

HAPPY CUSTOMERS,
LOYAL TEAM MEMBERS
CONSISTENT PROFITS,
STEADY CASH FLOWS, JOY OF CONTRIBUTION



WHAT ARE YOU
HIDING BEHIND
THIS PLEASANT
SMILE?

EVERY ENTREPRENEUR'S DREAM...

Imagine a business having consistently growing profits year after year, happy customers eager to do business with them, by paying in advance. Loyal, responsible, eager to learn and engaged employees, A business which contributes to the well being of the world. This is every entrepreneur's dream.

Only a few organisations show a consistent growth of 20% every year irrespective of the market conditions. There are no manipulations but solid growth.

Such businesses have loyal customers. Customers who care for the company. Customers who will feel sad if the company ceases to exist. Customers who are ready to pardon the mistakes made by the Company. Customers who are not only advocates but act as an army of unpaid salespeople for the Company. Customers who not only pay in advance but also are ready to pay premium prices.

Such businesses also have dedicated and engaged team members. Team members who only work for long hours but also feel responsible, as if they own the Company. They are hungry for learning everyday. They look upon their work as a means to forwarding the Mission of their Company to serve the Society and realising the Vision set by its leaders. They do not switch jobs easily, and when they do change, it's never for higher pay. They believe in loyalty.

The owners of such businesses not only love doing business, but enjoy the process, where not only they earn a lots of profits, but also have a sense of contribution towards the Society and the World.

This is a dream of every entrepreneur. Do such companies really exist? Such companies have stood the test of time and are called World Class Companies. Disney, Apple, Harley Davidson, Southwest Airlines, HUL, TCS, InfoSys, Larsen & Toubro are examples of such great companies.

Yet this is not the story of majority of entrepreneurs. Though the external parameters, like a plush office, a chauffeur driven luxury car, huge turnover, a long list of customers, are indicators of an enviable success story, the inside story is seldom that rosy. The reality is ridden with challenges like high employee turnover, cash flow shortage, missing sales target, lack of motivation among team members, corruption, stress and the list goes on.

After doing research on how world class companies operate and working with hundreds of entrepreneurs over the last 2 decades we are proudly launching the new version of our one year entrepreneurship program Business + v2.1

Business +v2.1 is a practical program which addresses the challenges faced by today's entrepreneurs while doing business in today's world. It is aimed not only at overcoming these challenges, but helping the business grow, having satisfied customers, team members, contributing positively to the Society not only through their products and services but also ethically. The best part is having fun while doing this and enjoying the process.

This one year program is spread over 23 sessions, 12 full day sessions from 9.00 am to 5.00 pm (once a month) and 11 sessions from 9.00 am to 12 pm (once a month on Saturday) with appropriate breaks. Extensive study material which will include worksheets will be provided to every participant. Follow up will be given to each participant by a dedicated Reviewer, appointed exclusively to help them through the year.

The last session would be a grand graduation ceremony where the participation certificates and awards will be given to the winners of the WinnSys™ competition.

We shall now proceed to review the practical challenges faced by entrepreneurs and how Business + v2.1 can help overcome them.



THE LEADERSHIP CHALLENGE

- I can't think of the future of the company beyond one year.
- How can the team members be made more punctual?
- Some team members are very productive, yet dishonest. How to deal with them?
- Team members keep on repeating the same mistakes, inspite of training them several times. How to deal with this frustration?
- How do I get free time for myself and my family?
- Customers take undue advantage of me, due to my insecurity of losing them I succumb. Is there a way out?
- There is a conflict of decision making in business matters between me and my partner / wife / father / brother. How to resolve this?
- I lose my temper in high pressure situations. This is taking a toll on my health. How can I deal with this?
- At times decision making becomes stressful, I feel lonely. What can help me?
- How can I get the whole team focussed and dedicated towards our Vision?



The Core Concept

The structure can rise only as high as the depth of its foundation. The Core Concept is the foundation of any business. The Core Concept means the Mission, Vision and Values of your organisation. People want to be a part of anything when they believe in its cause, even if its a business. The Mission is the 'Why' of your business. Once the answer to 'WHY' you exist is clear, it is not only easier to attract but also to retain team members and customers.

Vision defines the direction and the scale of contribution and growth that your organisation is dreaming to achieve.

Values are the behaviours which each team member of the organisation needs to display, so that the organisation serves the customers in alignment with its Mission and advances towards its Vision.

The Core Concept acts as a radar scanning the environment (keeping the organisation grounded) to detect and anticipate any changes and be prepared for them.

This module covers the theory and practices of why and how, of the formation and functioning of the Core Committee.



