

“The value of a business is a function of how well the financial capital and the intellectual capital are managed by the human capital. You'd better get the human capital part right.”

Dave Bookbinder



NEXT GEN
HUMAN
CAPITAL



Award Winning Training Company



Only now in 2023 do we have evidence that the 130-year-old discipline of developing Human Capital is on the right path to meeting the special needs of every enterprises. Corporate professionals and their managers. Why has this taken so long? Is anyone accountable? What is occurring now that wasn't occurring earlier that facilitated this advancement in the right direction? What can we look forward to regarding how corporations train the people responsible for delivering their top line. For more information about **COTROU's Enterprise Solutions**, email us at info@cotrou.com today.

SCAN THE QR CODE



Transform your Team

Human Capital consists of the Mind, Body, Skills, and Energy that people accumulate throughout their lives, enabling them to realize their potential as productive members of an enterprise. Investing in people through Performance Audits, Learning Tools, Training & Development, and Assessments helps develop human capital, and this is key to ending extreme stagnancy and creating Growth for the enterprise.

We should look at training and development as an integral part of the human resource development activity today. The turn of the century has seen increased focus on the same in organisations globally. Many organisations have mandated training hours per year for workforce keeping in consideration the fact that services are becoming more demanding. Training may be described as an endeavor aimed to improve or develop additional competency or skills in the workforce on the job one currently holds in order to increase the performance or productivity. Technically training involves change in attitude, skills or knowledge of a person with the resultant improvement in the behavior.

For training to be effective it has to be a planned activity conducted after a thorough need analysis and target at certain competencies, most important it is to be conducted in a learning atmosphere. While designing the workforce development program it has to be kept in mind that both the individual goals and organisational goals are kept in mind. Although it may not be entirely possible to ensure a sync, but competencies are chosen in a way that a win-win is created for the workforce and the organisation. Typically organisations prepare their training calendars at the beginning of the financial year where training needs are identified for the workforce. This need identification called as 'training need analysis' is a part of the performance appraisal process. After need analysis the number of training hours, along with the training intervention are decided and the same is spread strategically over the next year. The success of a training program is evaluated in terms of the end result or the increase in the work ability, skill or competency in the trainee. For any training program to be successful it is very essential to follow a certain process.

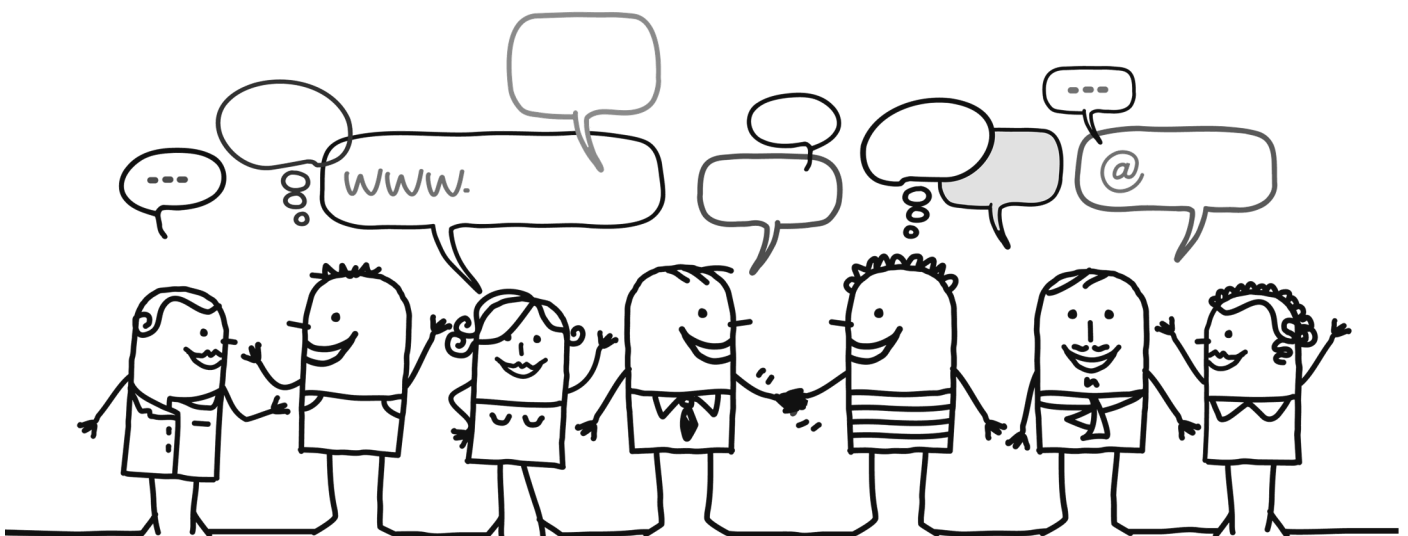
DO NOT CHANGE THE FOCUS OF YOUR CORPORATE MANAGERS FROM BUSINESS

Corporate managers are tasked with devising, testing and evaluating a variety of training strategies and techniques for their new and existing Team. That is a challenging, time-consuming and overwhelming responsibility. It may impose undue stress on them, disrupt their day and preclude them from doing what they are good at – selling, coaching, and managing accounts. If they spread themselves too thin, their productivity will suffer and the company's earnings may eventually go down. Therefore, a lot of organizations are increasingly turning to Corporate training companies and get the help they need to educate their Corporate reps.

