

enparadigm 

Building Market Leaders through Learning Journeys for Key Personnel

BFSI Sector – Life Insurance

Enparadigm designed and delivered a learning journey for the branch managers and other key personnel at one of India's largest Life Insurance sector players. The company, headquartered in Mumbai, has assets under management (AUM) worth upwards of USD 1 Bn, revenues upwards of USD 300 Mn (INR 2000 Crores) and a presence across 200+ locations in the country.



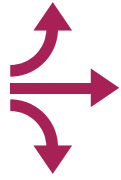
Identifying the Need

The company had set a target of 5x growth in 5 years for itself.

With such an aggressive growth sought for the future, the stakeholders for L&D within the company took a strategic approach of investing heavily in their learning interventions.

Enparadigm came in as a partner for learning interventions for over 1000 employees - branch managers across their Agency Channel, the Bank Assurance Channel and their Direct Marketing Channel, as well as business leaders across functions.





Program Approach

The program designed for the branch managers covered the following competencies:



Business Acumen

Business Finance
Managing Risk



Leadership

Leading to Inspire
Managing Styles
EI & Leadership
4L Model



Coaching Approach

Culture of Coaching
FUEL Model of Coaching

The program designed for the Corporate Talent Pool covered the following competencies:



Strategic Thinking

Cross Functional
Decision Making



Leadership

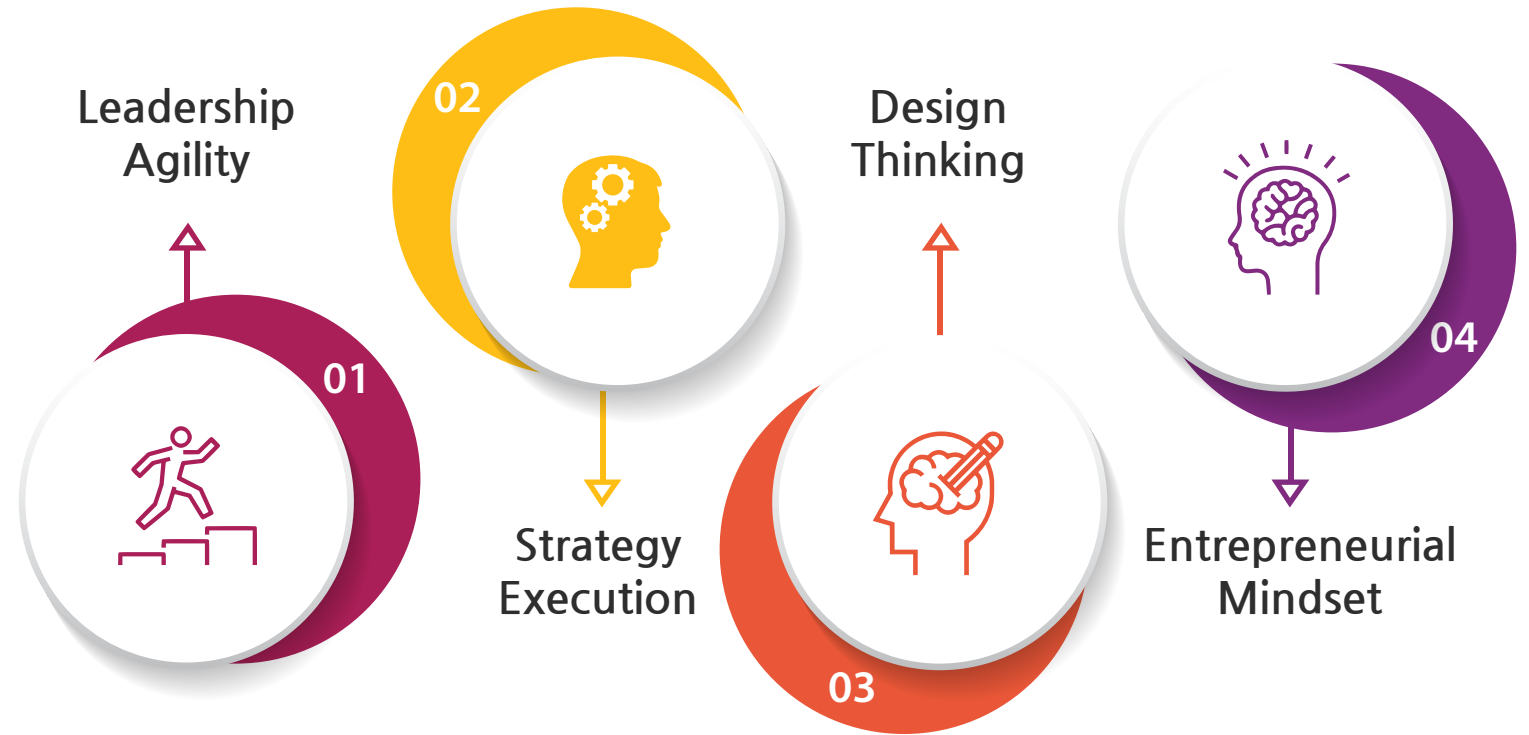
Leading to Inspire,
Managing Styles, EI &
Leadership, 4L Model



