

FAST F>RWARD

TO GREATER CAREERS



**Your Students' Careers
Build **Your Reputation****





What does the Industry want ?

Years of interaction with over one hundred corporate have helped us gain a crucial insight : companies look for competences which are a combination of knowledge, skills and attitudes while recruiting freshers.

A prominent survey has revealed the following data about employer expectation rating and performance assessment of newly hired employees in terms of knowledge, skills and attitudes.

• Employer Expectation Rating and Performance Assessment of Newly Hired Employees by Knowledge

KNOWLEDGE	EXPECTATION	PERFORMANCE	
	Knowledge is very important or important	Knowledge is excellent or very good	THE LAG
Environment	75.2 %	29.2 %	46.0 %
Organisation and processes within the organisation	77.9 %	16.8 %	61.1 %
Products/solutions/services including those of competitors	77.9 %	22.1 %	55.8 %
Consumer Behaviour	76.1 %	22.1 %	54.0 %

AVERAGE LAG
54.2%

• Employer Expectation Rating and Performance Assessment of Newly Hired Employees by Skills

SKILLS	EXPECTATION	PERFORMANCE	
	Skills are very important or important	Skills are excellent or very good	THE LAG
Analytical Skills	90.3 %	38.9 %	51.4 %
Computing including Excel Analysis	92.3 %	46.0 %	46.3 %
Communication (verbal and written including email communication)	92.0 %	37.2 %	54.8 %
Presentation Skills	94.1 %	37.2 %	56.9 %
Team work and Collaboration	92.0 %	28.3 %	63.7 %
Listening Skills	92.9 %	24.8 %	68.1 %
Selling Skills	70.8 %	26.6 %	44.2 %
Conflict Resolution	72.6 %	16.8 %	55.8 %

AVERAGE LAG
55.1%



AVERAGE LAG
52.2%

• Employer Expectation Rating and Performance Assessment of Newly Hired Employees by Attitudes

ATTITUDES	EXPECTATION	PERFORMANCE	
	Attitudes are very important or important	Attitudes are excellent or very good	THE LAG
Aptitude and Willingness to Learn	92.9 %	46.9 %	46.0 %
Creativity	81.4 %	28.3 %	53.1 %
Self Discipline	92.9 %	34.5 %	58.4 %
Self-Motivation	92.0 %	37.2 %	54.8 %
Commitment and Dedication	93.8 %	37.2 %	56.6 %
Ethical Behaviour	86.7 %	42.5 %	44.2 %

Clearly, there is a **significant lag** between industry expectations and the knowledge, skills and attitudes of employees fresh out of college.

The only way to make up for this is an **effective ancillary program** at the college level which addresses these critical factors.

A program which would not only **ensure students are industry-ready** but enhance the **credibility and reputation of the college** itself in corporate and academic circles.

A program that empowers students with **greater knowledge, greater skills** and **greater attitudes** and results in greater individual and institutional achievement.





The Power to Achieve is here !

Introducing **Students' Destination** - a unique and indispensable platform that empowers students to determine and achieve their career objectives through **Applied Behavioural Science**.

This pioneering initiative is backed by **industry veterans** and offers self assessments, insights into making the right career choices, counselling by **certified professionals** and various professional & personal development skills that enhance the confidence of students and prepare them for the corporate world.

OUR OPERATING PRINCIPLES

Focus on Outcomes/Results



Every module has clearly defined outcomes and a methodology to ensure that results are achieved.

Systematic Process



Change is not an event. We use a systematic process for the smooth transition to change in knowledge, skills and judgment.

Add Value



Placement index, Pre-assessment and Post-assessment help colleges and students understand their actual standing and progress.

Data Driven



Every module has clearly defined measurables and ways to assess them.

CORE VERTICALS

Students' Destination empowers students on their journey from school to career and beyond because achievement is an ongoing process and, in essence, their journey is their destination.

>> For School Students

- Study Stream Aptitude Evaluation & Guidance
- Career Aptitude Evaluation & Guidance
- Webinars by Industry Veterans
- Repository of College Information
- Information on Occupations and Industries

>> For College Students

- Campus to Corporate Workshop Series
- Webinars by Industry Veterans
- E-Library
- Information on Occupations and Industries

>> For Career Counsellors

- Career Counselling Certification
- Incubation Support Services
- Access to Database
- Sustained Business Development & Process Support
- Research and Updated Information on Occupations, Industries and Colleges
- Insights on Career Trends

>> For Parents

- Services on Understanding Careers
- Counselling on Available Career Options
- Webinars by Industry Experts
- Information on New Age Professions, Fastest Growing Professions and Highest Paying Professions
- Webinars by Industry Experts



CAMPUS TO CORPORATE : KEY OBJECTIVES



1. GREATER START

Empower students with the right mindset and skill set to successfully start their careers.



2. GREATER PLACEMENTS

Enable colleges to have an outstanding record of placements.



3. GREATER CREDIBILITY

Enhance the confidence of parents in the college to help their children achieve their career aspirations.



