

Revolutionising Learning at an Organisation Level with Experiential Solutions

Energy Sector

Enparadigm designed and executed an organisation-wide learning intervention for multiple domains within one of India's government-owned oil and gas producing statutory corporations.

Headquartered in Mumbai, the company employs ten thousand people, trades on the Bombay Stock Exchange and the National Stock Exchange, and posted revenues worth Rs 140k Cr (\$18 Bn) in FY21.





Identifying the Need



As mandated for all companies under the ownership of the Government of India's Ministry of Petroleum & Natural Gas, an RFP was released and a tender process was launched. The company wanted bidders to showcase experiential learning solutions and readiness of workshops around the following competencies:



Business Acumen



Customer Centricity



Stakeholder Influencing / Management



Innovation / Creativity



Problem solving / Decision Making / Analytical Thinking



Design Thinking



Financial Acumen



People Management



Conflict Resolution



Negotiation & Influencing Skills



Strategic Thinking



Change Management / Agility



Planning and Execution / Delivering Excellence



Sales Excellence (B2B/B2C)

Through a pool of experienced facilitators and best-in-class simulations, along with the experience of having worked with other public sector units, Enparadigm was able to establish itself as the best in market for the company to partner with and revolutionise their approach to learning.

Having secured the contract ahead of the competing firms, Enparadigm came in as the learning partner.



Programs Executed

Being in existence for over hundred years through their previous avatars, the company had embraced change through the ages. They now wanted to do away with legacy methods of training, and wanted to bring in a change in the way they did non-technical training for their employees across role bands.

Enparadigm's program was designed as a series of gamified workshops for employees across six job bands, with work experience ranging from 0-15 years.

The solutions team at Enparadigm mapped the finalised competencies with the suite of gamified learnings, be it Business or Behavioural simulations, and also experienced facilitators who could supplement the participants' learnings from these simulations with established frameworks.

The delivery of these workshops was either physical or virtual, depending on various factors.



Here's how the mapping of key outcomes happened with Enparadigm's solutions:



Competency



Outcomes/Result Areas



Simulation Mapped

Strategic Thinking

Participants should learn how to make long term strategic decisions that significantly impact the future of a company

Turning**Point**

Business Acumen
Financial Acumen

Participants should learn the fundamentals of running a business, making critical decisions basis financial statements and market conditions

Turn**key**

B2B Sales Excellence/
Value Selling
B2C Sales Excellence

Participants should learn how to:

- Work better across distributors to improve sales & channel ROI
- Drive steady revenue through planning, forecasting & inventory management

Understand impact of schemes & discounts on demand, revenue & margins

Sales Pro
Direct

Sales Pro
Distribution



Competency



Outcomes/Result Areas



Simulation Mapped

Stakeholder Management,
Negotiation Skills,
Influencing

Participants should learn managing handling different personality styles at work



People Management

Participants should learn how to manage their team based on the team's skill and motivation levels



Change Management

Participants should learn how to navigate an uncertain environment, the need for change and avoiding common reactive patterns to it



Problem Solving /
Decision Making /
Analytical Thinking

Participants should learn analytical thinking and problem solving



Customer Centricity

Participants should learn making critical decisions as well as using innovative thinking to sell in a competitive market, as well as handling irate customers successfully





Program Takeaways & Frameworks Used



Business Acumen

- Strategy Diamond
- Financial Statements'



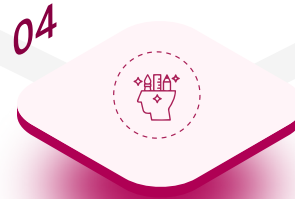
Customer Centricity

- Value Equivalence Model
- Handling Angry Customers



Stakeholder Influencing / Management

- Influence - Interest Matrix
- Stakeholder Management Grid



Innovation / Creativity

- VUCA Framework



Problem solving / Decision Making / Analytical Thinking

- Hypothesis Formulation & Testing
- Cost benefit Analysis

06



Design Thinking

- EDIPT Design
- Thinking Framework

07



Financial Acumen

- Financial Statement Analysis
- Principles of Costing
- Cash Transaction Methodology

