

Learning Calendar Programs for Entire Workforce **European FMCG Brand**



Enparadigm has been delivering learning calendar programs for one of the world's largest FMCG multinational companies. Headquartered in Europe, it boasts of some of the world's most renowned sweets and confectionary brands in its belt, and employs close to twenty thousand people worldwide. The company posted revenues worth 2.65 Bn Euros in 2019, and has its products sold in over 159 countries.



Identifying the Need

Facing macroeconomic headwinds in the last 5-6 years, the company wanted to transform itself and re-establish its position as a market leader. With a few changes in its top management, positioning itself in a more premium bracket, and reshaping the brand communication around a few of their iconic products, the company was taking brisk steps towards driving sustainable and profitable growth. This included scaling up their employees and focusing on their individual growth as tomorrow's business leaders as well. That's where Enparadigm stepped in.

From 2018, the company has worked extensively with Enparadigm to train their entire workforce, ranging from mid- and senior management teams all the way through to key account executives.



Program Structure

The following competencies have been identified as the focus areas for the mandates delivered at the company over the years:



Strategic Thinking:

Formulating a strategy, performance metrics, competitor analysis, strategic reviews, customer focus sessions



Team Leadership:

Managing & communicating change, managing crisis situations, accountability and trust, remote working challenges and best practices



Developing Business Acumen:

Business planning, financial impact of decision making



Prioritisation:

Organising and prioritising challenges, sustainable productivity model, important vs urgent





Influencing Skills:
5Cs of Communication



Data Analytics:
Root cause analysis, Excel skills (intermediate and advanced), data visualisation



Executive Presence and Communication:
Creating brand image, dealing with difficult questions

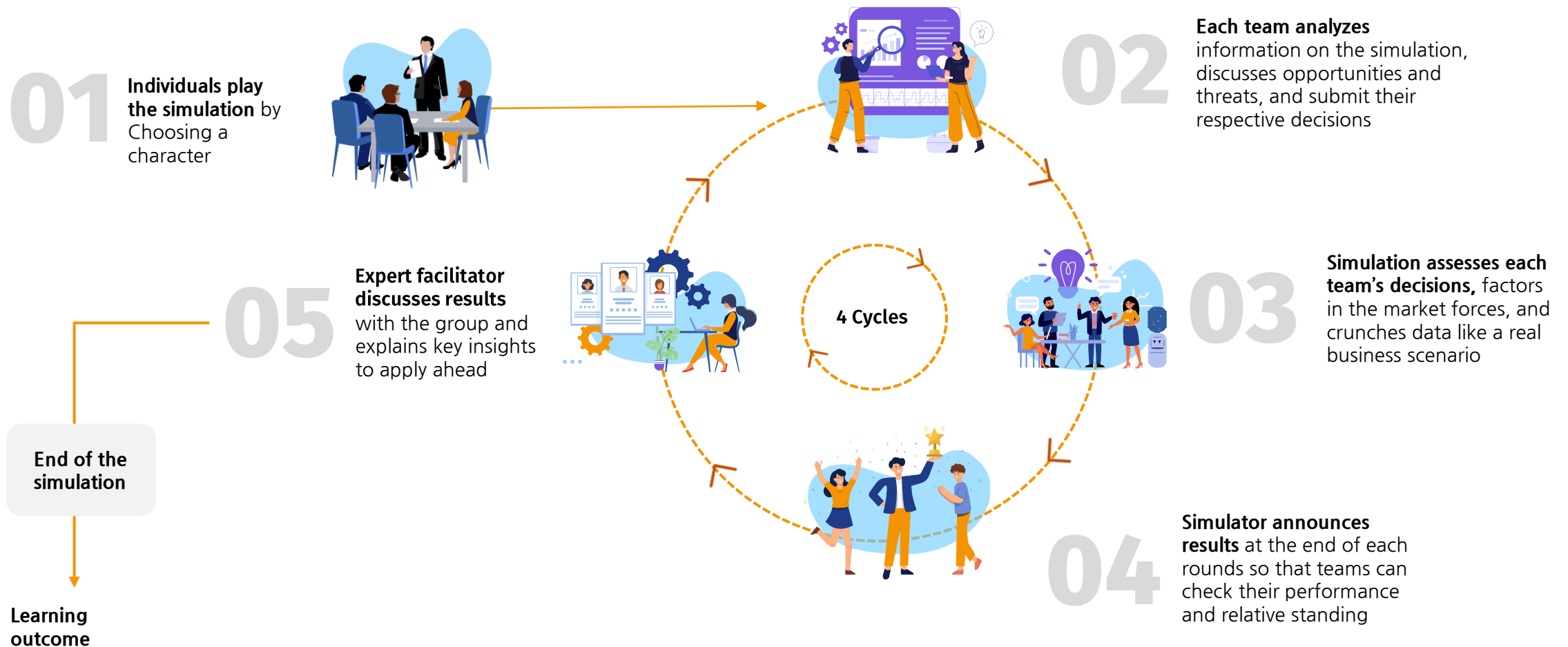


Conflict Management and Negotiation:
5 levels of listening, different personality styles