CORPORATE TRAINING REQUIRES LOT OF PREPARATION

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Drive your business forward by implementing our Workforce Development Solutions



20 YEARS OF TRAINING EXCELLENCE

Passion

3 LAKH PROFESSIONALS TRAINED

30

Trainers with 30 + years corporate experience in different managerial positions with worlds best Companies

20

20 years of Training Experience. We are experts in TNA Audit, Module Creation, Training Execution

3L

Trained more than 3,00,000 Graduate students on the subject of Employability Skills

3L

Trained more than 3,00,000 Professionals in the Corporate world working with top business houses

5

Can conduct Training in 6 different languages (English, Hindi, Kannada, Tamil, Malayalam). English is the preferred language

400

More than 400 business houses associated with us for strategic Consulting, TNA Audits & Corporate Trainings

Our Corporate Trainings are led by Master Trainers with hands on Industry experience of more than 20 + years & Trained from Leading Institutes like NIS Sparta & National Productivity Counsel. Our Custom made training modules made after careful TNA Audit gives results a mandatory. Corporate executives and Corporate managers would agree that their Corporate teams need ongoing training, coaching and support to get to the top of the game and stay there. Even the most experienced driven and efficient Corporate professionals should constantly upgrade their skills and keep abreast of new Corporate trends and emerging technologies. In a fiercely-competitive market, your Corporate professionals should challenge themselves to learn more, achieve greater results and embrace new strategies. Those who appreciate the value of education stand a better chance of maximizing their potential and optimizing results.

Outsourcing will save you time and money

In order to provide effective training, you need to develop a wide array of training manuals addressing different aspects and stages of the Corporate process, customer service and relationship building. In addition to that, you need to cultivate a reinforcement process that may include practice sessions, evaluation strategies, group coaching and one-on-one coaching, quizzes, exams, mock interviews, among other things. No matter how savvy, sharp or dedicated you are as a Corporate manager or Corporate executive, wrapping your mind around all these tools and activities may be impossible and impractical (especially given the hectic schedule of a Corporate manager). Outsourcing your Corporate training will significantly decrease the amount of time it would take to keep your team up-to-date or bring your new hires up to speed. This is your opportunity to turn each Corporate professional into a more productive and efficient staff member in less time. Also, as we stated above, powerful Corporate strategies should be based on extensive research, rather than personal experience or opinions.

CORPORATE EXPERTS WILL HELP YOUR TEAM COMMUNICATE MORE EFFECTIVELY

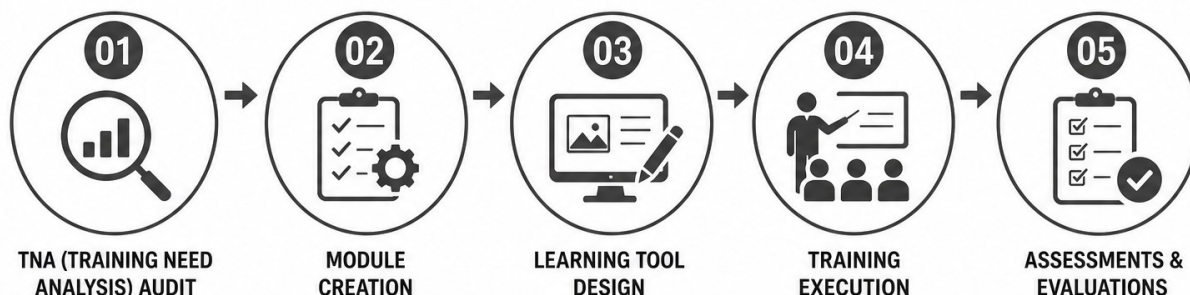
Training experts will help your Corporate people clearly communicate the value of your products and services. They will teach them how to identify customer needs, present persuasively, and, listen actively. Your staff will learn how to decode body language signals, facial and vocal expressions and fine-tune their message accordingly. This psychological approach requires expert knowledge and advice, something your Corporate reps will not be able to obtain internally.

If you decide to offer Corporate training in-house, you'll need to put an enormous amount of time into research, while putting other crucial tasks and responsibilities on hold. But when you work with a Corporate training expert who is up-to-date on all the latest developments in the business world, they will do all the work for you and tell you exactly what is going on in the field, what works and what doesn't, and what the best way is to move your team forward. Your Corporate force will be exposed to new and reliable Corporate methodologies that are proven to work and have been developed, polished and enhanced by experts with years of business experience. It feels good knowing that you give each professional, all the critical tools they need to fulfill their potential and maximize results.