Leadership

Every organisation is the lengthened shadow of the Leader. In small organisations, the leader is a person with the core competence required by the business. He is the Soul of Sales, Delivery, Finances and Production. To make the organisation world class, the role of the Leader has to be leading the organisation - developing people, facilitating change and steering the organisation towards the Vision. The leader's role needs you to re-invent yourself with new qualities and imbibe them as habits. You need to shed your old skin and take on the new one. As a leader you are supposed to guide the organisation to adapt with the changing realities of the world without moving away from the Core Concept.



Mahesh Shirodkar Managing Director, Shirodkars Cargo Pvt. Ltd. | Team Strength - 964

Forming the 'Core Committee' was an eye opening session for me. I formed the Core Committee with my ace players and this made me realize the problems which my employees faced. I made them undergo a training program which changed their mindset. Concepts like 'HR' and 'Culture' enabled me to instil transparency in my organization of over 200 people which benefited us a lot. These initiatives resulted in a fresh business of Rs.1.2 Crore which was a 26% hike in my then turnover of Rs.4.63 Crore. Beating our own records as compared to our past years annual turnover of Rs.4.63 Crore, in just 5 years we have reached a benchmark of Rs. 18 Crore. Today we are a team of 964 people working in all sectors of courier, cargo and man power solutions. It was a feather in our cap when Mr. Ratan Tata himself appreciated our 'Core Concept' and our effort and also honored me with the privilege of 'Tea with Ratan Tata'. Just one word about Business+ V2 - Fantastic!

THE PEOPLE CHALLENGE

- How to source the best candidates?
- How to retain good people?
- How to judge the candidate during the interview?
- How to deal with the problem of complacency that creeps in over the years?
- How to deal with good team members who perform well but try to take undue advantage of me?
- How to create a performance oriented culture?
- People perform only when I am present, they lack initiative and a sense of responsibility. How do I deal with this?
- All customers want me to deal with them. How can I solve this?
- People are averse to change, view any new initiative as more work. How to overcome this?
- How to design an appropriate compensation plan?



Getting the Right Team (GTRT)

An old adage says - people are the greatest assets. The new one says - Right people are the greatest assets. The most important function of a leader, which just cannot be delegated, is that of getting the right people. Every leader needs to spend at least 40% time initially and 20% time later, for hiring the right people. This module will include strategies for getting the right team, developing emotional fortitude for hiring and practical homework to develop acumen for hiring the right people.



HR Best Practices

You can be good to some people some times yet to be good to all people all the time, goodness has to be a habit. To be focussing on people development all the time we need Systems. This module will help you to develop powerful and workable Systems for setting Job Expectations, Performance Management, Performance Appraisal and designing appropriate Compensation system.



Culture

A lot of time and effort is spent on making our office look good. Unfortunately very little effort is spent so that the people in the organisation have congruent beliefs and consistent behaviours to drive the organisation towards its Vision. This module covers 5 steps towards developing a result oriented and performance driven culture for your organisation. With such a culture in place not only are team members loyal but also take initiative and responsibility, and innovate to move towards excellence even without intervention, in the absence of the leader.



Vijay Pawar Managing Director, Mirador Group of companies. | Team Strength - 45

While managing a contracting firm for 5 years with a turnover of Rs.5 Crore, I always felt that to make it BIG the only thing I need is funding. 'Core Concept' completely shifted my paradigm and made me realize that what I run is just a self employed set up. We started focusing more on 'Value Addition' rather than wealth creation. The interviewing techniques I learnt in 'GTRT' helped me screen the right talent and character of a person. Due to which without disturbing the Core business activities, I successfully took 63 interviews in just 1 month. Now we have a well established & focused team of - team members. With the transformations I experienced at Business+v2, in the so called market slowdown for real estate, in just 3 months we sold a complete phase at of 92 plots of my project 'Oasis Estate' in just 2 months. Continuing this orbit-shifting effort, we have raised our turnover from Rs.5 Crore to Rs.40 Crore in just 2 years. Thanks to Business+v2!

A person in silhouette stands on the top of a tall stack of chess pieces, including a king, queen, and pawns, on a chessboard. The scene is set against a bright, hazy background, possibly a sunset or sunrise, creating a dramatic and contemplative atmosphere. The chess pieces are arranged in a way that suggests a complex strategic challenge.

THE STRATEGY CHALLENGE

- We are doing 2 businesses, one is our traditional business and the second is the one I love, which one should we pursue?
- Our retail sales are down, should we move to a new online business?
- We have been selling premium products till now, but the demand for lower priced products is more,
- should we start supplying both?
- How should we go about pricing our product?
- How do we decide whether the product has any scope?
- We are successful today, do we need any strategy?
- What is the best strategy to beat your competitors?
- Should we spend more on advertising or hire more sales people?

