



Management Development Programmes

Crafting
Lifelong
Learning

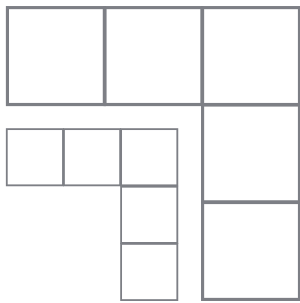


IGTC
Indo-German Training Centre

30 years

Management Training
The German Dual System

Division of the Indo-German Chamber of Commerce



Overview & Contents

The rules of business have been rewritten. The need of the day are leaders that effectively lead and collaborative teams that work towards customer-centric solutions. Smart businesses nurture an environment where their people engage in lifelong learning and upskilling to keep abreast with change and disruption while maximizing their own potential. This is no longer a luxury but a necessity.

Indo-German Training Centre invites you to explore its short training programmes, which are built on:

- **World-class content**, expertly produced by top B-school educators and industry thought leaders.
- **Engaging learner experience** with data-driven recommendations your employees will actually want to use.
- **Strategic insights** that help business leaders lead effectively.

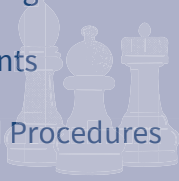
Global Business Environment

Business Unit Strategies: Blue Ocean Strategy

Business Agreements

Customs Laws and Procedures

Making Sense out of Economics



Markets and Customers

Marketing for Non-Marketing Professionals

Negotiations Skills

Winning through Service Excellence



Operations Value Chain

Manufacturing Excellence

Strategic Cost and Profitability Management



Money Matters

Finance For Non-Finance Professionals



People and Performance

Leadership Mantra



Innovation Inspires

Biomimicry for Product Innovation & RD

Design Thinking

Phygital Innovation Masterclass

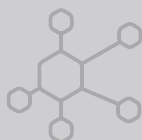


***This directory is continuously being updated with contemporary programmes added on an ongoing basis.**

How should one read the directory



**Programme
Overview**



**Programme
Structure &
Pedagogy**



**Trainer
Profile**



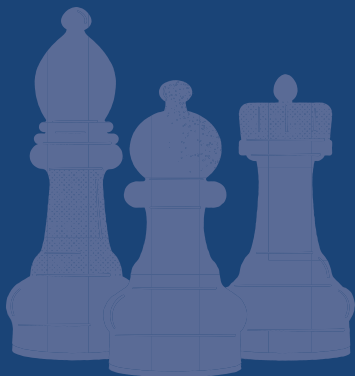
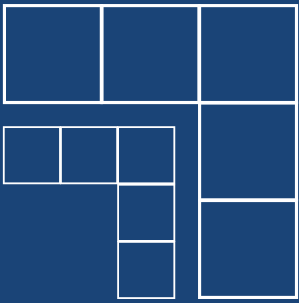
**Trainer
Endorsements**



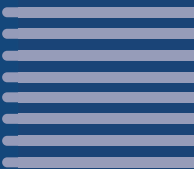
**Target
Audience**

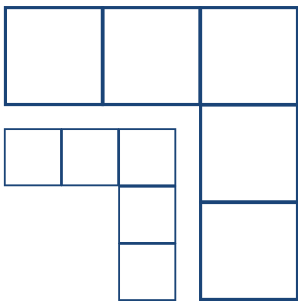


**Programme
Duration**



Global Business Environment

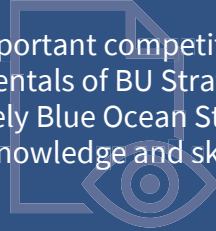




Business Unit Strategies

with special reference to Blue Ocean Strategy

- Organizational capabilities are the most important competitive differentiator today and for the future.
- Traditionally Porter developed the fundamentals of BU Strategy Positioning. In last few years a new basis of BU Strategy has become very popular namely Blue Ocean Strategy.
- This programme equips participants with knowledge and skillsets in understanding the core of business unit strategies.



Strategy: An Overview

- What is Strategy?
- Difference between BU Strategy and Corporate Strategy
- Framework for strategic management

Porter's generic BU strategies

- Cost Leadership as BU strategy: Sources of cost advantage
- Differentiation as BU strategy: Sources of differentiation
- Can a company follow both strategies for a business unit?

Sumantra Ghoshal on BU strategies

- A video discussion

Blue Ocean Strategy

- Difference between red ocean and blue ocean
- Steps in Blue Ocean Strategy explained with reference to Cirque Du Soleil case: drawing as-is strategy canvas, six path framework to identify blue ocean market, ERRC Matrix, drawing to-be strategy canvas
- Tata Nano video case - Strategy Canvas, ERRC matrix, Reasons for Nano's failure



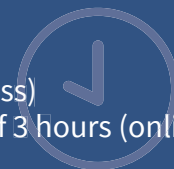
An encyclopedia! Facts, figures, logic, strategic thinking, business acumen, one could endorse Mr. Fakhri on many more such skills which attract a lot of people to him for problem resolution discussions. He has great insights, and sure enough, if you listen intently you will succeed.