08



People Management

- Skill Will Matrix
- Principles of Delegation

09



Conflict Resolution

- Thomas Killman Model

10



Negotiation & Influencing Skills

- 3 factors of negotiation
- 5 levels of listening and probing

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Strategic Thinking

- Strategy Diamond Framework
- Value Equivalence Model

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Change Management / Agility

- 3H Model of Change
- ADEA Social Styles

13



Planning and Execution / Delivering Excellence

- Prioritisation

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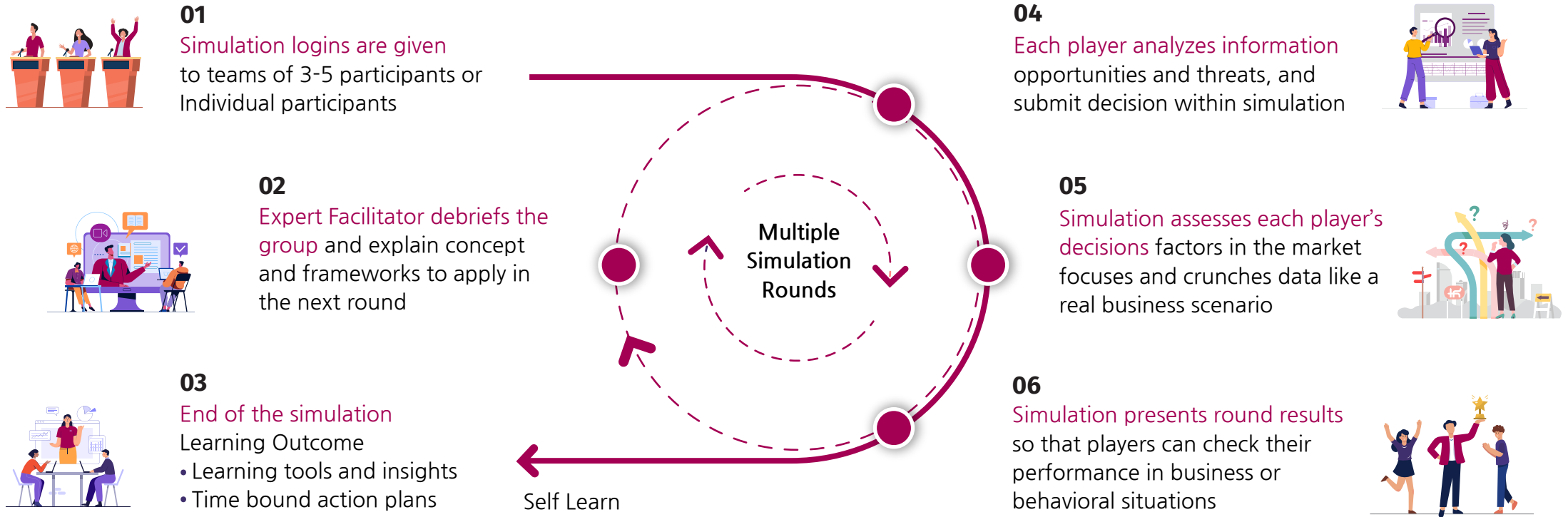
Sales (B2B/B2C)

- Understanding Product Mix & Schemes
- Selling Benefits to distributors
- Understanding Cash Flow and P&L



Program Methodology

The key piece of these interventions were Enparadigm's simulations:



Teams take decisions and understand the impact on their virtual business, experiencing several 'business' cycles in a matter of hours.

Consolidated Feedback – All



Overall learning experience:



9.11/10



My understanding of strategy and how to translate it into an actionable plan:



My understanding of margins and financial statements:



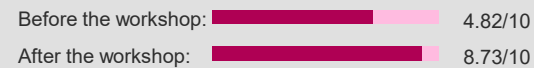
My understanding of the impact of high customer focus to enhance the top line



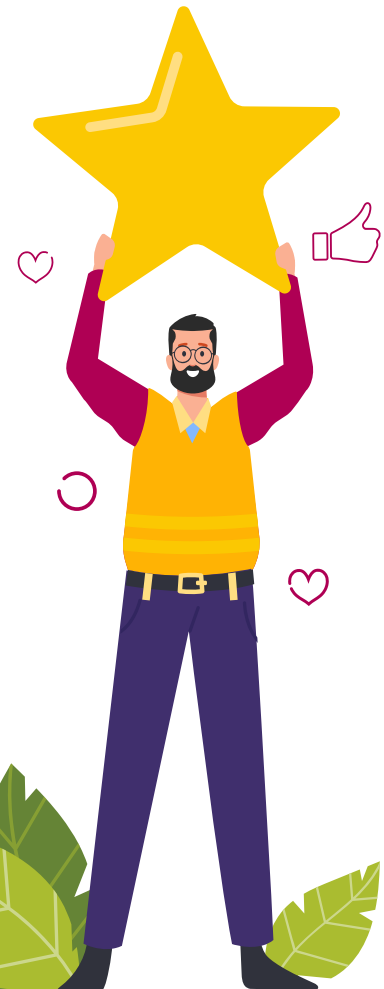
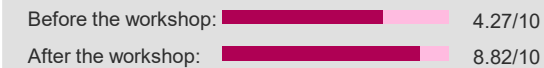
My understanding of how each function contributes to broader organizational goals:



My understanding of effective communication:



My understanding of social styles:





My understanding of formulating sales strategy & actionable plans to achieve business objectives:

Before the workshop:  7.0/10

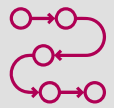
After the workshop:  9.1/10



My understanding of developing an effective prospecting plan & using relevant prospecting methods:

