



Accelerating Organizational Transformation

Accelerating Business Transformation



# Our Vision

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**TO BE A CATALYST IN THE BUSINESS OF OUR CUSTOMERS BY HELPING THEM  
ACHIEVE PROFITABLE GROWTH THROUGH OUR SERVICE OF  
CONSULTING, COACHING AND CONTRACTING.**

# Our Team



**Debashish Sen**  
CEO



**Joydeb Mukherjee**  
Founder Director



**Sanjoy Mukherjee**  
Mentor and Coach



**Natesh Mani**  
Business Consultant



**Animesh A Mishra**  
Vice President  
Sales & Business Development



**Moyna S Gopal**  
Business Head



**Randeep Rai Singh**  
Business Head  
India West , South & GCC



**Prashant Jaswal**  
Business Head



**Teena Sharma**  
Business Engagement  
Manager



**The Acelopreneurs**

## Acelot Services – 3C

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### **CONSULTING**

Providing Strategic Insights and Recommendations

### **COACHING**

Training | L&D Program | Leadership coaching |  
Engagement Program – Customer & Employee

### **CONTRACTING**

Outsourced Services : SLA based delivery | Staffing

# Acelot Program - Schedule

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## Consulting

- **Business Transformation :** Organisation | Function
- **Sales :** GTM | Product Launch
- **Marketing :** Strategy | Execution
- **Customer :** Acquisition | Engagement
- **Channel :** Architecture | Design (for client acquisition & Retention)
- **Market Research**
- **Business Development Plan**

## Coaching

- **Training :** Identifying Needs | Creating Content | Delivering Program | Measure Impact
- **Mentoring :** Functional Guidance through Industry Experts
- **Engagement :** Program | Event – Client | Customer
- **Coaching :** Leadership Grooming by Industry Expert

## Contracting

- **Staffing :** Manpower Solution
- **Undertake Process Delivery**
- **Outsourcing Resource**
- **Deliver** on the Consultancy paper with milestone based performance measure
- **Back Ground Verification**
- **Document Management**
- **Execution :** Sales and Revenue Growth

B2B | B2C | C2C

*“Successful people tend to have a high need for self-determination. In other words, the more that leaders commit to coaching and behavior change because they believe in the process, the more the process is likely to work.”*

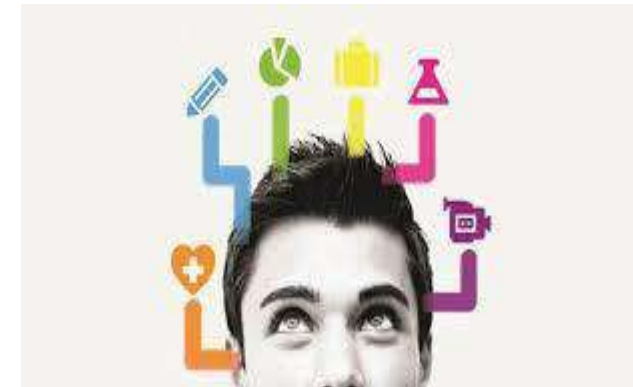
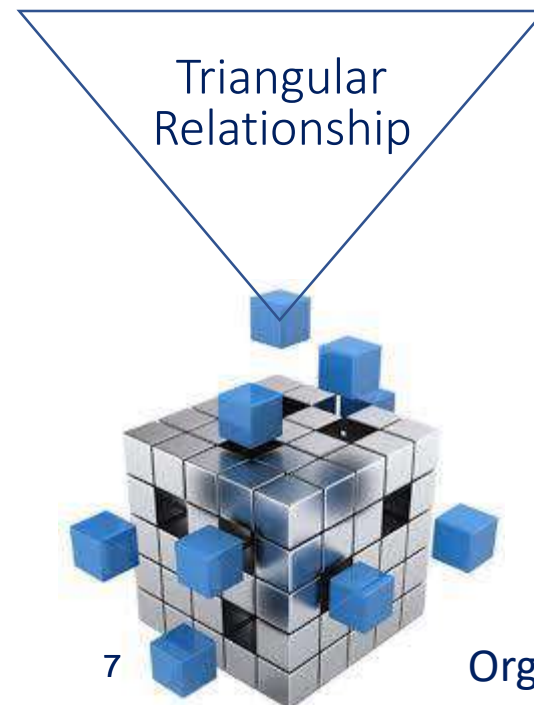
*—Marshall Goldsmith*

