



# smmart Advanced Gurukul

Reorient to Build Enterprise  
of Tomorrow

## smmart's CORE IDEOLOGY & ENVISIONED FUTURE

### CORE PURPOSE

“To provide path breaking solutions to Entrepreneurs and develop radical shifts in their mindsets by enabling everlasting transformation so that they can scale greater heights in a dynamic and ever changing world of business.”

### CORE VALUES

smmart T.I.G.E.R. Entrepreneur Parivaar always **Demand Excellence**

smmart T.I.G.E.R. Entrepreneur Parivaar always **Challenges Status Quo**

smmart T.I.G.E.R. Entrepreneur Parivaar always **Speaks from Meaningful Experience**

smmart T.I.G.E.R. Entrepreneur Parivaar always **Quest to Learn**

smmart T.I.G.E.R. Entrepreneur Parivaar is always **Responsive & Result Oriented**

smmart T.I.G.E.R. Entrepreneur Parivaar is a **Relationship for Life**

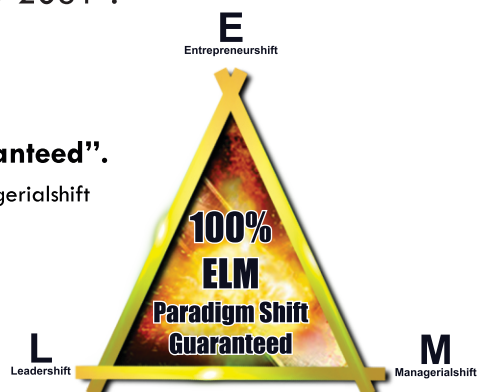
### BIG HAIRY AUDACIOUS GOAL (BHAG)

“To incorporate the great practices of GE, be the Harvard of Entrepreneur Education, create 100 million success stories and become a billion \$ company by 2031”.

### BRAND PROMISE

**“100% ELM Paradigm Shift Guaranteed”.**

ELM - Entrepreneurshift, Leadershift & Managerialshift



Entrepreneurship has become the most talked about buzz word for the millennium. But the art and science of succeeding as Entrepreneurs is known to few. All the 6 Stages of the business Growth cycle needs to be mastered by the entrepreneur in order to succeed in today's ruthlessly competitive business world.

As we begin to streamline the operations of our business and master the 'Growth Acceleration Phase' of the 'Entrepreneur Growth Cycle', new challenges are seen on the horizon. These new challenges mark the beginning of the new era called 'Reorientation'. The focus here shifts to manage the incoming Sales, be alert about Complacency Factor that has set in post the Growth acceleration phase, manage Talent for a long period of time, Manage Profitability etc.

The topmost challenge that arises at the Reorientation phase is the Management of the Leadership Team and their alignment to the Organizational Goals and Vision. To take this big leap from the 'Growth Acceleration Phase' to a 'Reorientation Phase'; Transformation of the Organization becomes absolutely necessary. Mind you, we are not suggesting 'change' but sincerely meaning to 'Transform'.

**smmart** Advanced Gurukul is a program that enables the entrepreneurs and its team to be prepared and make necessary shifts in taking those transformational leaps carefully, skillfully and with total awareness. **smmart** has developed this program after meticulous research and pouring in the experience of last 16 years of being pioneers in this field. We have designed this program just to cater to the need of Entrepreneurs who are searching a way to get equipped to take the big jump into the 'Reorientation' phase.

**smmart** Advanced Gurukul thus becomes a guide, facilitator, mentor and a partner in the journey of the Entrepreneur in one of the most critical stage of 'Entrepreneur Growth Cycle.'

Come join this adventurous ride on the journey of greatness and excellence through the expert guidance of **smmart** Advanced Gurukul. It is time for Transformation. It is time for **smmart** Advanced Gurukul.



# smmart Advanced Gurukul

## Reorient to Build Enterprise of Tomorrow.



“smmart Advanced Gurukul is a program designed for Entrepreneurs who are in the pursuit of moving from the “**Growth Acceleration**” phase to the “**Reorientation**” phase of business with a purpose to elevate their entrepreneurial life & empower the organization to achieve its objectives”.



