



ELEMENTS AKADEMIA
An IIM Alumni Venture



Elements Akademia

Introduction to Corporate Training

Elements Akademia is one of the first in India to offer Training as Consulting: *Understanding* your unique needs, *Designing* and *Delivering* an intervention to solve the real business/people issue, and *Following-up* to make sure the desired impact has indeed happened.

Our Strengths:

1. **Practitioners as Trainers** – Our trainers have 10-20 years of experience in senior positions in blue chip companies like P&G, Maruti, GE, ICICI etc. They also teach in top colleges like IIMs/MDI. Hence they can blend theory with practise and offer practical tips and insights.
2. **Relevance for the participants** - We will research and customize the topic extensively to reflect the nuances of your company, industry sector and the work profile of participants.
3. **Training Effectiveness** - Our Instructional Design uses “*Edgar Dale’s Cone of Learning*” to help internalize what has been taught; Using videos, role-plays/games, action planning and follow-up. We are so sure of our delivery that we give a quality guarantee: unless 80% of participants rate us Good or Excellent, we do not charge anything!

HR/Effectiveness Practise

Good companies organize at least 4-5 training days every year to improve the effectiveness of its workforce. These visionary companies realize that efficiencies gained through a more effective workforce (whether through better direction, better coaching, better team-work, better influencing) far outweigh the cost of a training intervention. The programmes below can either be offered individually or as part of an

annual **'effectiveness university'** (a half-day 'pizza lunch' training every month) leading to co-branded certification.

- **Changing Attitude & Behaviour:** People drive business performance, and the right culture drives people. Attitude cannot be changed at a behavioural level, but requires new beliefs and assumptions (a change in the mind-set), and that requires changing culture. We do a Sensing survey on an international High Performance Organization questionnaire (feedback from employees) and then recommend a holistic intervention.
- **Competency Mapping:** Good organizations have clear success drivers that map specific behavioural traits expected from employees. This helps us focus not just on the "what" of success, but also on the "how" of success, helping in leadership development and succession planning. We will show desired competencies followed in dozens of top companies and help you evolve yours. We will do a 360 degree assessment to rate key managers against these competencies and help them make an action plan.
- **Leadership Development:** *Most organizations are over-managed, but under-led.* Many CXOs complain that their managers - while committed and hard working - often lack the vision, the holistic approach and the coaching skills required in their new roles. Individual performers are promoted but fail to learn new skills required for success as managers. This workshop teaches core skills every leader needs to have, focussing on the **5Es**: **Envisioning**/Planning, **Engaging**/Collaboration, **Energizing**/Inspiring, **Enabling**/Coaching and **Executing**/Accountability.
- **Communication and Presentation Skills:** Perhaps the single most important skill, of getting oneself understood by others; this workshop covers thinking right, speaking right and writing right, mapped to work place environment. Also covered are the often "unspoken" aspects of communication, viz., body language, tonality, and cadence.
- **Time Management and Prioritization:** Importance of Urgent versus Important, and the mind-set of focusing on key priorities, instead of getting inundated in the "thick of thin things". Participants will do a self-assessment and get practitioner's tips on how they can be more effective.
- **Influencing and Negotiation Skills:** From developing "empathic listening skills" to identifying one's own influencing style, to evolving the mind-set of "Win/Win" (from "Win/Lose"), to practical tips in negotiations, this program enables participants for greater success at negotiations.
- **Accountability & Problem Solving:** From identifying "what the problem is" to articulating the "problem statement" to generating "set of potential solutions" to choosing "optimal solutions" given the context; this program also underscores the importance of "right attitude", "will and skill" and "thinking out of the box".
- **Primer on Strategy:** This program is oriented more towards developing a mind-set on strategic thinking and helping teams make their own strategic plans following the OGSM process (*Objectives – Goals – Strategies – Measures*).

Finance Practise

Businesses fundamentally exist to maximize long term shareholder value. That requires a holistic understanding of business, and linkages amongst strategy, operational performance and financial health. As finance is all about the components of value creation, financial information becomes the common language of business. Key operating managers - to individually succeed and help their businesses succeed - need to fully comprehend this language.