Coaching Approach

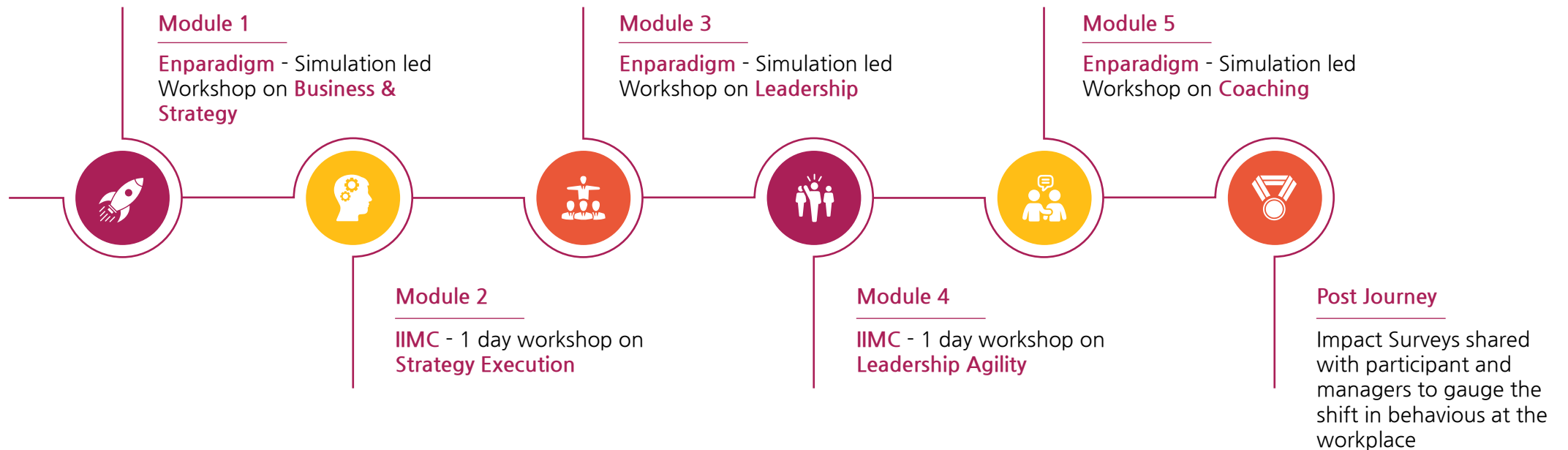
Culture of Coaching,
FUEL Model of
Coaching

Additionally, the company wanted to incentivise their best branch managers and corporate talent pool, for which Enparadigm's tie-ups with global business schools were leveraged. The marquee piece of the mandate was dedicated IIM-C and IIM-R programs around the following competencies:



Program Journey

The journey was a combination of multiple learning modes, and looked like this:



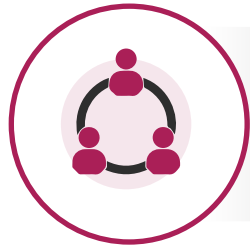


Program Methodology

The following steps were taken by Enparadigm to ensure all data points were received from the participants themselves as well as their managers and other internal stakeholders, which were used to shape the program:



Get sign-off on key takeaways from internal stakeholders



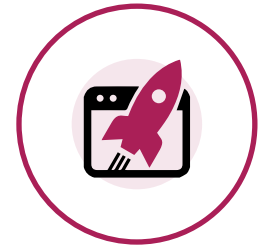
Randomized participant connect and participant self assessment



Finalize modules & session plan and get internal sign off



Re-group with facilitator to transfer relevant context and information



Program Launch

Instructor-led sessions were held around the finalised competencies, but the key piece of the program were business and behavioural simulations.