Strategy

Every organisation needs to have a central idea to guide the direction of further growth and a way to lock out competition. It needs to decide what route it would take and what it would avoid. The worst scenario which is unfortunately true for several organisations is that they have no strategy at all. They are only focussed on increasing by all means known to them. This can result into utter confusion.

Strategy is basically choice. It is the choice of the best route which you can take to reach your destination. Obviously you cannot take all the routes, because each route will consume your resources which are always limited.

To make the right choice of the route one needs to have proper understanding of the market, the competition and most important your strengths and weaknesses. It is very tempting to ape the most successful player in the market. That's where strategy comes in. The Strategy is to make a choice which plays your strengths and highlights your uniqueness to the customers to give you a sustainable competitive advantage in the market.

In this module we will explore: What is Strategy? Why is it important? Why we can't satisfy all types of customers always? and finally how to chalk out a Strategy for your organisation.



Ajay Jain Director, Zewar | Team Strength - 20

Being a second generation entrepreneur and handling a business legacy of more than 37 years, prompted the need to upgrade my brand 'Valchandson Jewellers' to the next orbit. In spite of having enough space, capital, goodwill and the potential of catering to the upper crest, failing to attract them was our major concern. SOPs and systems helped me impart effective training to my team.. This initiative helped them take responsibility which fetched me ample time and space to prepare for the big leap. Strategy had a deep impact on our decisions, As a result of which we launched our new showroom; 'ZEWAR'. This was launched strategically for the clientele which I always aspired to cater to. This was launched strategically for the clientele which I always aspired to cater to. Since now we run two showrooms and with the revenue growing, we are looking to expand. The most important satisfaction is of creating patented designs and delivering value products for the clients we aspired to work with. In spite of growing competition it's a great feeling to do business at your own pace!



THE SALES & MARKETING CHALLENGE

- How to decide a marketing budget?
- How to make a marketing plan?
- How to generate fresh leads?
- How to connect to old customers?
- Our business is seasonal. How to develop new avenues?
- Online shops offer prices which cannot be afforded by us. How to deal with this competition?
- How to develop a predictable sales engine?
- I am stuck with a particular set of clients? How do I move to the next league?
- How can we sell without giving unreasonable discounts or concessions?
- How do we keep our Sales team motivated?

Marketing

It's the law of economics. When the demand is more than the supply, the seller rules else the buyer rules. Marketing is all about ruling the market and making money on your terms by giving more than the money's worth to the customers. The module focuses on teaching you how to position your product, what pricing policies to opt for and how marketing is an year-round activity opposing the myth of seasonal sales. It is as precise a science like finance or physics. You will learn how to create a 'Brand Promise' so that you have a moat for protection from any competition.



Sales

'Sales' is considered as the heart of every business because it gets the money in. Yet it is one of the most detested of all professions. Over the years several myths have developed about selling. Many believe selling is about attitude, persuasion and persistence. This module will throw light on professional selling which is all about understanding the customer and fulfilling his needs in such a way that he feels indebted to you rather than the other way round. This in turn helps you to get more customers and revenue. It's all about selling on your own terms in a win-win way.

The module not only teaches the importance of prospecting but also teaches how to effectively do prospecting and the system of getting referrals consistently from your customers.



Ketan Desai | Director, Britacel Silicones Pvt. Ltd. | Team Strength - 163

A team strength of more than 150 team members, 40% of market share and an annual turnover of Rs. 134 Crore has made our company, Britacel Silicones, a key player in the Indian market of silicones for textiles softening. However, in spite of world class products which earned us not only a monopoly in the market but also huge respect, proper direction and getting the team on the same page as the Director, was posing a huge challenge. At this stage I joined Business+v2 which helped me bring in great transformation to the company. 'GTRT' helped me cite the character traits of my team members. Concepts like 'Culture' & 'Leadership' proved to be key tools in creating a better equation with my team. The 7 sessions on 'HR Best Practices,' helped me inculcate inspiration and loyalty in the team. Thanks to 'Sales' that we learnt, my team has brought down time to close a deal from 7-12 months to 1 month. As a result of this, when other units faced a steep fall in business; I, along with my whole team have achieved a 15% hike in the turnover for past 2 quarters. A shift in the mindset of the whole team has earned me and my team an experience of doing business with FUN on our own terms!