- **Business Acumen/Value Creation (for senior teams):** In order to individually succeed and help their businesses succeed, managers need to fully grasp the language of Finance and Value Creation, in other words *Business Acumen*. The attitude of focusing on value creation helps managers think and act like top management: A Healthy External Big Picture View (*Industry Analysis, Key Success Drivers, Competitor Benchmarking, Knowledge of Stock Performance, Analyst Comments*) and Internal Understanding (*“What Business are we in”, Management Reports, Financial numbers, Analysing Proposals for Profitable Growth etc.*). This helps managers see the link between their actions/decisions and the overall performance of the business, thereby helping them take better, more profitable decisions, leading to value creation.
- **Finance for Non Finance Managers:** It is important for managers from all streams to understand the financial implications of their decision making. This workshop provides non finance functional managers with awareness and deeper understanding of the way finance affects their business objectives. It will help managers understand the financial implications of their decisions.

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Our Quality Commitment

“We do not charge unless 80% of the participants rate the training

Good or Excellent.”

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● **Business Partnering (for Finance Team):** In most large companies, the corporate finance group is disparagingly called *‘Bean Counters’* because they are mainly involved in accounting and reporting. They look from the rear view, after reality has happened and, most of the time, are merely doing ‘number crunching’. In best of companies, however, finance also plays a Venture Capitalist role - analysing business opportunities and initiatives and helping Business Heads take the right decisions, differentiating between good growth and bad growth. They ‘analyse’ numbers and present insights - not just information but how that information can be used to improve profitability. This workshop will help the finance team move from a mere reporting role to a true business partner role, thereby increasing their impact/influence on business, and also satisfaction with their roles.

Our Satisfied Clients



Testimonials

“I actually saw my team was implementing the kind of business partnering Elements has taught us and was well enabled to focus on the ‘big picture’. In fact, Cadbury India unit was strongly congratulated by our global CFO for developing organizational capability. Elements has now been asked to drill out the same training across whole of Asia”.

-Rajesh Garg
Finance Director
Cadbury Asia



“Elements Akademia delivered a workshop on “Problem Solving” (which) was a very vast topic... the trainees had an average of 15-20 years of experience within Nestle... the trainers did a detailed TNI... did a great job in setting the context for everyone, showing the big picture and using brainstorming and live cases...the training was very well received and we are rolling it out nationally.”

-Tanvee Shukul
HR Manager
Nestle



“...Elements was consulted to do a scientific and comprehensive assessment of existing organizational culture and recommend an action plan... this was followed by implementation of restructuring activities... After an intervention of 8 months a second assessment was conducted which yielded a score ahead of our internal targets and achieved optimal culture in the organization... Elements has played a vital role in our organizational transformation, and their methodology was remarkable.”

-N. K. Jain
Secretary and CEO
ICSI



“EA’s consultants spent 2 weeks talking to our management, trainees and other stakeholders and then designed a state-of-the-art, multifaceted curriculum, customized for Telecom and for the unique position Aircel was in. The feedback from the recipients of training has been outstanding.”

-Kamal Bajwa
Head
Aircel Academy



“Elements delivered a workshop on Effective Report Writing... honing skills in analytical written communication....The workshop got a wonderful feedback, with 93% trainees rating it as good/excellent... Elements has now been asked to roll out similar trainings for a wider audience.”

-Tanu Srivastava
Learning & Development
KPMG



“We appreciated how the Programme Director, Mr. Nishant Saxena, spent a lot of time to understand our unique needs and customized the programme accordingly”

-Priyanka Dhau
Senior Manager HR
Macmillan Publishers India Ltd.



“100% participants have rated the program as Good or Excellent. The content delivered was relevant, crisp and as per expectation. The trainer did a fantastic job by enabling the participants to think beyond their own area of concern and viewing the big picture. He explained every concept through real life examples and role plays. The insights and experience he shared with the participants were very useful and inspiring throughout the training as well as after.”

-Aman Pal Singh
Head HR
Zee Learn Limited



Faculty Profile

Nishant Saxena

CEO, Elements Akademia; Guest Faculty, IIM Lucknow



- Nishant Saxena has more than a decade of experience in Strategy, Finance, and Leadership.
- His last assignment was in Regional Mergers & Acquisitions in P&G, overlooking the historic Gillette acquisition. Before that, he was the Deputy CFO of P&G's India operations.
- He has worked in Japan, Philippines, Singapore and India. He has delivered consulting/trainings in Nestle, KPMG, Aircel, Cadbury, Kraft, Aon Hewitt, Conagra, Macmillan, J&J and P&G, in India, Asia and Europe. He has been a Guest Faculty in IIM Lucknow/Bangalore/Indore, NUS Singapore and SP Jain Dubai, and is an alumnus of IIM Lucknow.
- His areas of specialization include Strategic Planning, Financial Analysis, M&A, Leadership and Managerial Development.
- He has been profiled as a **“Leader-in-Making”** (*Business World*), **“Path-breaker CEO”** (Economics Times), one of **“India's Hottest Start-ups”** (*Business Today*) and one of **“50 Social Entrepreneurs... Making India Better”** (*Outlook Business*).
- He was also recognized by World Bank for high impact entrepreneurship. He has been profiled more than 100 times in top electronic and print channels in India.

