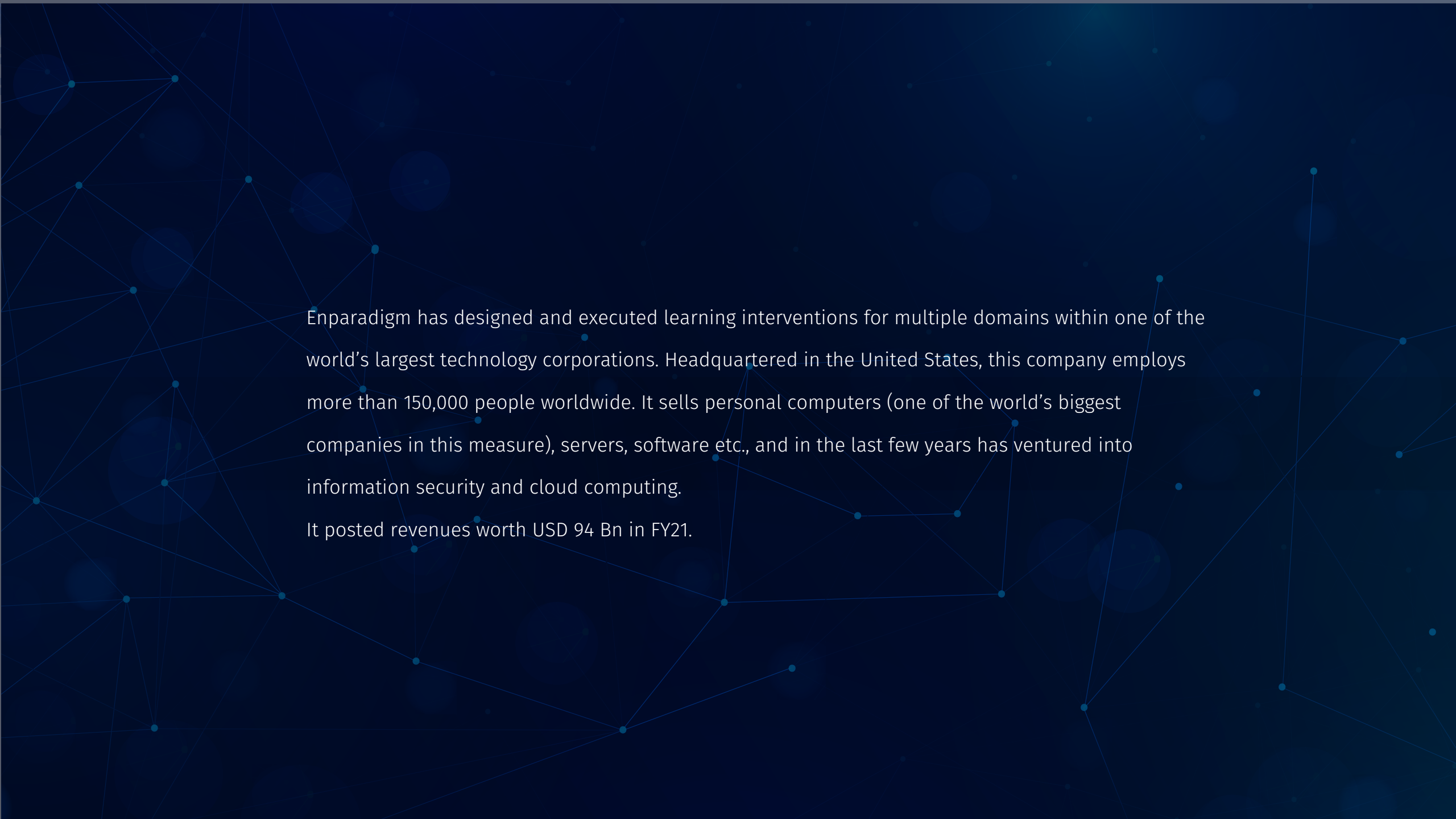




Transformational Mandates Across Hierarchies: IT/Tech Sector Giant





Enparadigm has designed and executed learning interventions for multiple domains within one of the world's largest technology corporations. Headquartered in the United States, this company employs more than 150,000 people worldwide. It sells personal computers (one of the world's biggest companies in this measure), servers, software etc., and in the last few years has ventured into information security and cloud computing. It posted revenues worth USD 94 Bn in FY21.