THE FINANCE CHALLENGE

- How do I deal with shortage of cash flows?
- How can I refuse to give credit, which is a norm in the industry and demand advance payment?
- We have heavy costs in terms of interest on overdraft. How can I reduce it?
- How to do budgeting?
- How to do break even analysis?
- How do I raise finance from the market?
- How can I avoid bad debts?
- How I recover my dues on time?
- Should my firm be sole proprietorship, partnership or a private limited company?
- How do I raise finance for expansion?



Finance

This module will demystify finance. It will explain simply and clearly what the key financial statements mean, how they work and relate with each other and how the actions as an owner affect them and your business. You will learn technical terms and what they mean, as well as gaining a practical insight into how financial principles apply to business.

In this module You will learn how to calculate your product's break even point, how to read your balance sheet, important financial ratios, how to maintain your cash flows.

After learning this you will be able to gauge the financial position of your business on any given day just like you can see the important indicators on the dash board of your car. This can help you to take important decisions in your business very easily and quickly. Decisions like whether you should take more risks, should you invest in new ventures, what is your profit situation, what is the outstanding, are the costs under control or not.



Himanshu Modi Founder & Managing Director, Teckno Point Multimedia. | Team Strength - 04

15 years in business with 2 offices and a most competent team of 70 people, made us the most lucrative option for Adobe Flash Training in the India. However, a sudden change in technology paralyzed our business in less than 3 months and to fight back I joined Business+v2 in 2012-13. Each session was a mirror to help me realize the mistakes already made and to find the remedies to make a comeback. The result was that I started receiving 2 resignations per week, which turned out to be a blessing in disguise! Implementing 'GTRT', 'HR', 'Strategy' & 'Financial Management' helped me exert emotional fortitude to fight the battle. At the end of the program, I closed both the offices, and cut down the team to only 12 people and faced a loss of Rs. 50 Lac. Thanks to the lessons, in this rock bottom situation I also co-founded a cloud computing firm 'CloudThat' with the refined approach. Implementing all that I learnt in just 2 years, today we are in a different orbit. Today with just 4 team members in 'Teckno Point' we have achieved the highest revenues ever of Rs.3.5 Crore with maximum profits till date. In 'CloudThat' we have 70 team members and the turnover which was Rs. 1 Crore in 2013 has reached Rs. 6.5 Crore. The group turnover now is Rs. 10 Crore. Today we train IT professionals throughout the globe and I work only 10 days a month. The best part is that I enjoy every bit of it. Thanks to Business+v2!



THE EXECUTION CHALLENGE

- How can we make our team members more accountable?
- How to make team members more committed towards the company's goals?
- How can we teach team members to prioritise?
- How can we get rid of the 'Urgency Addiction'?
- How can we make team members enjoy the process of working towards monthly targets?
- How can we consistently achieve the sales targets every month throughout the year?
- How can we imbibe a learning attitude among team members?
- How can we make team members more amenable to change?

Experiential Learning

We understand that Knowing is not Doing. There is no better way to learn than by personal experience. Whatever you learn by doing and by personal experience registers in the brain permanently. We have therefore reserved the post lunch session in every module for experiential learning. There is a specially designed game, which gives you insights and understanding of the concepts taught in that module. This makes learning fun and enjoyable. This is the most awaited session in day-long module.



Execution

Great ideas don't build great organisations. Most great ideas go limp if they are not executed properly. It's just not enough to know the answers they also need to be presented well to score in any exam. In this module you learn the 4 principles of Execution, which will not only build accountability in your organisation but also create a motivated team. In this module you will learn how to set organisational goals, how to make your team members accountable by creating a rhythm of meetings and a measurable scoreboard. The team members enjoy the process of working on the goals like a cricket match (not as an audience, but as the players) and also celebrate the feeling of victory as champions do!



WinnSys™

To innovate is to create something new or do the unusual. This is the module where you will start creating magic in your organisation. Following specific steps of WinnSys™ (proprietary concept of Pathik) you can jump into the next orbit in the last month of the program. The winners of WinnSys™ walk home with a stunning trophy in the graduation ceremony at the end of this odyssey



Mohan Rane Managing Director, Firetech India Pvt. Ltd. | Team Strength - 60

Pioneering the market in fire fighting equipments for past 20 years, I always felt that our true organizational potential is still under-utilized. In spite of having a strong team, organizational and personal priorities made us miss the deadlines. Installing systems was a major challenge for our organization. 'Strategy' & 'Execution' helped me bring out a change in the mindset of the team members. This made them realise their true potential which reflected in their daily routines. WinnSys™ proved to be an excuse to exert the full potential where we took up the challenge of selling 10 Bladder Tanks in just 1 month as against our average sale of 2 units per month for the past 3 years. We sold 24 in just 1 month! Implementing these principles from the apex till the bottom-most level, our turnover in the past year has risen up from Rs. 5 Crore to Rs. 6. Thanks to these efforts, last year, we achieved an international accreditation for a couple of proprietary products which have given us a new face in the international fraternity.