Sanjukta Ray

**Change & Resource Management
Thyssenkrupp Materials IT Services**

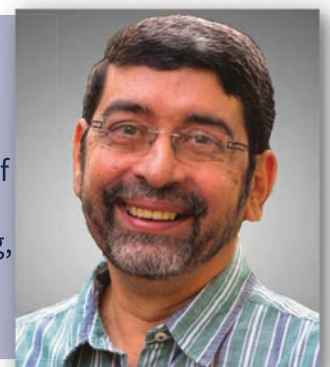


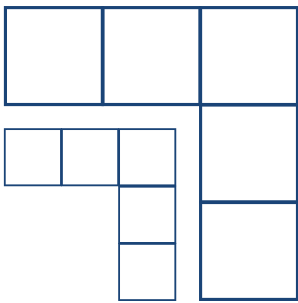
Employees involved in the Business Unit Strategy, or in any support functions, as they would be able to see their role in making a successful BU strategy



- 6 hours
- 1 day (in-class)
- 2 sessions of 3 hours (online)

- S. M. Fakhri retired from a large multinational company in India from the role of strategy development.
- Experience in product management, logistics and SAP implementation
- Instrumental in providing management training to employees of Aditya Birla group of companies, Raymonds and M&M to mention a few
- Visiting faculty at various management institutes in the areas of Financial Accounting, Management Accounting, Financial Management, Mergers & Acquisitions and Strategy Management





Business Agreements

Negotiations, Execution, Monitoring & Closure

- To impart conceptual knowledge about various laws.
- To inculcate compliance and ethical culture.
- To protect interest of the company in contract negotiation and management.
- To mitigate risk of future disputes.



- Sources of laws – enacted through parliamentary process, customary laws, additional rules and regulations agreed to by the parties
- Grasping the pulse of the contracting parties and effectively covering the object/purpose of parties coming together and joining hands – preamble
- Operative part of contractual document – consideration, jurisdiction, force majeure, KPIs, dispute redressal matrix
- Types of contracts – distributorship, franchisee, dealership, service provider, E-contracts, consultancy agreements, IPR licensing, etc.
- Contract execution and monitoring
- Management of disputes
- Changes and variations as per the need of the hour – e.g. pandemic situation giving rise to unforeseen circumstances, necessitating modification in contract
- Reporting and compliance
- Closure of contract



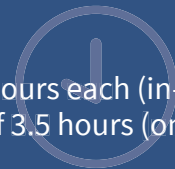
The fundamentals that he engraves in our minds burn in us a desire to know more about the law of the land. With his case studies and examples, he demands a lawfully attentive class and challenges the very process in which we think, while ensuring that we are updated with happenings from across the world and their global impacts.

Vera Dsouza
Social Media & ORM
Major Brands India Pvt. Ltd.



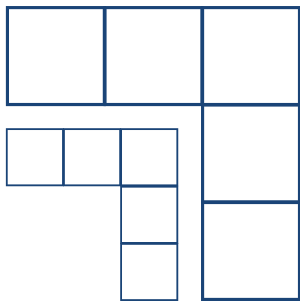
- Non-commerce background executives and managers, who are being groomed for senior managerial positions.
- Business development managers
- CSR, audit & compliance executives

- 14 hours
- 2 days of 7 hours each (in-class)
- 4 sessions of 3.5 hours (online)



- Anant Amdekar, L.L.B., and A.C.S., visiting faculty at leading management institutes for 20+ years
- Legal consultant to reputed organizations such as Glaxo Smithkline Pharmaceuticals Ltd., Chiron Panacea Vaccines Pvt. Ltd., Ingram Micro (I) Pvt. Ltd.
- Area of expertise comprises of Corporate Laws, Corporate Governance, Mergers and Acquisition, Analysis of Financial Statements
- Conducted Management Development Programs for companies such as Mercedes Benz, Jindal and Merck among others.





Customs Laws & Procedures

- With 154 countries having ratified the Trade Facilitation Agreement adopted by the WTO, there are serious changes in the entire process of customs including faceless & paperless assessment, electronic documentation and online application of Drawback & RoDTEP, e-Sanchit among others.
- Aims to help trade professionals gain clarity on concepts and become knowledgeable about the recent regulations with an overview of customs-related matters.

Customs Act 1962 and new initiatives

- Basic provisions and AEO, T1, T2 and T3
- Exemption notifications and MOOWR Scheme with deferment of duty

Three critical areas in import and export operations

- Classification of Goods
- Valuation and assessment including self-assessment
- Examination of Goods

Customs Tariff Act 1975

- Basic provisions and tariff related issues
- Tariff Barriers such as Anti-Dumping Duty, Safe-Guard Duty, Anti-Subsidy Duty
- Non- tariff Barriers such as Licensing, Quantitative restrictions, Technical standards

Compulsory Compliance Requirements

- Intellectual Property Rights
- FSSAI and other food import procedures
- Agri Permit and Sanitary Import Permit
- Guidelines for compliances under CCR

Customs Audit

- Regulations 2018
- Preparation for Audit & replying to audit queries
- Importance of SOPs



A thought leader with an imposing intellect and high sense of commitment and professionalism, Mr. Kasture's contribution in International Trade has been monumental. Hundreds of professionals have had the privilege to train under him and thereby enhance the knowledge base in the industry.