Programs Executed

The programs done for the sales team were for ASMs and RSMs across locations. The requirements were around the following competencies:



Growth Mindset:

Building medium & long terms goals in alignment with the organization's vision & purpose



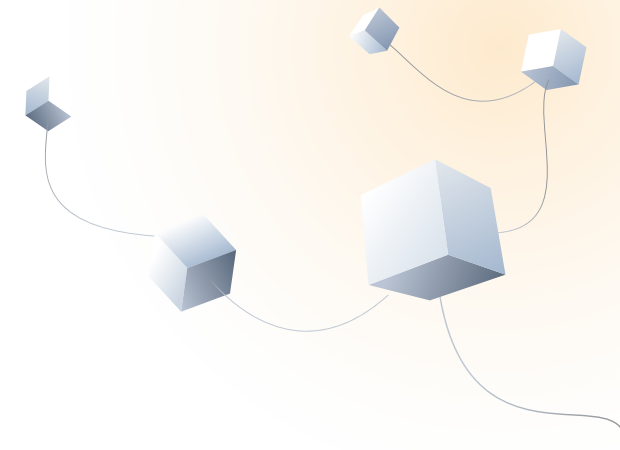
Agility:

Developing insights into readiness levels based on an understanding of agility & resilience, deep diving into how agility can help in uncertain times



Rigorous Execution:

Developing a long-term perspective to drive speed to closure & overall process & product quality

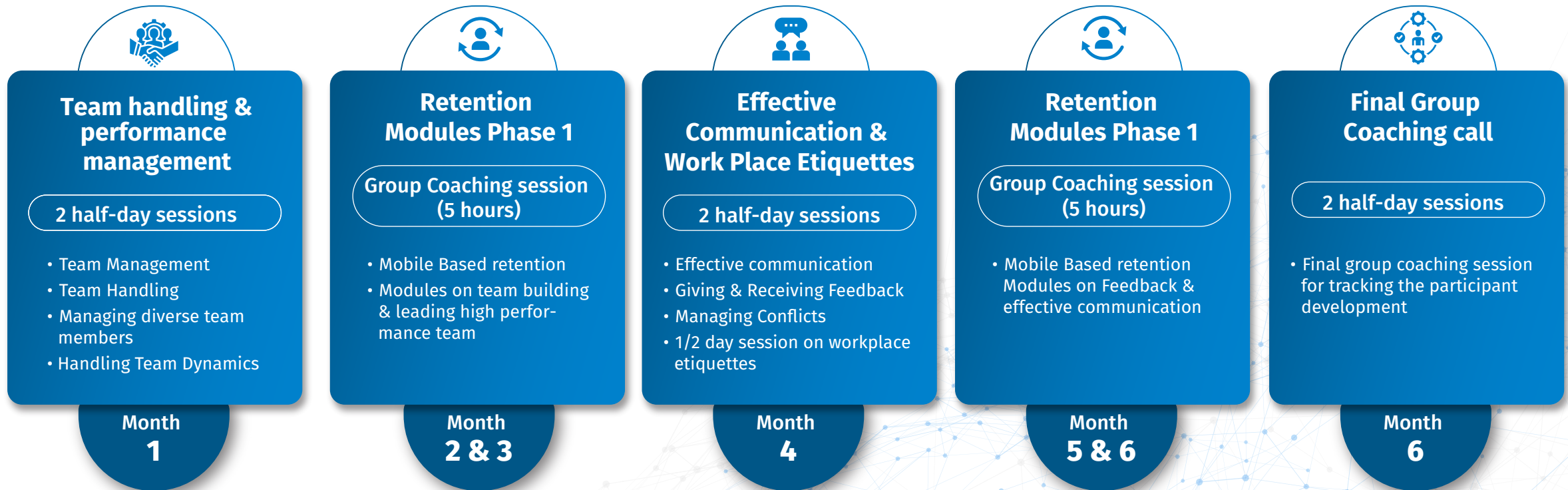


The frameworks covered under this mandate were as follows:

- 1 Five Diamond Strategy
- 2 Execution with Agility
- 3 Understanding Customer Evolution
- 4 Criticality of Cash collections
- 5 Dupont Analysis
- 6 Value Equivalence Model
- 7 NPS, the Experience Economy