# Session 1 : TRANSFORMATION & TRANSFORMATION MANAGEMENT



- Identifying State of Mind of the Entrepreneur and State of Being of the Enterprise
- Individual and Organizational Complacency
- 29 Thought-provoking questions
- Journey of Transformation
- The **smmart** Transformation and Transformation Management Process
- Techniques for MTR (Melting, Transitioning and Refreezing)
- The **smmart** Organizational Transformation Plan

## Session 2 : SALES & SALES MANAGEMENT



- The **smmart** 10 point business generation plan
- The Sales Structure of the organization
- Key Accounts Management
- Role Plays
- The Life Skill of a Sales Manager – P.O.L.C. (Planning, Organizing, Leading, Controlling)
- Field Accompaniments
- Sales Recovery Process

## Session 3 : FINANCE & FINANCE MANAGEMENT



- Decision Analysis through Finance Management
- Working Capital Cycle and Working Capital Management
- Capital Budgeting & Return on Investments
- Master Budgeting & Breakeven Analysis
- Live Case Study – Where in the Participants will prepare the overall budget of the organization

## Session 4 : STRATEGY & STRATEGIC MANAGEMENT

### WHAT IS YOUR STRATEGY?



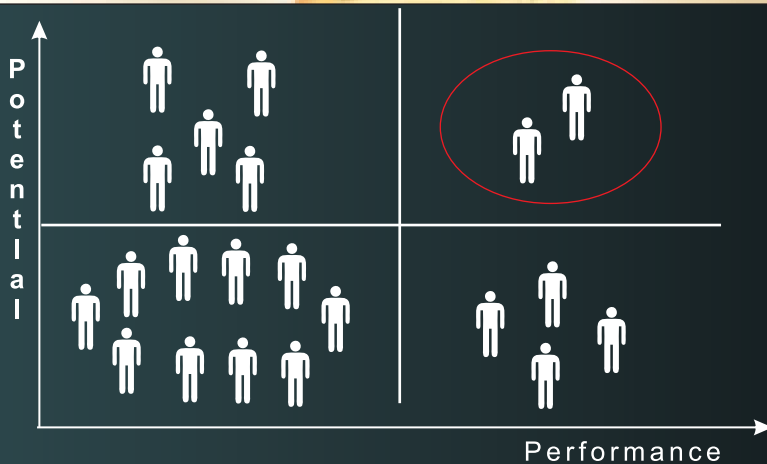
- Strategic Management Process
- Analyzing Internal and External Factors Affecting Business
- Business Strategies to adopt for Organizational Success
- Product/ Project Strategy to analyze right offering to customers
- Create a new value curve for your offerings in the market (Blue Environment)

## Session 5 : PEOPLE & PEOPLE MANAGEMENT



- Operational HR v/s. Strategic HR
- Techniques of Human Resource Planning (HRP)
- Building Talent Factory
- Policies and Processes for People Management
- Individual Management: Understanding Different Types of People
- Rules for People Management
- Organizational Power & Politics

## Session 6 : PERFORMANCE & PERFORMANCE MANAGEMENT



- Individual Performance v/s. Organizational Performance
- Hindrance for Performance
- Designing the Organization Structure
- Individual Performance Management System
- Defining Organizational Performance Parameters
- Designing Performance Appraisal Methods
- Defining Parameters for Promotions and Increments
- 4 Dimensional Performance Management System



## Session 7: MARKETING & MARKETING MANAGEMENT/ BRAND & BRAND MANAGEMENT



- Myths of Marketing
- Marketing & Sales
- Marketing & Budgets
- Role of External Agencies in Marketing
- The Mystery called Branding
- You v/s. Your Organization – The Win-Lose Game
- Unexpected Ways to Create a BIG B for your Business

## Session 8 : LEADERSHIP & LEADERSHIP DEVELOPMENT



- Leadership Lies
- Personality of a Leader
- Leaders & Visionaries
- Managers & Leaders
- What type of a Leader are you?
- What type of a Manager are you?
- Making the most of the type of Leader you are
- The Ultimate Leadership Theory