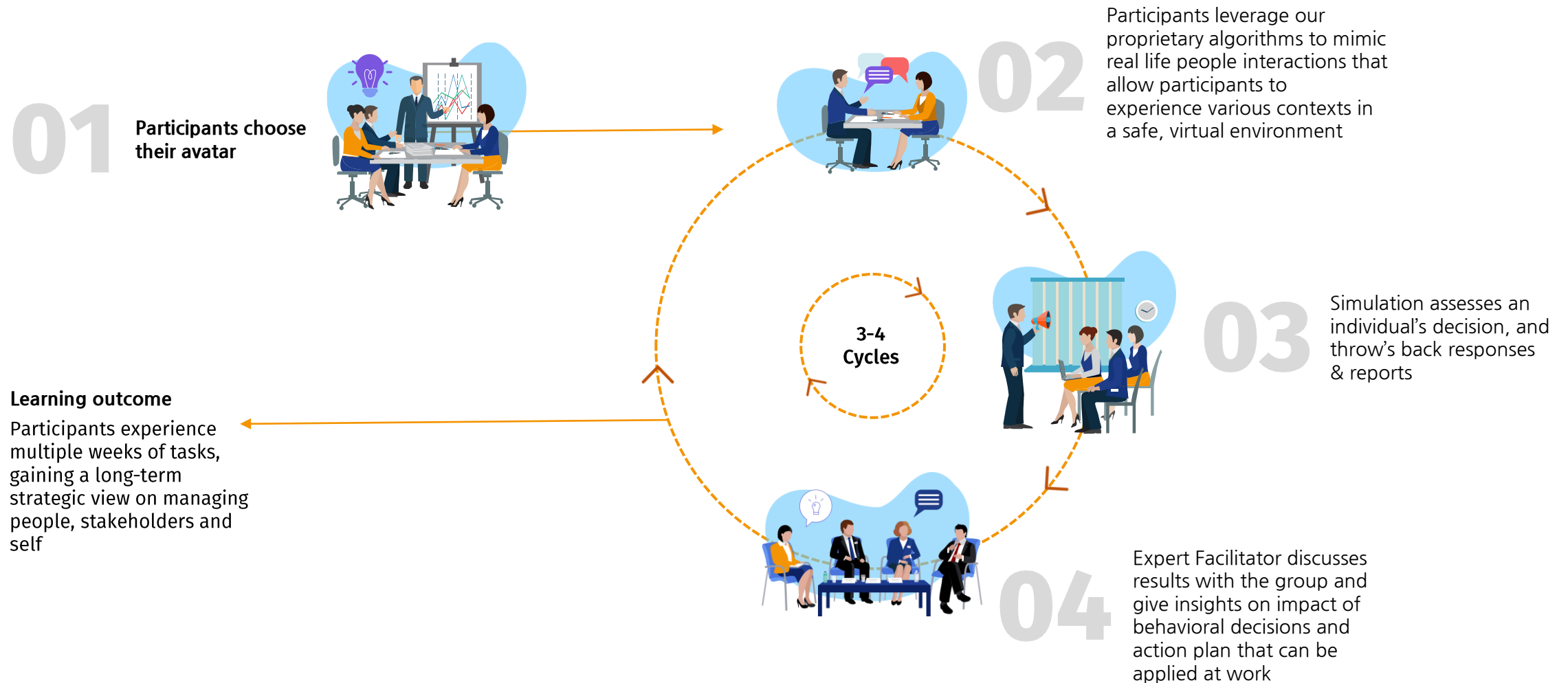
Program Methodology: Business Simulation

These mandates have been delivered over the years with Enparadigm's simulations as the focal point, both business/behavioural simulations added to the instructor led sessions for giving participants experiential learnings.



Participants experience several years of business journey in a matter of hours, gaining a long-term strategic view while tracing how their decisions impact business results

Program Methodology: Behavioural Simulation



Post the workshops, micro-learning modules are rolled out to participants that helps drive retention and application of key concepts at work.

Program Feedback



Program rating for sessions on:

Resilience & Agility:



8.38/10

Data Analytics:



7.44/10



My appreciation for the roles played by other functions

Before the workshop: 7.14/10

After the workshop: 9/10



My interpretation of financial statements

Before the workshop: 6.14/10

After the workshop: 8.57/10



My understanding of a holistic view of running a business

Before the workshop: 6.29/10

After the workshop: 9/10



My understanding of 3Cs of presentations

Before the workshop: 6.8/10

After the workshop: 9.3/10



My understanding of the delivery triangle

Before the workshop: 6.5/10

After the workshop: 9.3/10



Will recommend this workshop to other colleagues:

8.86/10



Participant Testimonials

“ This will surely have an impact in our personal as well in professional life, content was that good, as well as the way Vrinda (facilitator) presented it. The activity which we've done was a new learning for us, and my biggest takeaway is the Wheel of Time in terms of time management

– Deputy Sales Executive ”

“ Great Learning tool which is not very complex to understand but gives a broad level business understanding. My key takeaway is to critically examine benchmarking data to check on areas of improvement. – Associate Head - Global Supplies and Demand Planning ”

“ It was a very enriching experience. The simulation helped us understand the various levers of business in a practical way. It helped me understand that price is not always the key factor, we need to understand what the consumer values more. As a company we always need to maximise profits while catering to the requirement of the consumers. – Brand Manager, Gurgaon ”

“ Mind boggling training program. Got insights & knowledge on forecasting, planning & all functions of business. – Associate Head, Chennai ”





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The program has given an opportunity to see a business in an entirely different lens. Profit is more important than market share if a company has to survive. These were fun sessions with a lot of interactions with peers and the facilitator with a lot of insights on our virtual business and the real time players in the market currently. - **Regional Sales Development Manager (West)**
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The workshop gave me an excellent overview of the importance of various aspects of business and impact of various variables. Mr Sampath (facilitator) holds good knowledge on all the important areas of strategy making for the business, and I loved the simulation and the way it navigates us with our decisions. I also liked the course content starting with case studies and the execution. - **Assistant Sales Executive**
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The simulation is extremely comprehensive and contains nuances of every domain of the business. It is an amalgamation of various functions' contribution to running a successful business. Every team member gets to contribute equally, and has a part to play in the team's achievements. The analysis and application of findings in consequent rounds helps with the linkage of key concepts to experiential learning. - **HRBP (West)**
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Find out more at
www.enparadigm.com

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