Programs Executed

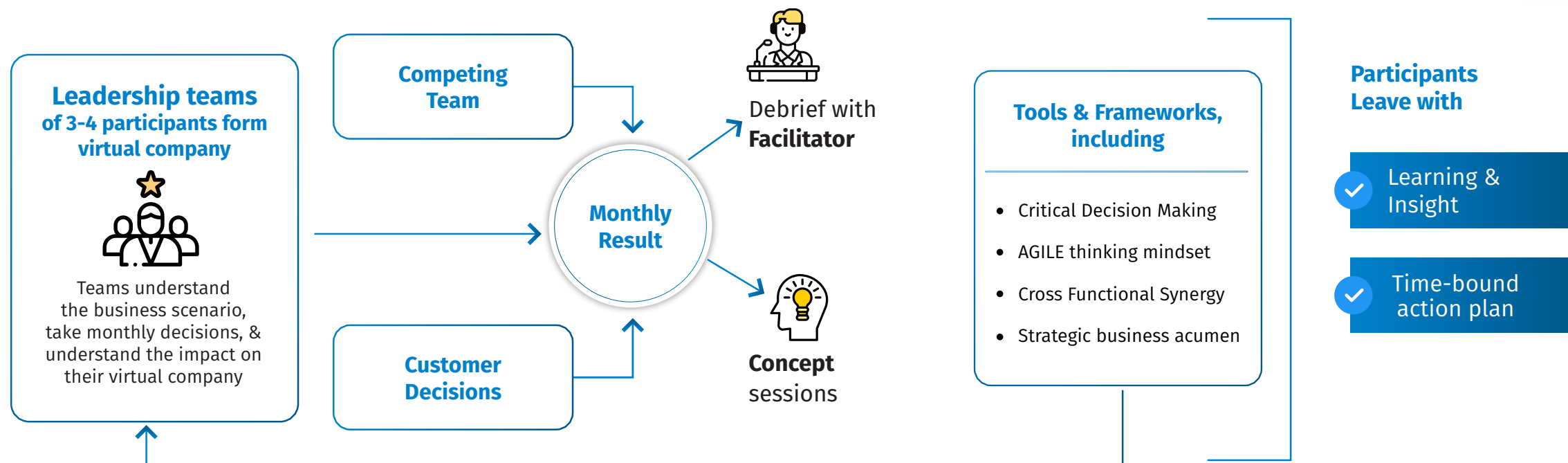
Another mandate was done around setting up high-performance teams and sharing feedback with them. The following was the program overview:



Program Methodology

The key piece of these interventions has been Enparadigm's simulations:

Business Simulations:



Teams repeat this cycle over **many virtual months**, each with its own set of challenges and concepts.

Consolidated Feedback – All Programs

Overall learning experience : 9.2/10



My understanding of strategic thinking:

Before the workshop : 7/10



After the workshop : 8.63/10



My appreciation for the role played by other functions:

Before the workshop : 7.93/10



After the workshop : 9.13/10



My understanding of margins and financial statements:

Before the workshop : **6.87/10** 

After the workshop : **8.43/10** 

My appreciation for the importance of working with the right channel partners:

Before the workshop : **6.46/10** 

After the workshop : **9/10** 

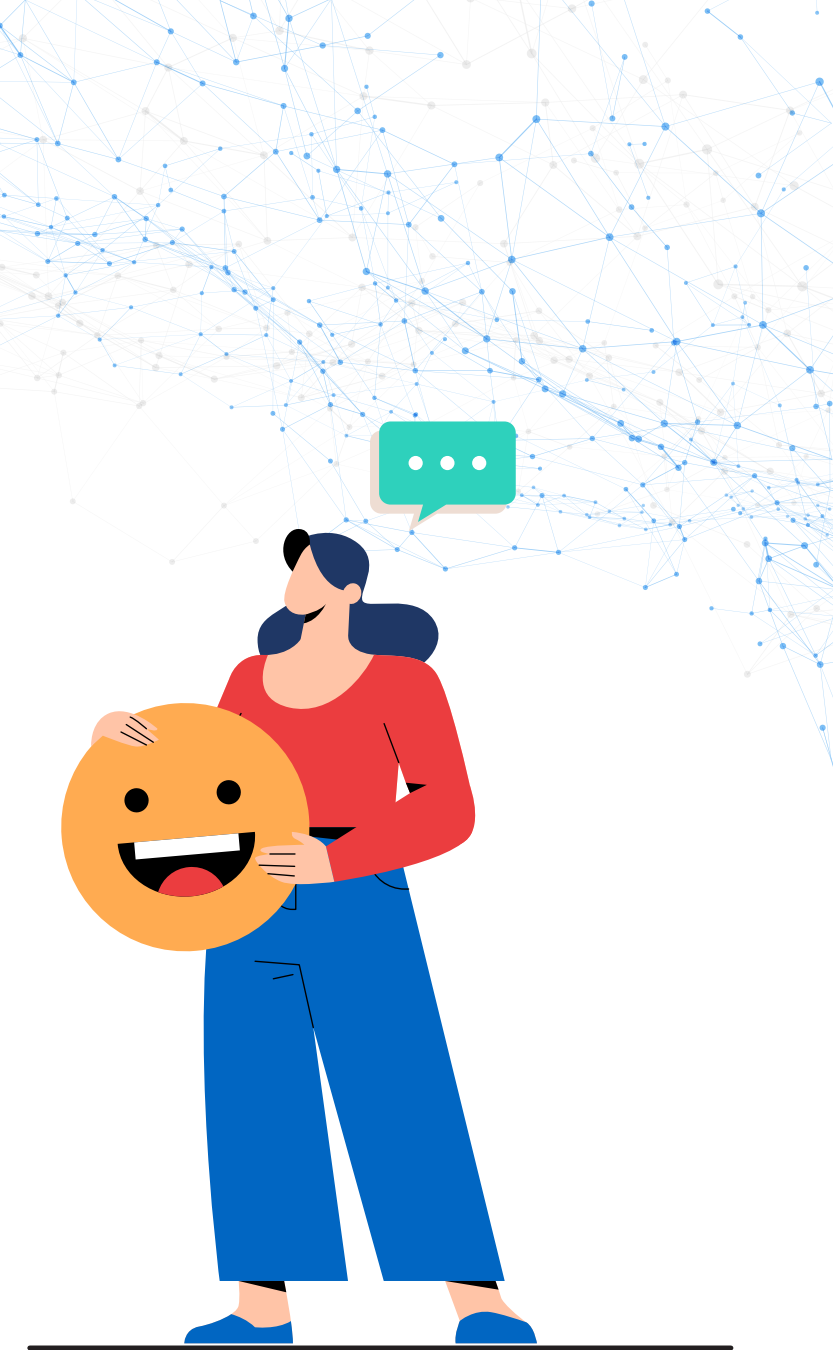
My understanding of demand forecasting / inventory management:

Before the workshop : **7.16/10** 

After the workshop : **9.3/10** 

I will recommend this workshop

to my colleagues : **9.43/10** 



Participant Testimonials

“Recommend this program for any sales organization that is looking for growth. Personally, action items for me after this workshop would be: Improving sales productivity of my team and getting my high margin premium mix to 25% from 13% in next quarters. Will also try and reduce channel rebates by improving the market operating price.”

– **Zonal Head, Mumbai**

“Great Workshop and experiential learning experience. Interesting to see impact of decisions in a simulated environment and understand implications.”

– **Finance Director, Small Businesses Division**

“I learned that planning is essential for success. This program broadens the horizons and opens up the mind. One action item I will try and undertake basis my learning from this session is working to improve marketing cost efficiency by 8-10%, by relooking some permanent conflicts.”

– **Country Marketing Director, Bengaluru**



“Some of the stuff was an eye-opener for a non-sales person. I’d want to use these learnings to understand the priorities and what the organisation wants, along with the leaders’ requirements. Would also want to reduce legal expense by 20%.”

– AVP, Compliance & Litigation

“It was really exciting to set sales targets and drive on Promotions, which had an impact on ROI & Inventory Management. It shows us how to manage our business better.”

– Sr Principal Engineering Technologist

“Great matter covered over the course. Simulation gave us first-hand experience on how to run a company. My key takeaways were on demand forecasting and the importance of ATL and BTL on primary and secondary sales.”

– Territory Account Manager, Bengaluru

“This is one of the best business interactive sessions which covered growth mindset needed for any business... we learnt aspects of how to profitably run a business with an understanding of how entire ecosystem of Partner, Distributor, promos, offers, manpower etc. behave to make business as profitable. 3 cheers for Ajay (facilitator) who had brilliant articulation of this entire session.”

– RSM, Medium Businesses, Mumbai



Find out more at
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