No matter how valuable, the Corporate manager's subjective point of view may not serve as a solid foundation for Corporate training. Therefore, the training steeped in research will prove to be of greater value and have a bigger impact. Bottom line: Rolling out a great product will only get you that far if you don't equip your Corporate reps with all the crucial tools they need to do their job and succeed in a fiercely-competitive market. Simply put, the more time, effort, energy and thought you invest into the training process, the more likely you are to see positive revenue growth and get to the top of the game. By outsourcing your Corporate training to a training expert, you will ensure that your Team will receive the high-quality, practical and results-driven training they deserve to realize their full potential. Knowing that their organization is doing everything in its power to help and educate them will prompt them to exert extra effort to optimize results and move your business forward. In addition, compelling and intellectually-stimulating training will not only help you attract superstars, but also retain top talent and increase your competitive advantage.

COTROU'S EXPERTS CAN BRING IN MANY INNOVATIVE IDEAS

Some Corporate executives still adhere to the old way of managing and training their Team. They are oblivious to the fact that the Corporate world continues to evolve; what worked in the past may no longer have the same impact in today's marketplace. The organizations that embrace change and adapt to new challenges are poised to gain the edge over their competition and increase market share.



Only now in 2023 do we have evidence that the 140 year-old discipline of sales training is on the right path to meeting the special needs of its direct customers: salespeople and their managers. Why has this taken so long? Is anyone accountable? What is occurring now that wasn't occurring earlier that facilitated this advancement in the right direction? What can we look forward to regarding how corporations train the people responsible for delivering their top line?

The Process

Typically organisations prepare their training calendars at the beginning of the financial year where training needs are identified for the workforce. This need identification called as 'training need analysis' is a part of the performance appraisal process. After need analysis the number of training hours, along with the training intervention are decided and the same is spread strategically over the next year. The success of a training program is evaluated in terms of the end result or the increase in the work ability, skill or competency in the trainee. For any training program to be successful it is very essential to follow a certain process.

HOW SHOULD I CONSULT?

It is recommended that employers consult with all staff on an annual basis to assess organisational training and development needs. Depending on your organisational needs, budget and time factors, the way you consult could be via a focus group, one-on-one meetings, or a questionnaire. Focus groups and one-on-one meetings involve a carefully planned discussion with a small number of participants and are designed to obtain thoughts on specific issues, programs or products in a permissive and non-threatening environment. They provide qualitative data, giving insights into attitudes, perceptions and opinions of participants. Information is sought through open-ended questions and through observing respondents during the discussion.

ANALYSE THE AUDIT RESULTS

After consulting with your employees, analyse the results of the questionnaire, focus group or one-on-one meetings to determine where the staff skill gaps lie. Compare skills already obtained with skills required to do the current job and those required for future development. You may find that an employee is better suited to a different role than that which they are currently employed to do.

CREATE A TRAINING PROFILE

Create a training profile by recording your analysis in an easily retrievable format such as a table.

Depending on the size of your organisation, you may wish to record data on a sectional or divisional basis. Identify the types of courses or on-the-job experiences requested, the number and levels of people requiring training (for example, shop floor, managers), and the number of sessions needed. Distinctions made between full and part-time staff will allow session times to be scheduled in working hours.

DEVISE A TRAINING AND DEVELOPMENT PLAN

Once all requirements have been worked out, draw up a Training and Development plan to facilitate commitment to the process. The plan should list all of the courses scheduled, the types of employees identified as ideal participants, the dates, venue and session times.

PUBLICISE THE TRAINING AND DEVELOPMENT PLAN

Publicise the training and development plan to all staff, preferably providing individuals with personalised notice. This ensures that all employees are advised of the available learning opportunities and provides equal access to developmental opportunities.

IMPLEMENT THE TRAINING

Subject to operational needs, make sure your organisation delivers the training sessions!

EVALUATE THE TRAINING

Evaluate the effectiveness of the training at a specific later date to ensure management and employees are satisfied with the outcomes. Performance feedback sessions may also provide a good opportunity to assess whether all recommended training sessions were delivered.

Industry Verticals

Agriculture And Allied Industries | Automobiles | Auto Components | Aviation | Banking | Cement | Consumer Durables | Ecommerce | Education And Training | Engineering And Capital Goods | Financial Services | FMCG | Gems And Jewelers | Healthcare | Infrastructure | Insurance | IT & ITES | Manufacturing | Media And Entertainment | Metals And Mining | Oil And Gas | Pharmaceuticals | Ports | Power | Railways | Real Estate | Renewable Energy | Retail | Science And Technology | Steel | Telecom | Textiles | Tourism & Hospitality

Businesses that are ready to invest in Corporate Training have a serious decision to make: should they rely on their internal resources and train their team in-house, or will they benefit *MORE* from **Outsourcing the process to a Corporate Training Company, with a proven track record and experience?**



COTROU



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