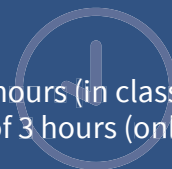
Virendra S Gupte
Earlier Head - Trade Services
Tata International Ltd



Professionals in Import, Export and Taxation
Managers in Audit & Compliance Departments

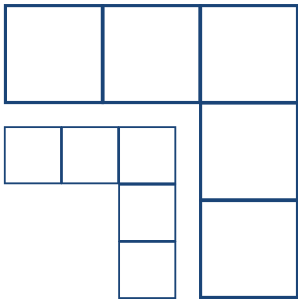


- 12 hours
- 2 days of 6 hours (in class)
- 4 sessions of 3 hours (online)



- Sudhakar Kasture, Director of Helpline Impex Pvt. Ltd. and EXIM Institute
- Advisor and consultant to companies such as Blue Star, BKT, Godrej Group, Huber Group, HUL, Marico, MRPL, Siemens, ThyssenKrupp among many more in the field of FTP/Customs and WTO/WCO related issues
- Delivered multiple training programs for various institutions, export promotion councils and banks
- Conducted trade analysis for the products under the purview of SHEFEXIL, PHARMEXCIL and CHEMEXCIL
- Guest faculty for the National Academy of Customs (NACIN) Mumbai





Making Sense out of Economics

- In 2022 and beyond, Indian and global economy have been more VUCA than ever before, changing rapidly and unpredictably to say the least.
- The post-pandemics and post-Ukraine changing economies necessitate that professionals learn to analyse the forces that drive economies, interpret the significance of change, assess the direction of change, evaluate the impact of change and prepare defining and implementing strategic responses. Such learning is essential.

- Can anyone make sense out of economics today? If no, why not? If yes, why?
- Will pandemic continue its nefarious grip on national and global economy in 2022 and beyond?
- What economic indicators behold for 2022 and beyond? For sadists? For hopefuls? Which ones to track?
- Is the combustion engine dead? Oil, what happens to it now?
- China – the wild card. Is India, the “+”, in global “China+” strategy?
- Is Atmanirbhar Bharat a good idea? Is it a spaceship? Or a rig?
- Are we witnessing a trend of deglobalisation? Do we welcome it? Why or why not?
- Technology and business. Who is changing whom?
- Has the time come for redefining old economic concepts of demand and supply?



A true master because of his continued quest for knowledge of Economics - The Hidden Truth of Everything, Dr. Mankad's passion for intellect is reflective of who he is. With his gentle narrative, he manages to clear the blurring lines of reality and transport us to not only relive the pages of history but also to travel in time to the future.

Shreya Joshi

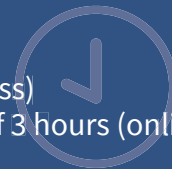
Director - Quality

Knorr-Bremse Technology Center

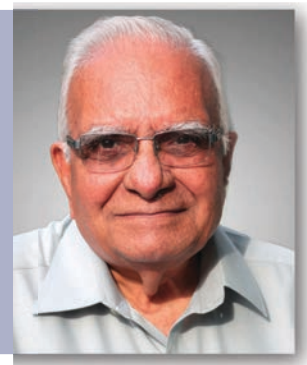
Middle and senior management professionals

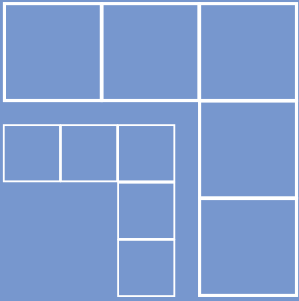


- 6 hours
- 1 day (in-class)
- 2 sessions of 3 hours (online)



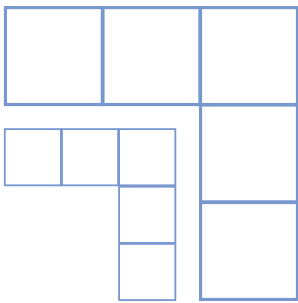
- Dr. Mankad, a Ph.D. in International Finance from the University of Bombay backed by one year's Post-Doctoral studies at Wharton School, University of Pennsylvania
- Six decades of Indian and international teaching experience
- Ex-CEO, Technova in 1980s, Ex-Vice-Chancellor of NMIMS, Mumbai and of Mody University, Rajasthan
- Loved by students for his easy story telling style simplifying complex concepts, makes economics tasty and palatable by seasoning it with politics, history, geopolitics and social psychology





Markets & Consumers





Marketing for Non-Marketing Managers

- Marketing is everybody's responsibility because the customer or consumer is the 'raison d'être'.
- This program attempts to sensitize and orient corporate personnel from all disciplines and departments to the customer / consumer.
- Through the use of examples and case studies, the program shall take you through both theory and practice.
- With exercises, simulations and role-plays, the program shall engage the participants in building marketing frameworks to ensure competitive advantage for their own organization.