4. GREATER COMPETENCE

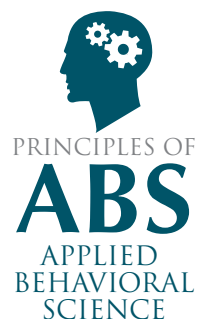
Give corporates a new breed of competent and highly productive fresher's.



5. GREATER EMPLOYABILITY

Help millions of young Indians become a part of the country's growth story by improving their employability skills.

THE STUDENTS' DESTINATION ADVANTAGE



Students' Destination features highly focused concepts and practice rather than theory. Its high quality modules are in sync with the current industry scenario. Well researched and highly comprehensive blended technology alongwith personalized progress report and development plan ensure transformation in mindset and skill set for students.

Also, articles and webinars by industry veterans and thought leaders, free online profiling around personality and strengths, peer group leverage to drive motivation and ability, effective placement process through our corporate network and deployment of Influencer Model help in starting and sustaining change.

THE 5e MODEL

The Practical and Measurable Knowledge, Skills and Attitudes Development Model from Students' Destination.



engineer the campus to corporate initiative



evaluate the students before each module



educate the students around the objectives of each module



enable the implementation of each module objective through counselling



evolve the students by assessing their understanding and application of the objectives of each module



engineer

DELIVERABLES :

1. Understand the College :
 - Vision
 - Philosophy
2. Study the feedback given by the students to the college.
3. Customise workshop content using principles of Instructional Design and Applied Behavioural Science.
4. Design case studies, activities and role plays.
5. Design appropriate training tools & techniques.



evaluate

DELIVERABLES :

1. Assess the students around :
 - Knowledge
 - Competencies
 - Skills
 - Judgment
2. Help students understand their journey ahead of them.



educate

DELIVERABLES :

1. Deliver the learning on the objectives of each module.
2. Introduce the students to the coaching program (way forward).
3. Deliver 200 hours of content in the areas of :
 - Personal Readiness
 - Interpersonal Readiness
 - Occupational Readiness

TRANSFORMATION
IN MIND SET
AND SKILL SET



enable

DELIVERABLES :

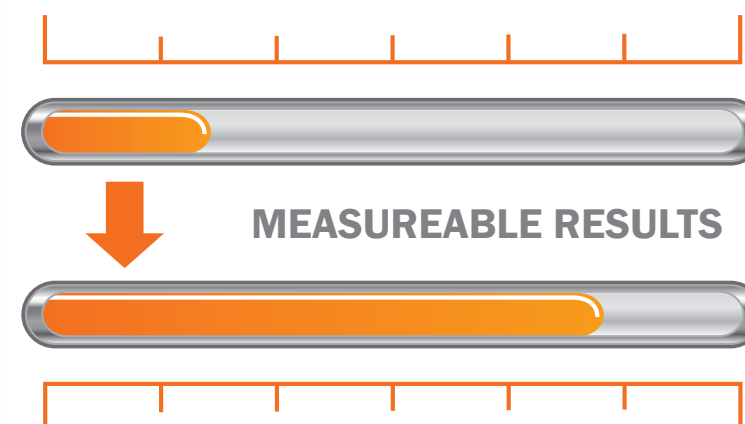
1. Coach the students on an ongoing basis to help them implement the objectives of each module.
2. Share researched articles and best practices from McKinsey, Harvard and CLC around each module.
3. Conduct webinars by bringing all the students together to discuss.
4. Identify and help students overcome the barriers to implementation.



evolve

DELIVERABLES :

1. Assess the students at the end of each module around :
 - Knowledge
 - Competencies
 - Skills
 - Judgment
2. Review success stories from various students.
3. Collaborate all sources and keep motivation going.





Our experience shows when we are training to build skills, the methods and systems that we select can make or break the success of the training efforts. In our many years of experience in training we have realized that to get the most out of training effort it takes an understanding of how new behaviors are learnt and sustained.

Many traditional training programs focus on providing large amounts of information, with limited opportunities for the learner to respond and even fewer opportunities for immediate feedback specific to each response. At most, these training programs might train to a level of mastery where the end result is simply a demonstration of accuracy. However, research has shown that using feedback and frequent reinforcement to train results in faster acquisition, better accuracy and higher retention.

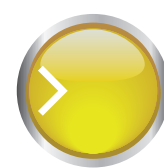
What we know about behavior can drastically impact the true success of our training programs. And now there is about a century of research on the laws of behavior which have guided the development of our training programs. **The foundation of our knowledge of fluency comes from Applied Behavioral Science.**

The foundation of ABS is the model of Antecedents, Behavior and Consequences.



The Science Behind Behaviors

The first step is to identify the skill to be built and break it down into component behaviors that are measureable, observable, reliable and specific. But these behaviors still need to be performed by the student until the skill is developed, ... **so how can the science of behavior help us in this regard ?** How will a student demonstrate learning ? What type of responding will be required ? These are all important questions that are central to the ABC Model of Applied Behavioral Science.



The Science Behind Antecedents

In order for the training to be effective the behaviors must be specific and there must be frequent opportunities for the learner to respond. Any behavior occurs because something came before it to prompt it (antecedents).