# Coaching is . . .

- A one-on-one partnership between a client and a professional coach to meet a specialized need or goal
- A catalyzing partnership that accelerates the process of great performance
- About individual's identifying a purpose and living out that purpose
- A journey of personal and professional discovery



Coach



Coache

Organisation

# Distinctions of Coaching

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- **Therapy & Counseling**
  - Focus on past and trauma, seeking healing
- **Mentoring**
  - Focus on succession, training to do what a mentor does; networking
- **Consulting**
  - Focus on problems, giving advice, information, strategy and structure
- **Coaching**
  - Focus on the present & future, guiding towards a desirable outcome



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# Why Coaching Matters



## 5 Executive Challenges

### Nearly Impossible to manage. . .

1. Do **more with less**...and less.
2. **Cope with** ridiculous levels of **uncertainty, volatility**, and blindingly rapid **change**.
3. **Manage** a gut-wrenching level of **complexity**.
4. **Engage and mobilize people** authentically and ethically, even from great distances.
5. **Don't burn out!**



## Executive Challenge - 1

# Do **MORE** with less... and less... and less

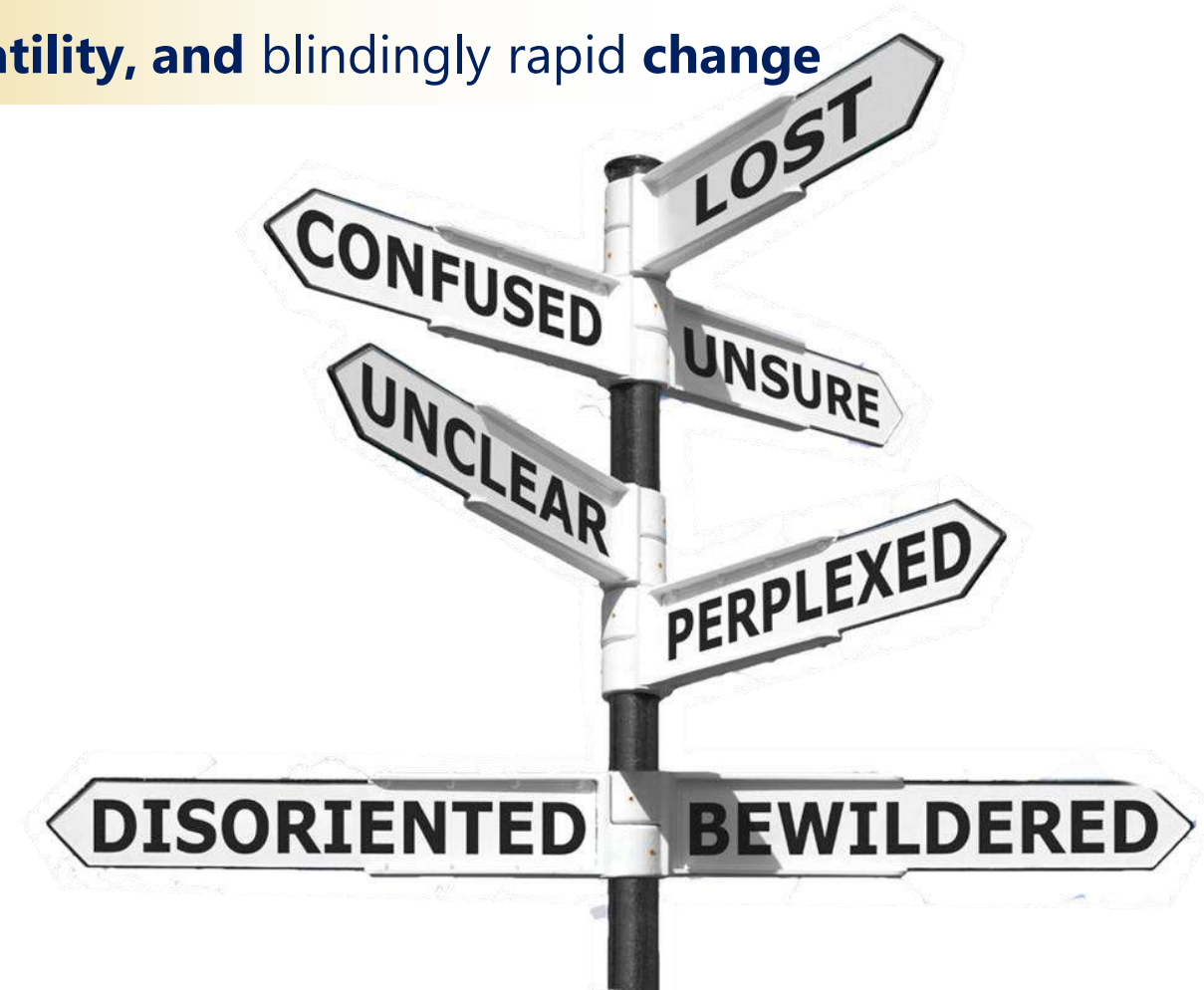
- Waves of layoffs
- Spans of control grow larger
- Productivity improvements are often implemented poorly, while budgets are cut anyway
- Perception that many companies have cut “into the bone”
- Number of initiatives continues to grow