The Holistic Marketing Orientation

Benchmarking to Improve Performance

- The art and science of understanding market segmentation, targeting and positioning; marketing mix

What influences Customer Behaviour?

- Building, attracting, retaining and growing customers through creating, delivering, and communicating superior customer value

Customer Expectation Management

- Maximizing customer lifetime value

Market Sensing

- Market intelligence, identifying and analyzing shifts in marketing trends

Competitive frame of reference

- Importance of product positioning

Marketing Communication

- 8 methods of communication to create strong brands

Formulation of Strategy

- Analyze the marketing plan, concept development and evaluation



As a trainer, Rajeev is a task master using velvet gloves! His programmes are extremely well organised. They are highly focused on outcomes and bring out an ability to see multiple dimensions in a situation before taking crucial decisions. Being a people's person, he sprinkles his programmes with the right values, warmth, enthusiasm and humour that will make you love him.

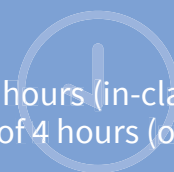
Srikanth DS

**CEO and Managing Director
Les Concierges**



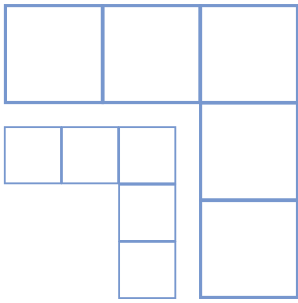
Professionals from all functions who wish to be sensitized to a new paradigm of marketing and want to contribute toward the organizational marketing objectives

- 16 hours
- 2 days of 8 hours (in-class)
- 4 sessions of 4 hours (online)



- Rajeev Chawla, Chief Learning and Operations Officer at Blue Tree, is a post-graduate in management and law
- 28 years of corporate experience in the field of Sales, Marketing & Operations at senior management positions
- Engaged as a management and brand consultant, and corporate trainer for executive programmes in the area of leadership and motivation, sales and marketing, negotiation strategies and personal productivity skills
- Heads the Public Relations & Corporate Communications course at Xavier's Institute of Communication, and visiting faculty at several business schools in the country





Negotiation Skills

- It is often said that in life one does not get what one deserves, one gets what one can negotiate. Negotiation is a necessary skill one needs to be successful.
- Every customer need that has to be met or every desire that demands satisfaction is potentially an occasion for negotiation. Whenever people exchange ideas with the intention of changing relationships, whenever they confer for agreement, they are negotiating.
- In a successful negotiation everyone wins. The objective should be agreement not victory.

Understanding Negotiations

- What are negotiations, why are they necessary and why is it a skill
- Types of negotiations
- Goals of negotiations

Framework for Negotiations

- Negotiations in different functions
- Negotiating situations
- Key Concepts - BATNA, ZOPA
- What are positions, interests & options in negotiations
- Creating value through trade offs

Negotiating Strategies

- Negotiating Behaviours and Styles
- Listening and communication in negotiations
- Guidelines for good negotiations behaviours
- Preparing for a negotiation including the role of research
- Mutual Gains Approach

Role Plays

- Each role play will be followed by a detailed debriefing session on key learning and takeaways from the role play



Sagar is an industry expert and strategist, who always looks at business from a positive growth, long-term perspective. His communication touches everyone's heart and resolves all business disputes. His profound knowledge of functions and emphasis on work-life balance makes learning a pleasurable experience.

Amit Roy
Senior Manager
Amazon Development Centre

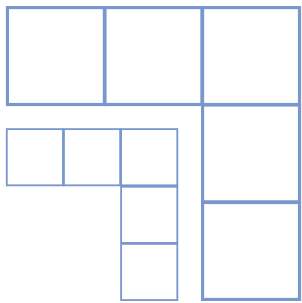


Open to all, who wish to add a new perspective and skill to their thought process

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- Sagar Narsian, visiting faculty at IGTC has trained over 10,000+ management students and managers in the industry.
- Completed International Senior Executive Course at Manchester Business School, Manchester, UK, and Master of Management Studies (MMS) from University of Mumbai
- Cumulative 25+ years of B2B marketing experience covering management consulting, market research, product management, strategic marketing
- Delivered corporate training programmes for Bayer, L&T Engineering Services, Mahindra & Mahindra, McDonalds, Mercedes, Motilal Oswal, Prudential [UK], Syngenta among others





Winning through Service Excellence

- Building Service Excellence is a mandate in any organization.
- Professionals are able to create differentiation strategies through service. They would be able to better the customer experience and ensure business wins through the service platform.
- Through the use of exercises, case studies, best practice sharing and role plays on Service Excellence, this program shall engage participants in building Service Excellence frameworks for their own organizations.

