- Domestic versus export sales
- Need and type of budgets
- Alternative approaches for budgeting
- Commonly used budgets
- Budgetary control process
- Limitations of budgets
- Case study and illustrations.
- **Evaluation of investment projects**
 - Meaning of capital budgeting
 - Approaches to capital budgeting
 - Techniques of capital budgeting
 - Practical application of net present value and internal rate of return
 - Features of capital budgeting decisions
 - Case study and illustrations

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should attend?

- Managers, senior managers, middle level executives in non-financial positions who need to improve their financial skills in order to make critical business decisions involving cost savings, budgets, new projects, growth strategies, etc.
- This course can also potentially benefit entrepreneurs who are required to make daily business decisions regarding their companies.

- The programme is appropriate for self-employed professionals such as lawyers, medical practitioners, and non-financial managers across different industries, both in the public and private sector.

Finance & Accounting for Business Managers

Introduction

Financial Accounting & Reporting training seminar will develop your understanding of financial accounting and emphasize the importance of financial reporting in an organization. The managers of an organization are accountable to its shareholders, this training seminar fully covers the three key financial statements and how the annual report and accounts enable managers to provide that accountability.

Objective

- Record and classify commercial transactions in business accounting systems, and use professional judgement in the valuation of non-current assets and inventories and assess their impact on profitability
- Prepare the Three Key Financial Statements: *Income Statement; Balance Sheet; Statement of Cashflows*
- Apply the accounting concepts, IASs, and IFRSs with regard to preparation of the financial statements and annual financial reporting
- Use financial analysis to interpret the financial statements and annual reports and accounts to evaluate the financial performance and financial position of the organisation
- Provide assurance to shareholders and others through corporate governance and internal audit

Content

The Importance of Accounting in Business

- Business Objectives and Shareholder Wealth Maximization
- The Users of Financial Information
- The Role of Accounting in Financial Reporting
- Double-entry Accounting using Debits and Credits, T-accounts and the Trial Balance
- The Structure of the Accounting System and Accounting Transactions
- Incomplete Transactions at the Period End – *the five accounting adjustments*
- How Business Transactions are Recorded – *the ledgers and books of account*
- Accrual Accounting vs. Cash Accounting, Accruals and Prepayments, and the Accounting Period

The Structure and Format of Financial Reports

- The Income Statement and its Two Elements: *Revenues; Costs, and the Accounting Equation*
- What the Income Statement tells us, its Purpose, and Structure: *Categories of Revenue and Cost and the Calculation of Profit*
- Circumstances where Judgement needs to be Applied
- The Balance Sheet and its Three Elements: *Equity; Assets; Liabilities, and the Accounting Equation*
- What the Balance Sheet tells us, its Purpose, and Structure: *Shareholders' Equity; Current and Non-current Assets; Current and Non-current Liabilities*
- Non-current Assets Valuation and Depreciation, and Inventory Valuation and Cost of Sales
- The Links between Asset Valuation and Profit
- Long-term Financing, Short-term Financing and Working Capital

The Statement of Cash Flows and Group Accounting

- The Statement of Cash flows and its Three Elements: Cashflows from Operating Activities (direct and indirect); Cashflows from Investing Activities; Cashflows from Financing Activities
- What the Statement of Cashflows tells us, its Purpose, and Structure
- The Cashflow Forecast
- The Creation of Groups of Companies
- Subsidiary Companies, Associated Companies, and Joint Ventures
- Preparation of a Group Balance Sheet
- The Conceptual Frameworks of Accounting
- The Development of International Accounting Standards (IASs) and International Financial Reporting Standards (IFRSs)

Analysis and Interpretation of Financial Reports

- Analysis of Financial Position and Financial Performance
- Interpretation of Financial Statements – *Key Principles*
- Ratio Analysis: *Profitability Ratios; Efficiency and Working Capital Ratios; Liquidity Ratios; Investment Ratios; Financial Structure Ratios*
- Pyramids of Ratios
- Integration of Ratios – *the DuPont System*
- Common Size - Horizontal and Vertical Trend Analysis
- Predicting Financial Distress using the Altman's Z-score
- The Limitations of Financial Statements Analysis

Published Financial Reports and Corporate Governance

- Recent Developments in Financial Reporting
- Financial Reporting – *it is not just the numbers*
- Segmental Analysis
- Post Balance Sheet Events and Contingencies
- The Agency Problem and International Financial Scandals
- The Development of Corporate Governance

- A Glossary of Accounting and Financial Terminology

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who should Attend?

- Chief financial officers, vice-presidents of finance, controllers, treasurers
- Professionals responsible for financial reporting
- Accountants, project managers, and budget analysts who would like to refresh and update their financial accounting and reporting knowledge and skills

Applied Corporate Finance

Introduction

This course focuses on tools and techniques used in modern financial management. Material in the course has an applied focus and is designed to provide students with the knowledge and skills required for understanding, exploring and analysing financial management issues. The course draws upon topical material in order to contextualize theoretical discussion, and present students with examples in practice

Objective

- Attain basic knowledge of some the key issues facing financial managers
- Develop proficiency in the areas of asset valuation and project evaluation and;
- Deepen their understanding of finance theory underlying financial management

Content

- Introduction and Revision of Assumed Knowledge
- Investment Decision Rules
- Capital Budgeting: Fundamentals
- Equity and Debt Financing
- Cost of Capital
- Capital Structure I: MM Theory and Taxes
- Capital Structure II: Financial Distress and Agency Cost
- Capital Structure III: Trade-off Theory, Information, and Application
- Payout Policy
- Capital Budgeting: Extensions
- M&A
- Corporate Governance
- Business Accounting and Analysis
- Corporate Finance-I
- Quantitative Methods for Finance
- Business Economics
- Corporate Finance-II

Workshop Methodology:

1. Case Studies

Case Studies plays a vital role in enriching the in-depth knowledge with real-time examples providing deeper understanding

2. Industry Speakers

Corporate Mentor helps providing substantial knowledge and corporate outlook

3. Management Games

These games will provide 360 view of knowledge gained so far in the previous session and also act as an ice breaker

4. Creative Presentations

Providing a broader view of the concepts explained verbally for better learning and understanding

Who Should Attend

- Finance Professionals keen to develop and advance their careers in Corporate Finance
- Executives in the Banking and Financial Service sectors
- Professionals working or planning to work as Security Analysts, Financial Consultants, and Chartered Accountants