Before the workshop:  6.7/10

After the workshop:  9.0/10



My understanding of different strategies & tactics to effectively manage internal & external stakeholders:

Before the workshop:  5.6/10

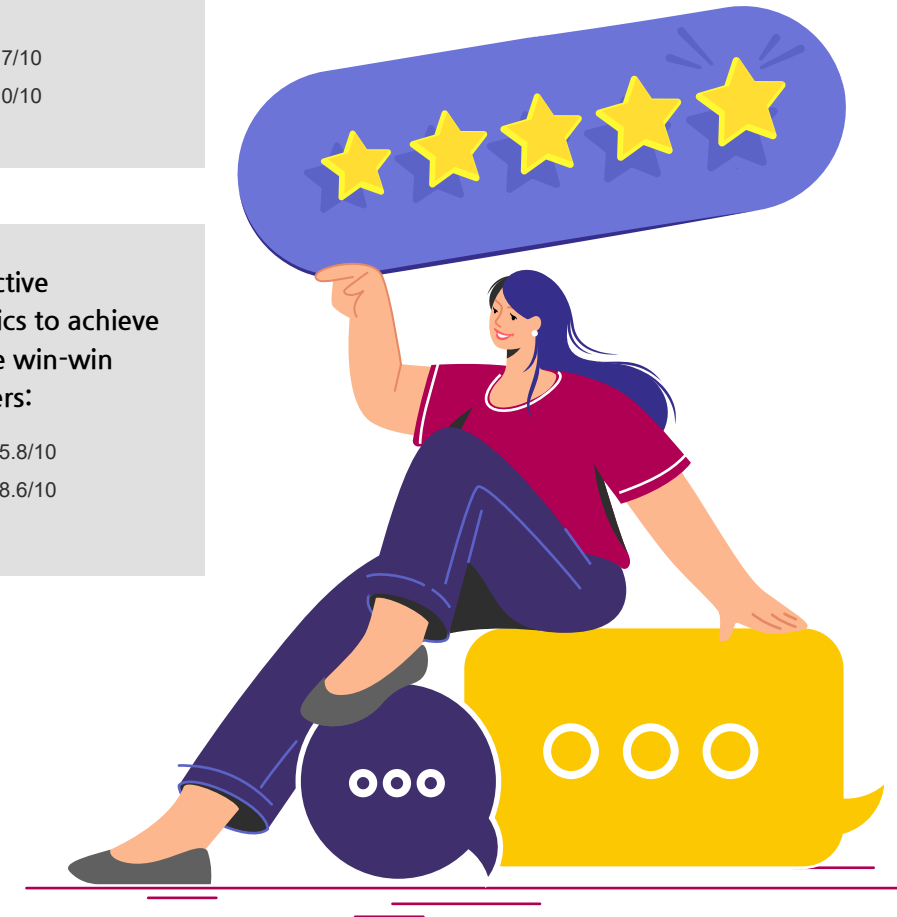
After the workshop:  8.8/10



My understanding of effective negotiation tools and tactics to achieve desired outcomes & create win-win situation for all stakeholders:

Before the workshop:  5.8/10

After the workshop:  8.6/10



Program Methodology

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“Through this workshop, I learned that market segregation and strategy development that we do day-to-day in I&C SBU can be approached in a more structured way, and how customer financial health can be assessed with balance sheets to take call on offering credit/commercials. This was an excellently curated program, the facilitator was very much aware of the flow of the event, great insights were given throughout that helped in course corrections.”

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“Such type of program should be given or rather recommended for all young managers of our corporation to make their mind set very clear to get higher customer satisfaction and best results to make our corporation profitable.”

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“The biggest takeaways for me were DDD: Discover Demonstrate Disrupt, and the Ethos Pathos Logos Approach. I’ll also try and adopt a Push and Pull approach while negotiating henceforth.”

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“The facilitator was highly professional. The experience was seamless throughout the program. The program was very interactive. Overall, the program gives a holistic understanding about the science and the art of sales.”

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“Program was very good and need to continue these programs from time to time for better registration in mind with sales force and improved implementation.”

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“It was a good workshop on how to deal with people and change management. It will surely help in understanding and implementing the changes which is very much required for corporation.”

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“It was a great experience to have live classroom sessions, and hands on experience and the case study. This will definitely help us in managing our time better and put the efforts in the right direction.”

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“It was a wonderful exercise where my own thought pattern could be understood and an insight on my way of dealing with people before and after this workshop will have a change. Will try my best to implement all the learnings.”

”

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“Superb experience & great learning - the facilitator was excellent & knowledgeable which he was sharing it in layman's level which was of great help in understanding & learning experience. Will be helpful not only in workplace but also in personal levels.”

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Find out more at
www.enparadigm.com

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