Dr. Neerja Pandey

Professor, IIM Lucknow



- M.A. (English), Ph.D. (English) from Lucknow University.
- Professor at IIM Lucknow (Noida Campus) - Communications Group.
- Areas of interests include Corporate Communication; Managerial Excellence through Effective Communication; Organizational Integration Through Strategic Communication; Interpersonal Communication Skills; Media and Crisis Communication Skills; Communication Strategies for Business Image Development.
- Areas of expertise include International Business Communication, Communication for Management.

Dr. Archana Shukla

Dean, IIM Lucknow (Noida Campus)



- Ph.D. (Organizational Behaviour) from IIT Kanpur.
- Currently, Professor of Organisational Behaviour at IIM Lucknow; amongst the leading experts in the country on Team building, Group Dynamics, Organisational Learning and Good Governance.
- Has conducted trainings for various Government Departments and PSUs like Ministry of HRD, ONGC, UP Rajya Vidyut Utpadan Nigam, Allahabad Development Authority, UP Power Corporation, NTPC, Reserve Bank of India, Punjab National Bank, etc.
- Has worked as Management Consultant for J&J, Reckitt Benkiser, Hughes Software, SBI, SAIL, Crompton Greaves etc.

Prof. Anil Menon

Professor, S P Jain Institute of Management & Research



- An MBA graduate from Jammalal Bajaj Institute of Management Studies.
- Has more than 15 years of experience in the field of Finance (worked for SBI Capital Markets Limited).
- Currently, a faculty for the Family Managed Business Program at S. P. Jain Institute of Management Studies. He is also a Corporate Trainer for the last twelve years.
- Some of his clients include GVK, HDFC Standard Life, General Motors, etc. His corporate training is in the area of Finance For Non Finance, Financial Markets and Valuation.
- Currently pursuing his PhD in the area of Mergers and Acquisitions.

Hari Parmeshwar

Professor, MDI Gurgaon



- An MBA from XLRI Jamshedpur with more than 20 years of experience.
- His last work experience was in Maruti Udyog as the company's Chief Welfare Officer.
- Visiting faculty at MDI Gurgaon and IMI Delhi. His consulting/training clients include Timex Watches, EXL Group, HAL, Relaxo Footwear, NTPC etc.
- His articles on effectiveness and conflict resolution have been published widely in magazines like Human Factor and 4Ps.

About Us

We are a National Award winning Consulting/Training firm that tries to blend the customization capabilities of a boutique company with the “big picture” view of experienced professionals. *Elements Akademia* was started by a group of **15 IIM Alumni/Faculty** including CXOs of companies like *Procter & Gamble, Wipro, Reckitt Benckiser, Cadbury, Sara Lee, Bharti Airtel, MTV etc.*



- 🏆 Elements Akademia profiled as One of ‘India’s Hottest Start-ups’ (*Business Today*)
- 🏆 Our CEO profiled as a **“Leader-in-Making”** (*Business World*)
- 🏆 A 10 page profile of our CEO in the book **“The Fresh Brew”**, with a foreword by *Dr. Abdul Kalam*
- 🏆 Winner of World Bank India Development Marketplace award with a grant of Rs.25 lacs. [One of 14 social entrepreneurs selected from 262 applicants]
- 🏆 Profiled as **“One of 50 Social Entrepreneurs... Making India Better”** (*Outlook Business*)
- 🏆 Winner of India's first **“High Impact Social Enterprise award”** (Sankalp)
- 🏆 Our CEO profiled as the **“Path-breaker CEO”** (*Economic Times*)
- 🏆 Recognized by **MAPCET** (*Madhya Pradesh Government Agency*) as one of the most effective livelihood projects
- 🏆 **Winner of Procter & Gamble Alumni Foundation award of US\$10,000** (One of only 8 winners from 70 participants globally, and only one from India)
- 🏆 **National Grand Prize Winner** in NSDC/India@75's Annual Business Plan contest



Contact Us

Email: contact@elementsakademia.com
Contact: +91 8527803633, 0124-4221478
www.elementsakademia.com