## Executive Challenge - 2

**Cope with** ridiculous levels of **uncertainty, volatility, and** blindingly rapid **change**

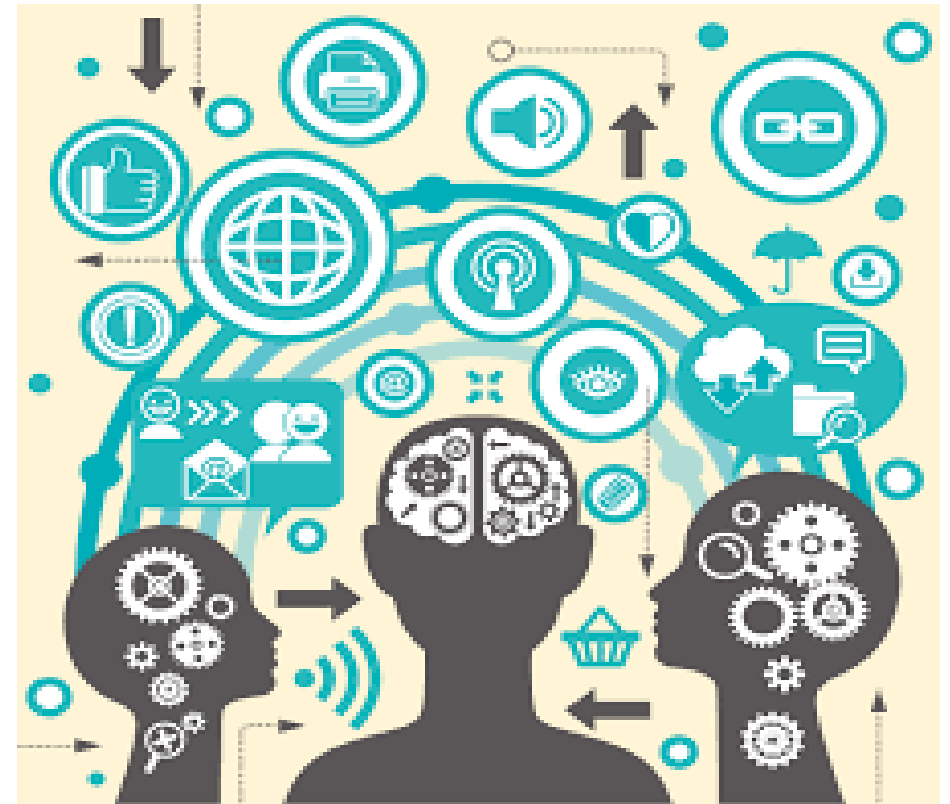
- Overnight economic shocks
- Technology disruptions
- Instant overseas competition
- Unanticipated disasters
- Corporate scandals
- Incredibly fickle consumers
- Sudden government intervention