Introduction to Service Concepts

- Customer Service fundamentals, the holistic nature of service

Fundamentals of Customer Service

- The Service Marketing triangle, Services Marketing Mix, GAP Model of Service

Building Service through Revenue Streams

Touch Points of Communication

- Building Experience for our Customers

Customer Research and Customer Service

- Market Research and Customer Expectations
- Using Research to create effective Service design

Building Customer Relationships

- Relationship Marketing, Challenges and Strategies

Best Practices in building Service Excellence

- Indian and Global examples of Companies
- The Ritz Carlton Case Study

The Proof of the Pudding

- Holistic organizations and Service Excellence Cultures
- Building effective Customer Service design in your organization



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Les Concierges

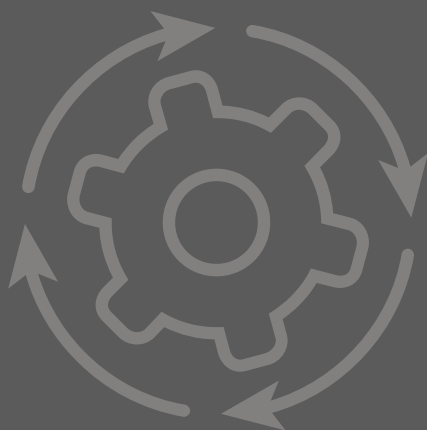
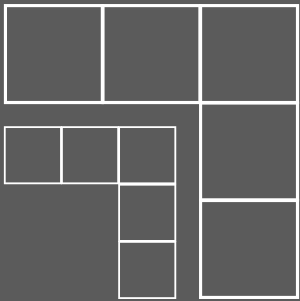


Professionals from all functions who wish to be sensitized to another level of customer centricity to achieve their organizational goals

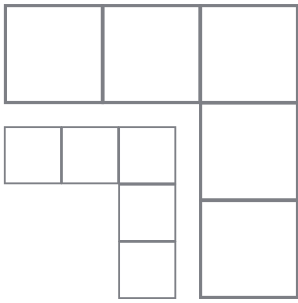
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Operations Value Chain



Manufacturing Excellence

World Class Manufacturing

- This programme is aimed at taking a fresh look at daily work and gaining a new set of realizations namely 'deviations' (i.e. what happens v/s what should be happening) on each manufacturing line.
- These deviations tend to be inadvertently by-passed due to managers' involvement in day-to-day work and in their rush to achieve monthly dispatch aspirations. They lead to quality inconsistencies, long cycle times, large work-in-process inventories and have a consequence of high costs and capacity underutilization.
- The objective is to draw up a time bound personal & organization Action Agenda to implement the learnings.

The contents of the development programme will be a set of concepts, principles, policies and techniques for managing and operating a manufacturing enterprise.

- Implication of Order Losing Sensitive Criteria and Order Winners in manufacturing
- Volume – Variety Mix structure and its implications in manufacturing systems and core competencies
- Theory of Constraints and role of costing to improve Throughput and Return on Investments
- Interaction between throughput, cycle time and inventory management of the same
- Identification, measurement and reduction of variabilities (viz. of rework, rejections, set-ups, break-downs, operator unavailability etc.) in a manufacturing system
- Role of Automation and Capacity Planning to extract optimum from available assets achieving improved Return on Investments
- Method Study to reduce and eliminate wasteful activities
- Change-over (Set-up) Techniques



'Moradian' is more synonymous with a way of life. The house of quality, GOYA and MYBA, the constant, unflinching focus on throughput and ROCE – these concepts from the ideal shop floor will ever remain highlighted among Moradian's Management Fundamentals. Going beyond the chronicles of Operations Management, he remains an inspiration for life.

Kapil Rai

**Executive Vice President
ARaymond Fasteners India**



Mid-level manufacturing managers in discrete manufacturing companies, having about 6+ years of experience.

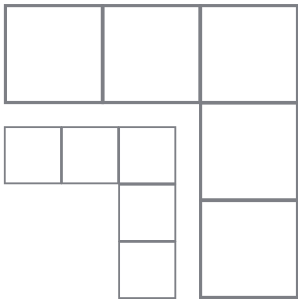


- 18 hours
- 3 days of 6 hours (in-class)



- Boman Moradian, Independent Director on the Boards of a few listed and private limited companies
- Close to 5 decades of experience in Production, HRD, Marketing, Advertising and Management Consulting
- Offers consultancy in core domain of Operations Management, assists organizations to improve productivity and has been instrumental in several turnarounds
- Visiting faculty in the subjects of Operations Management, Operations Strategy, Demand Management and Operations Research at JBIMS for 45+ years, IGTC for 19+ years and S P Jain School of Global Management for 15+ years





Strategic Cost & Profitability Management

- Profitability and Cost management need to be based on a long-term vision of excellence. It is common sense that creating and sustaining value for customer profitability is the only way to be relevant in the long run.
- However, common sense is uncommon. There are factors that hinder an organisation from its pursuit of profitable growth. This training programme addresses this pursuit of profitable growth under three themes: Understanding Drivers of Profitability, Relevant Methods of Creating and Sustaining Profitable Growth, Informed Decision Making

Financial Reaction

- Three ultimate financial reactions, three base triggers of profitability, changing cost perspective

SCPM framework

- Value-Price-Cost equilibrium and the challenges

Drivers of Profitability

- Understanding cost behavior, four drivers of cost, three measures and nine triggers of operational performance

PRIDEM™ Framework

Integrated Target Costing

- Need, challenges and gaps, three approaches to target pricing, linking customer value and profitability, achieving target profit and target cost integrating design tools

WIP – The reflection of Operational Effectiveness and Efficiency

- Impact on planning horizon and competitive advantage, eight characteristics of perfect process

Capacity Creation Dilemma

- 4D Capacity Grid™, modular capacity creation, disruptive technologies and their impact, de-skill to multi-skill human capacity



A Zen master to the core, Hariharan combines lean, quality, agile, innovation and value engineering to powerfully impact and create outstanding value. His capability to articulate the impact on the bottom line and his methodology has proved to be very useful to us in our quality and improvement initiatives at supplier end.”