01

Simulation logins are given to teams of 3-5 participants or Individual participants



05

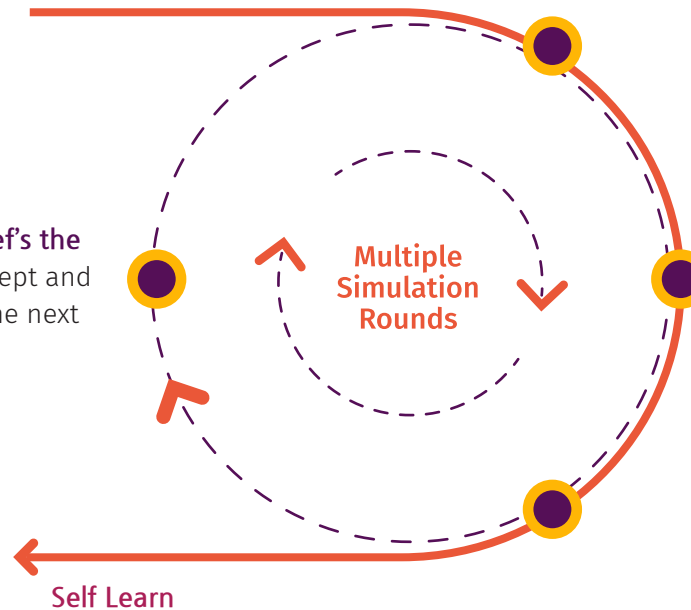
Expert Facilitator debrief's the group and explain concept and frameworks to apply in the next round



06

End of the simulation Learning Outcome

- Learning tools and insights
- Time bound action plans



02

Each player analyzes information opportunities and threats, and submit decision within simulation



03

Simulation assesses each player's decisions factors in the market focuses and crunches data like a real business scenario



04

Simulation presents round result so that players can check their performance in business or behavioral situations



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

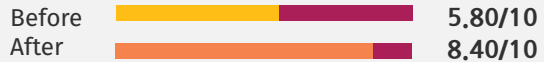
Program Feedback

1 AVP/DVP

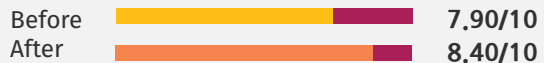
Overall Learning Experience:



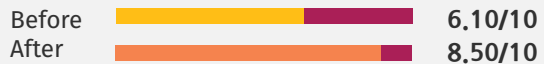
My understanding of strategic thinking



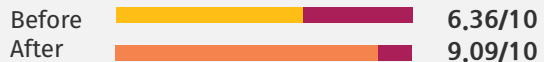
My interpretation of roles and responsibilities of other functions



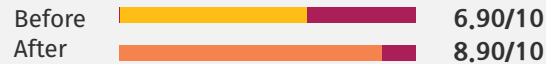
My understanding of impact of my decisions on the company performance



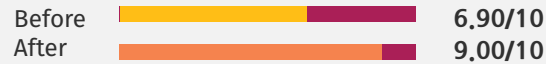
My understanding of effective communication



My approach of people and task orientation



My understanding of effective delegation



Recommend this program to other colleagues:

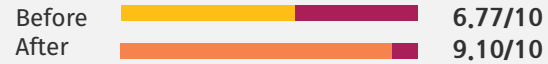


2 Branch Leaders

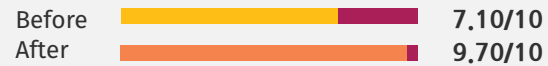
My overall learning experience at the Behavioural Simulation Workshop:



My approach of People & Task Orientation



My understanding of Effective Delegation



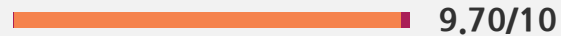
My understanding of the importance of creating a sales plan for branch post the workshop



My understanding of levers to enhance people productivity and motivate team to drive results branch



Recommend this program to other colleagues:





Participant Testimonials



“The presentation and content by the facilitator were good. My key takeaways are around recruitment and maintaining branch rhythm”

- Program Lead, Gurgaon



“Learned a lot about leadership and how to manage our team members. Also about how much time to be given to which task and to which person.”

-Business Development Manager, Delhi



“Had wonderful insights as to how to manage and lead people. My key takeaways are from the skill will matrix and the Monkey Approach for decision making”

- Chief Manager 1, Dehradun



“Amazing workshop in which I really went into CEO's character, forcing me to take judicious business decisions such as deciding company's vision, target market, resource allocation, proper planning and lots more to make things work for the company”

-AVP, Embedded Value & Business Management



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“Totally a new learning experience to understand what is the SP and importance of strategic planning, which is very helpful for further action and implementation in current or future role.”

-Financial Officer, Kolkata

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“The experiential learning approach of session delivery was very effective. My key takeaway is to think 360 when taking a business decision.”

- Head, Digital Product Management

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“While someone mentions a 4-hr long workshop we usually tend to think it's going to be some sort of ppt discussion and we may lose interest after an hour or so. This workshop kept us on engaged throughout and we were looking forward to day 2 - each activity was engaging and ensured we put our minds into it while executing a business plan.”

- Head, Contact Centre, Mumbai

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Find out more at
www.enparadigm.com

Contact us

Nidhi Shah

+91 70452 51819

nidhi.shah@enparadigm.com

Shashank Saurav

+91 70459 02734

shashank.saurav@enparadigm.com