About the Founder



Sameer Surve

Sameer Surve started training at the age of 18. His life took a turn for the better, when he underwent a leadership- training course under a trainer from the Dale Carnegie Institute. Hooked on to the benefits of such a program, Sameer decided to take up training as a profession. He underwent 3 years of intensive training to be a trainer, wherein he underwent the intensive seven weeks training 12 times. After that he launched himself as a trainer along with his father and started Pathik Human Resource Development Institute.

Academically a commerce graduate, he later went ahead to do his M.B.A with marketing as a specialization. Sameer has 25 years of training experience to his credit and has so far trained people from all age groups and professions. Sameer is also a certified NLP practitioner having being trained under Dr. Richard Bandler, the founder of NLP. He is a certified Personal Coach from Results Coaching Systems, headed by David Rock, Australia. Besides these he has had the privilege of gaining knowledge from world gurus like Dr Stephen Covey, Tom Peters, Tony Buzan and Dr Marshall Goldsmith through their seminars.

Through Pathik, he has conducted programs for college students all over Maharashtra in joint venture for the Pune University. His candid and 'No-Holds-Barred' style has helped to bring engagement amongst the audiences he has addressed in various organizations like Parke Davis, Nicholas Piramal, Dow Corning, Wockhardt, Hinduja Hospital, Shreya Life Sciences and many more. These assignments have been of varying nature linking motivation to key work related issues like Team Building, Customer Management, Personal Transformation, Time Management and Selling Skills.

Under Pathik HRD Institute he has conducted over 300 Leadership Programs (3 months long) and trained over 15000 people. Since year 2008 has also started conducting a (1 year) program - Business +v2 for small entrepreneurs. He has touched the lives of over 1,50,000 people through his Mass Motivational Seminars.

Pathik Core Team



Sandhya Surve - Director

After completing her M.Sc. (Statistics) from Mumbai University and Diploma in Personnel Management & Industrial Relations from NMIMS, Sandhya started her career in training in 1992. Sandhya has conducted training programs for various companies like New India Assurance, Eicher Demm, etc. To upgrade herself, she went on to acquire certification as a Life Coach from Result Coaching Systems, Australia. Sandhya is also a certified Image Consultant. Her biggest learning came from Tony Buzan, who is a world-renowned memory expert and the inventor of Mind Maps. She is accredited as a ThinkBuzan Licensed Instructor in Mind Mapping, Creativity and Innovation. Sandhya currently conducts - MindStar™, a confidence building program for children, where topics like Public Speaking, Mind Mapping, Memory Tools etc. are included.



Rakesh Meher - Events Head

Started his career in Pathik a decade ago at a junior level. Focusing on his inner potential, Rakesh proved his mettle by working as a reviewer, salesperson and events coordinator. Over the years, upgrading his skills, Rakesh currently completely handles the events wing and is also a profit-sharing partner of the organisation.



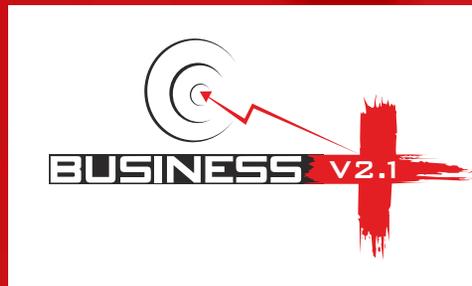
Mangesh Shelar - Marketing Head

After gathering vital experience in the corporate world, 8 years ago Mangesh committed his further journey towards the Mission of Pathik. Exerting his true potential he took the complete responsibility of Sales and Marketing. Till date, he has helped thousands of individuals take up this Life Transformation program to bring about a revolutionary change in their life. Mangesh also plays a vital role in the success of the 1 year program for entrepreneurs - Business+v2.



Subhash Shiraskar - Executive Trainer Business+v2

After completing studies in Biotechnology, Subhash was influenced with the transformation he experienced in Pathik and became a part of its Mission. Associated for more than 5 years with Pathik, Subhash has focused on learning and implementing the lessons of Entrepreneurship. He is responsible for assisting many entrepreneurs imbibe the principles of Pathik in their day-to-day businesses. For the past 5 years he is also being groomed to be a trainer.



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