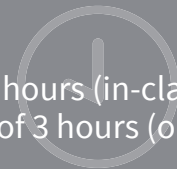
M N Varadarajan
Senior Vice President
TVS Motors



Open to all, who wish to add a new perspective and skill to their thought process

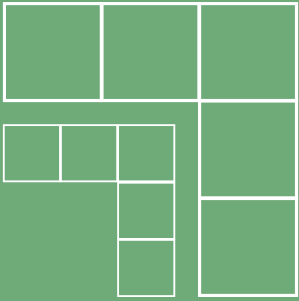


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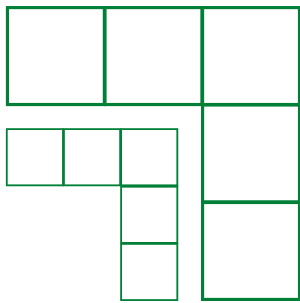


- M. Hariharan, Director, Savoir faire Management Services Pvt. Ltd.
- Chartered Accountant, Cost Accountant, Certified in Design Thinking from MIT Sloan
- Conducted 1000+ programs and trained across the globe on the concept of Lean, Design Thinking, Constraints Management and Cost Management
- Prolific writer with more than 75+ articles to his credit
- Involved in consulting and training for almost three decades
- CEO Coach and visiting faculty at SP Jain Institute of Management and Research, Great Lakes Institute of Management and Indo-German Training Centre





Money Matters



Finance For Non-Finance Professionals

- Successful organizations manage the integration of business goals with financial goals. Career growths and heightened responsibilities demand the knowledge of business finance across all functions. Finance, indeed, is the language of business, it plays a key role in decision making.
- Aims at familiarizing participants with conceptual knowledge of basic financial and costing concepts that they can apply comfortably in their respective functional areas.

Overview of Profit & Loss Account and Balance Sheet:

- Special reference to familiarization of basic concepts based on the Annual Report of a company
- Income & expenses, assets & liabilities, depreciation and fixed assets expansion, inventory and receivables

Company Performance Evaluation through Ratio Analysis:

- Evaluation of specific aspects of performance
- Overall evaluation with DuPont Chart

Working Capital Management:

- Concept and quantification of operating cycle

Costing Concepts:

- Fixed Costs and Variable Costs.

Application of Fixed Costs and Variable Costs Classification

Pricing Decision:

- Accepting new order, product deletion decision

Break-Even Analysis:

- Application to decision making

Techniques of capital budgeting decision with the help of a practical project evaluation decision*

- Accounting Rate of Return, Payback period, Time value of money, DCF - NPV / IRR

*can be done in case of a 3 day programme



An encyclopedia! Facts, figures, logic, strategic thinking, business acumen, one could endorse Mr. Fakhri on many more such skills which attract a lot of people to him for problem resolution discussions. He has great insights, and sure enough, if you listen intently you will succeed.

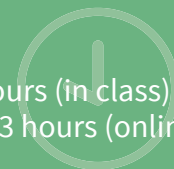
Sanjukta Ray

**Change & Resource Management
Thyssenkrupp Materials IT Services**



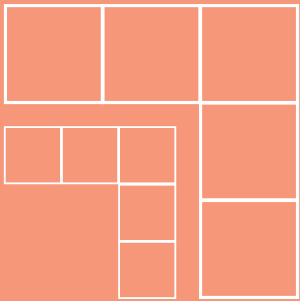
Open to all professionals from non-finance functions - sales & marketing, operations, purchase and procurement SCM, HR among others

- 12 hours
- 2 days of 6 hours (in class)
- 4 sessions of 3 hours (online)

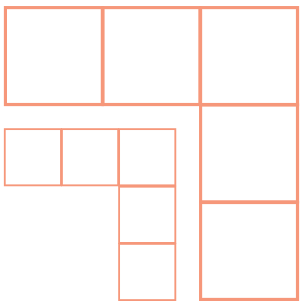


- S. M. Fakhri retired from a large multinational company in India from the role of strategy development. Prior to that, he has experience in product management, logistics and SAP implementation.
- Instrumental in providing management training to employees of Aditya Birla group of companies, Raymonds and M&M to mention a few.
- Visiting faculty at various management institutes in the areas of Financial Accounting, Management Accounting, Financial Management, Mergers & Acquisitions and Strategy Management.