## Executive Challenge - 3

### **Manage** gut-wrenching levels of **complexity**

- Vertical and/or horizontal layers
- Multiple bosses
- Global and cross-cultural mobilization
- Everyone wants to be included
- Uncertainty
- Information overload
- Changes in laws and regulatory requirements
- New technologies



## Executive Challenge - 4

### Engage and mobilize people : Authentically and ethically

- Employees are more cynical than ever about leadership
- People hide behind email, texting, and social networking
- It is as hard as ever to adapt to the fact that people communicate and process information differently
- A new generation of workers demands to be inspired



# Coaching is . . .

## Don't burn out!

- Past 10 years: Doubling of the % Executives affected by stress
- 53% of Executives overtired and overwhelmed by work
- Among executives: Increase in mood stabilizing prescription drugs; Increase in alcohol consumption; Increase in divorce rate; a large number of them report feeling hopeless about dealing with the current challenges of leading



## The Presenting Problems (Short List)

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- My people don't do what I need them to do
- The executive team is not moving in the same direction
- I'm having a conflict with a colleague
- The board can't make up its mind about a strategic decision
- It takes too long to get things done
- We are not innovating fast enough
- My boss and I are not on the same page
- My career trajectory has hit a plateau
- I am burning out (and so is my team)
- I need to assimilate into a new culture (new country, new corporate culture)
- We don't have a strategy
- We have a strategy but it isn't getting done
- Turnover is high and good people keep leaving
- I need to learn some new skills (influence, more powerful communication....)
- We need to turn around this organization
- We have an opportunity to take things to the next level, and I don't know how
- The culture needs to change and is resisting my efforts to change it
- I got feedback about a blind spot and I need help changing it
- I need someone to bounce ideas around (a "sparring partner")





## Why Executive Coaching is so Powerful ?

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- Unlike training and development programs, where 85% of content is forgotten in two weeks, coaching provides lasting impact and sustainable improvements
- Proven process emphasizes ongoing reinforcement and measurable results, and moves forwards towards continuous improvements in performance
- Content provides a set of tools and distinctions for lasting impact
- Focus on data and metrics, so that our clients get accurate insights and we are all moving towards the same goals
- Coaching emphasizes a holistic look at each client, including both behaviors and perceptions



# Executive Coaching Offers Proven ROI\*

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- Studies consistently show an average return of between \$4.30 and \$7.90 for \$1 invested in executive coaching.
- Coaching is used as standard leadership development for elite executives and talented up-and-comers.
- Training combined with coaching increases productivity by an average of 86% (VS 22% with training alone).
- Fast Company: 92% of leaders being coached say they plan to use a coach again



\* When done right

## And Clear Benefits . . .

### **Companies that provide coaching report these benefits (Source: ICF):**

- Productivity (reported by 53% of executives)
- Quality
- Organizational strength
- Improved customer service and reduced customer complaints
- Improved retention, especially among those receiving coaching
- Cost reduction and bottom-line profitability (22%)

### **Executives who received coaching received these benefits:**

- Improved working relationships with direct reports (reported by 77%)
- Improved working relationships with immediate supervisors
- Better teamwork
- Improved working relationships with peers
- Greater job satisfaction (61%)
- Reduction in conflicts
- Improved organizational commitment
- Stronger client relationships



# Coaching and Leadership Development

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**Intentional:** Coaches promote intentionality by providing structure, process, accountability and feedback