With properly designed antecedent information, fluent responding will help ensure the student responds correctly to similar situations in life. We embed the science of behavior in our instructional systems. This ensures the development of judgment as to when to demonstrate the right behaviors and stay motivated to build the skill.



The Science Behind Consequences

Applied Behavioral Science tells us that if these new behaviors are not positively reinforced then they will not continue. There is always a need for the frequent use of positive reinforcers directly following behavior when building any new skill.

Our training allows for frequent positive reinforcement and specific feedback. Use of consequences not only increases the opportunity for accurate responding but also makes the very progression of the training serve as a positive reinforcer.



**ANTECEDENTS
DRIVE BEHAVIORS**

**CONSEQUENCES
REINFORCE BEHAVIORS**





Positive Psychology

Positive psychology is the branch of psychology that uses scientific understanding and effective intervention to aid in the achievement of a satisfactory life.

The practical application of positive psychology assists students in identifying strengths so as to increase and sustain well-being. Our counsellors and coaches use new methods and techniques to enhance the happiness index of the students.

Tools of positive psychology encourage students to strive to do their best. Research studies in positive psychology show that when students learn and apply the tools of positive psychology their performance is enhanced upto 71%. Other benefits include enhanced discretionary efforts, better relationships, more hope, faith and positive emotions.

PROGRAM METHODOLOGY

Our module delivery would use a combination of the following :

Pre-Assessment

Interactive Sessions

Case Studies

Games & Exercise

Videos and Webinars

Developmental Exercises

Group Discussion

Assignments

Online Questionnaire

Group Coaching

Post-Assessment



Through our program elements we focus on Knowledge (Information on what to do), Comprehension (Understanding knowledge at a deeper level), Skills (Developing the ability to do it) and Judgment (Demonstrating the skills in the right situation).



VALUE PROPOSITION : For Colleges



1. GREATER CREDIBILITY

Enhanced credibility in corporate circles.



2. GREATER PREFERENCE

Preference by future students and their parents.



3. GREATER TRACK RECORD

Alumni with more successful career track records.



4. GREATER REPUTATION

Unmatched reputation in the peer community.



5. GREATER CONFIDENCE

Higher self-confidence in teachers, parents & students of current batches.

VALUE PROPOSITION : For Students



1. GREATER EMPLOYABILITY

Enhanced levels of employability.



2. GREATER ATTITUDES

Development of successful professional attitudes.



3. GREATER CLARITY

Optimal clarity on goals and careers.



4. GREATER CONFIDENCE

Complete confidence in handling job interviews.



5. GREATER START

Brilliant start to a happy career.



6. GREATER COMPETENCE

Real world corporate-scenario-oriented competence.



PROGRAM MODULES

R3ADINESS

The Three Fold Advantage

1 PERSONAL READINESS

- How to be Happy
- Self Understanding and Self Management
- Knowing Your Identity - Values and Character
- Managing your Emotions
- Individual Analysis - SWOT
- Motivation
- High Impact Communication
- Individual Decision Making

2 INTER-PERSONAL READINESS

- Listening Skills
- Speaking Skills
- Body Language
- Rapport Building
- Public Speaking
- Teamwork

3 OCCUPATIONAL READINESS

- Presentation Skills
- Influencing Styles
- Professional Grooming
- Business Writing
- Dynamic Business Environment
- Global Agencies
- Budgeting Rules
- Fundamentals of Banking
- Right Goal Setting
- Organizational Decision Making
- Entrepreneurship

SOME OF OUR CLIENTS



KEY TEAM MEMBERS



Prof. Col. P. S. Bajaj is a retired and decorated Colonel from Corps of Engineers, Indian Army. He has been in the field of Management Education for about two decades. He served IMT Ghaziabad as Professor of HRM & Chairman, Distance and E-learning Institute for about eleven years. He has been an advisor to many management institutes like IILM, Lodhi Road, IIPM Group, Tecnia Institutes, BLS Mohan Nagar and Jagan Nath Institute. Currently he is with Sunstone Eduversity as their Chief Mentor and a Senior Faculty at ALS, a well reputed institute for training Civil Services Aspirants. Additionally, he is a well known advisor and trainer for many corporate and business houses.



Dr. Sanjay Salooja is a dynamic corporate philosopher with an innovative and revolutionary approach. He helps his audiences uncover strategizes which can bring advancement in both business and personal realms. In addition to teaching growth strategies he currently acts as coach and consultant, specializing in developing and deploying people-driven performance strategies for both business and non-profit organizations. He has worked with many of the world's largest corporations in India and abroad.



Mohan Tiwari has a Post Graduate Diploma in Marketing & Mass Communication from National Institute of Advertising. He is an honours graduate in commerce from Delhi University and has completed the executive program in HR from IIM A. He has conducted training programs in US, UK and India for various companies like GE Motors, GE Aircraft Engines, GE Countrywide, Standard Chartered Grindlays, Lifestyle, Mphasis, HUTCH, Airtel, British Telecom, Airtel, MTS, Intercontinental, Amway, Tianshi and Guardian. He has also been a consultant in the Asia-Pacific region to Fortune 50 companies. In his last assignment he was International Business Head for Jindal ITF.



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