People & Performance



Leadership Mantra

- “Be the Leader you expect of others”. Leaders bring the weather, and they define to a large degree what can and can’t happen in their organization. There are different shades of leadership. Leaders have to inspire teams and they need to hold their teams accountable. They need to be empathetic, but be able to give tough feedback. Leaders empower and delegate, they also guide and motivate.
- Through this programme the participants will deep dive and unearth the competencies and attitude required to lead.

JOLT – Journey of Leadership Transitions

Leader as a Coach

- High Performance Model
- Asking Powerful Questions

Moving from Feedback to Feedforward

- SBI model of giving feedback
- Listening Skills

Emotional Intelligence

- EQ Model – Daniel Goleman
- Shades of Resilience
- Circle of Concern and Influence

Social Styles

- Responding to the communication needs of others
- Working with people who need Results, Analysis, Acknowledgement & Relationships

Influencing and Conflict Management

- Transactional Analysis: Understanding the Parent Adult Child Ego states of Self and others
- Conflict Management

Valuing Differences and Instilling Trust

- BRAVING Model



Anita is a seasoned HR professional with an excellent blend of academic and corporate experience. Learned, conceptually sound and pragmatic with a 'solutions' oriented approach to HR. Her ability to catch the real, underlying people issues and finding appropriate interventions/ solutions is remarkable.

Shrikrishna Bhawe
Director - Human Resources
Forbes & Co.



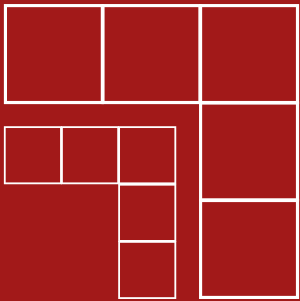
Open to all professionals, individual contributors who need to be groomed to become people managers and leaders for an organization

- 16 hours
- 2 days of 8 hours (in class)
- 4 sessions of 4 hours (online)



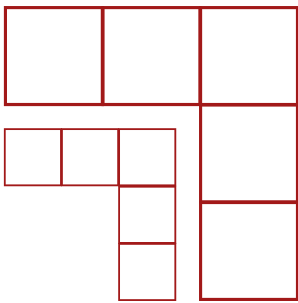
- Dr. Anita Bandyopadhyay, Director, KafeHR, ICF Professional Certified Coach, IAF Endorsed™ Facilitator, and certified in Korn Ferry Leadership Architect 101
- HR Process Consultant, Independent Director Ami Organics Ltd and Speciality Restaurants Ltd.
- Over 2 decades of experience in large corporate houses such as Raymond, Pidilite Industries and Ajay Piramal Group, in leadership development, talent management, performance management, HR processes and coaching leadership teams
- Adept at solving problems, improving processes, measuring achievements, developing systems, and dealing with an organization's culture





**Innovation
Inspires**





Biomimicry for Product Innovation and R&D

- Biomimicry simply means 'copying from Nature'
- Bios = Life + Mimicry = Imitate / Copy
- Unlocking Nature's Wisdom to build better products
- Stimulate 'out-of-box' approach to innovation and R&D
- Gain a new body of knowledge resources for further research
- Interactive, engaging and insightful lecture presentations to create an awareness on the topic

Context Setting

- What is Biomimicry?
- What are the Principles?
- Who practices Biomimicry?
- How does it help in Product Innovation & RD?

Seeing Nature through a NEW Lens

- Overview of Biomimicry Methodology
- Using Nature as a Mentor
- The 3 seeds of Biomimicry
- Explore | Discover | Evaluate | Create Framework
- Biology to Design
- Challenge to Biology
- Define Context
- Discover Natural Models
- Case studies and applications

The above course work will comprise presentation decks, case references and group discussions



Magesh is a visionary person who can think through the situations, has the capability to overcome complex situations and stay completely focused on the goal at hand. He has been a true inspiring leader able to motivate people and bring the best out of oneself. It has been great pleasure and learning while working with him.

Anindya Sadhu
Asst. Manager
HCL Technologies



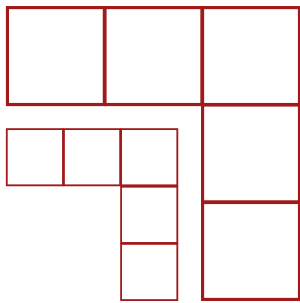
This course is designed to deliver across all levels of the organization. The lectures are based on real world 'use cases' and are easily relatable to wide range of participants.

- 4 hours (in-class or online)



- Magesh Srinivasan, a Speaker and Thought Leader in 21st Century Innovation, consults with CXOs and mentors Start-Up Founders globally.
- Portfolio available at www.datamentor.co.in
- Alumni of IGTC Batch 2000 sponsored by Bosch. Graduated from MIT Sloan School of Mgmt.'s Senior Leadership Executive Program in 2015.
- Leads People, Process and P&L across Fortune 100 brands, travelled to 38 countries, 100 cities over his corporate career of 23 years.





Design Thinking

- Design Thinking is a methodology that aims to innovatively traverse through the unstructured PESTEL challenges keeping the customer focus as the central theme, to broad base the innovation mindset, to create a collaborative approach to ideation and to implement customer centric solutions.
- Trains individuals to find solutions to human problems empathetically, enables a multidisciplinary, holistic approach to look at the big picture, brings in response-ability & nurtures an environment to fail fast fail safe.