**Purposeful:** Coaches keep the process purposeful by making sure that it is linked to objectives and specific outcomes

**Personal:** Coaches keep the process specifically focused on the individual

# How to Assess When Coaching Is Needed

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- High-potential leadership development
- Leadership succession/transition
- Family-owned business challenges
- Are your leaders exhibiting ...
  - Lack of social or communication skills
  - Difficulty making decisions
  - Inability to control emotions

## Preparing for the Coaching Experience

### Assessments

- 360° Feedback
- Myers-Briggs Type Indicator
- Hogan Personality Assessments
- Other assessments basis needs

# John, CFO - Coaching Metrics

Six Month Developmental Plan

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**Organizational Objective:** Develop leadership pipeline and become a talent magnet firm

**Developmental Needs** – John can identify talent within his team, but struggles developing their leadership skills. As a result many of his people are leaving because they do not see opportunity to grow.

- **Improved Skill/Behavior Metrics**

- To clarify what the organization requires/rewards in leadership – higher skill development areas
- To distinguish between delegating to direct reports and mentoring direct reports
- To determine strengths/challenges in people development (360°) and formulate plan for addressing challenges, using this as a model for developing direct reports

- **Developmental plan**

- John will meet with each of his direct reports over the next month, talk to them specifically about the 360° feedback, schedule time to talk to each of them about their personal/professional development plan. (Specifically, John will work on listening without interruption and asking exploratory questions and will self-assess after each meeting and share with his coach how he rated himself)
- Using the Peak Leader model, John will identify the base line expectations of his firm for the performance of their leaders in each component of the PL model. (He will use this to evaluate his skill levels and his direct report's skill levels.) This will be the base of his developmental conversations with his direct reports
- John will talk to his coach about his own development plan regarding people development after all the feedback conversations are finished

# Coaching Process

## Coaching Process

Developmental  
Situational  
Remedial  
Retention

REASSESSMENT



- Clarify Issues
- Define objectives
- Design program / process
- Agree deadlines
- Agree feedback procedures



**Possible Assessment Options**

- Career Analysis & Review
- Various behavioural profiling tools
- Structured interviews
- Work Observations



- Define personal goals
- Schedule initiatives
- Develop measures
- Identify gaps
- Establish action plan
- Evaluate plan
- Agree relevance of objectives
- Enlist support of manager / HR
- Agree future check points
- Appointment of internal mentor (where appropriate)



- Review progress (at regular intervals)
- Discuss obstacles
- Provide further coaching



- Re-test on some profiling tools
- Client evaluation
- Sponsor
- Agree closure



*“Coaching is destined to be the leadership  
approach of the 21<sup>st</sup> Century.”*

—James Belasco



# Clients Served



# Our Coaches - The Corporate CXOs at Work



**SRIDHAR RAO**  
Mgmt Consultant & Coach



**ARJUN ROY**  
Certified Trainer & Coach



**BHASKAR BHATTACHARYA**  
Leadership Coach



**C. P. JOSHI**  
Mgmt Consultant & Advisor



**V. NATARAJAN**  
HR & Business Consultant



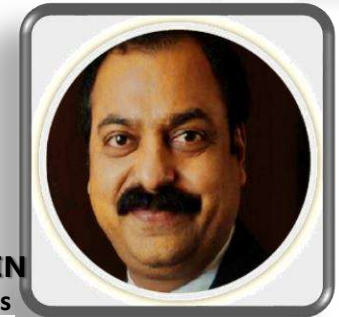
**GITA GUPTA**  
Wellness Coach  
Therapist & Counsellor - Stress Management



**AYAN BANERJI**  
Business Consultant



**RAGINI RAO**  
Trainer & Life Coach



**RAVINDER JAIN**  
CIO and Consultant - IT Transformations



**ANJU SABHARWAL**  
Coach, D&I Expert / Trainer & Mentor





**The Beginning of a  
Transformational  
Journey !!**

**Lets Accelerate Together**