Goal Congruence

- Goal vs Necessary Condition
- Necessary but not Sufficient Conditions
- Stakeholders Alignment

Design Thinking Basics

- Framework of Design Thinking
- Challenges in Value Creation and Fulfillment
- Defining Stakeholders - Impactors and Impacted
- Revisiting the needs of the stakeholders
- Six principles of consumption
- Three values for the customers

Design Thinking - Building Blocks

- Three Elements of Innovation
- Design Thinking Skills Framework
- Immersion to Insight
- Empathy, Collaboration, Fail Fast and Fail Safe
- Framework for Empathy Mapping

Case Study on Design Thinking

- Immersion - Identifying Customer Needs, Customer Experience Map
- Ideation - Solution Concepts, Prototyping
- Implementation - Future State Customer Experience cycle

Application of Design Thinking framework (Group Work and Presentations)

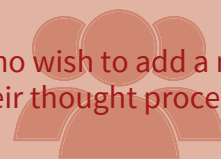


A Zen master to the core, Hariharan combines lean, quality, agile, innovation and value engineering to powerfully impact and create outstanding value. The design thinking programme tickled our laxing common sense intuitions. We learnt to understand needs of others, how not to assume and form a more holistic and empathetic perspective i.e. an immersion process.

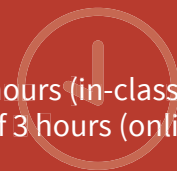
Satyendra Mehra
Group Director
NürnbergMesse India Pvt. Ltd.



Open to all, who wish to add a new perspective and skill to their thought process

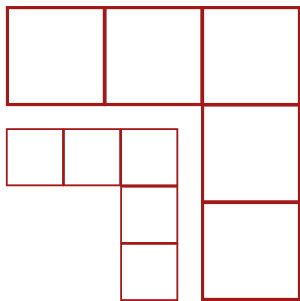


- 12 hours
- 2 days of 6 hours (in-class)
- 4 sessions of 3 hours (online)



- M. Hariharan, Director, Savoir faire Management Services Pvt. Ltd.
- Chartered Accountant, Cost Accountant, Certified in Design Thinking from MIT Sloan
- Conducted 1000+ programs and trained across the globe on the concept of Lean, Design Thinking, Constraints Management and Cost Management
- Prolific writer with more than 75+ articles to his credit
- Involved in consulting and training for almost three decades
- CEO Coach and visiting faculty at SP Jain Institute of Management and Research, Great Lakes Institute of Management and Indo-German Training Centre





Phygital Innovation Masterclass

- The Post Pandemic world of business demands a new framework of Thought & Innovation in order to stay ahead of the growth curve in any industry.
- Legacy businesses that survived in the 20th Century need to learn how to create a PHYGITAL business model that is a combination of PHYSICAL + DIGITAL in order to thrive in the 21st century.
- This programme provides the toolkit required to design a Phygital Business Model for that can Create, Capture and Deliver Value using the latest Technology Solutions available in this decade.

Context Setting

- Familiarize Digital Technology Concepts
- Create visual schematic diagrams to illustrate Digitalization of Physical business models

An overview of the following technology areas

- IoT Connectivity Beyond 5G
- A.I Revolution | Machine Learning
- Digital Workplace
- Cybersecurity
- Blockchain
- Robotics
- Next Gen. Mobility | Self-Driving Cars
- The Human-Data-Machine (HUDAMA) Paradigm

The above course work will comprise presentation decks, case references & discussions



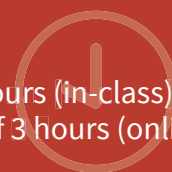
Magesh is a great mentor. His knowledge and understanding of the latest 21C automotive technologies and trends sets him apart as a leader in the industry. He is able to look far ahead into the future and guide his mentees effectively to become a leader in the oncoming AI revolution. It was an absolute pleasure and honour working with him at HCL.

Amith Katta
Powertrain Project Manager
Stellantis



This course is designed to deliver across all levels of the organization. The lectures are based on real world 'use cases' and are easily relatable to wide range of participants.

- 6 hours
- 1 day of 6 hours (in-class)
- 2 sessions of 3 hours (online)



- Magesh Srinivasan, a Speaker and Thought Leader in 21st Century Innovation, consults with CXOs and mentors Start-Up Founders globally.
- Portfolio available at www.datamentor.co.in
- Alumni of IGTC Batch 2000 sponsored by Bosch. Graduated from MIT Sloan School of Mgmt.'s Senior Leadership Executive Program in 2015.
- Leads People, Process and P&L across Fortune 100 brands, travelled to 38 countries, 100 cities over his corporate career of 23 years.





IGTCians at heart...phenomenal we will be!!



IGTC's role is to extend the evolved values of the notable German Dual System that stands for 'Learning by Doing', by balancing theoretical knowledge of management concepts with practical experience and training to groom future leaders. We have launched over 2,500 alumni to success. Join us today and benefit from lifelong learning and global networking opportunities.