## Key Benefits of the Program

### **1) Learning Based on Application**

- a. Case Studies
- b. Intense Classroom sessions focused on exercises and assessments
- c. Faculty: Intense Trainers & Subject Matter Experts (wherever required)

### **2) Facilitate Implementation:**

- a. Use of scorecards and Learning Sheets to track implementation
- b. Participants to present their learning & Implementation in subsequent sessions
- c. Peer guidance to enforce rigorous implementation

### **3) Personalized Attention:**

- a. Extensive Value Enhancement sessions by Value Enhancers
- b. Opportunity for second in line management / department head to attend the sessions for ensuring effective implementation

## Structure of the Program

- 8 sessions (15 days) of classroom training spread for 24 months
- 23 Value Enhancing Sessions & 1 Closing Value Enhancing Session - three between 2 Sessions
- Duration of Review 6-8 hour

## Trainers' Profile



**T.I.G.E.R. Santosh Nair**  
(Founder, Chairman & Chief Mentor of **smmart** Training & Consultancy Services Pvt. Ltd & Director of Liberations Coaches Pvt. Ltd.)

Mr. Santosh Nair's expertise lies in Sales, Leadership and Entrepreneurship. He brings a lethal combination of life-transforming philosophies with contemporary examples in his larger than life, power-packed style of delivery which makes him the most preferred trainer across the globe.

Mr. Santosh Nair's intense training programs and high energy speeches have led to the skill and productivity enhancement of some of the finest national and international corporations such as Vodafone, Asian Paints, Proctor & Gamble, HDFC, ICICI, Coca Cola, Airtel, Sodexo Pass, Mahindra & Mahindra, Saint Gobain Glass, Philips, Godrej, LIC, Reliance Industries, Tata Group, Motilal Oswal Securities Ltd., New Holland Tractor, Hyundai Motors, Aviva Life Insurance etc. He has also worked extensively with SME's such as HK designs, Options, Data Comp Varmora Group, Ekta World, Walplast, Speak Well Academy, Sky Health Fitness Pvt. Ltd., Zicom Security System, Yadgire Superspeciality Hospital & Critical Care Unit, Adhiraj Builders to name a few. He has created over a hundred life transforming audios and videos on diverse subjects – each aimed at awakening human talent to their present realities and unleashing their true potential. He is also the author of National Bestseller, "Eleven Commandments of Life Maximization".

What distinguishes Mr. Nair from the ordinary fleet of trainers is that he has addressed various people across cultures in India and has blended effectively across international cultures as well. His track record of 31 years of having worked with great Corporations such as Eureka Forbes & Real Value Appliances to name a few, speaks volumes about the vast experience and rich knowledge that he has gained over the years.

Having transformed the lives of over 2 million people and more than 1500 real time entrepreneurs, Mr. Santosh Nair has dedicated his life to the cause of Entrepreneurial Excellence and acts as an Entrepreneurial Coach helping small and medium sized entrepreneurs envision and reach a greater future. He has understood all the fine aspects of Entrepreneurship in its minutest details and is considered to be the ultimate authority on Entrepreneurial Coaching and Development. He has to his credit the upliftment of sinking enterprises that have seen new rays of hope and success under his able coaching.

His mission in life is "To inspire at least one human being every day."



## Trainers' Profile



**T.I.G.E.R. Nayan Kotian**  
(Lead Trainer of **smmart** Training & Consultancy Pvt. Ltd.)

A Qualified Industrial Electronics Engineer, with rich experience in Sales, Sales Management, Field Operations Management, Business Development, Marketing and Training of over 22 years.

Apart from Entrepreneur Coaching being his Distinct Forte, he also specializes in Soft Skills, Behavioral, Functional & Process Training, Sales Management & Sales Training (Direct, Retail & Concept), Train the Trainer, Events Management & Promotions, Learning & Development, Training Needs Analysis, Capacity/Capability Building, and Leadership.

In addition to Training, Nayan also develops training modules, conducts in depth study to understand Learning requirements in an Organization, assess gaps, design and execute varied organizational development modules on pan India basis, track training effectiveness & ensure Customer Success and retention.

His corporate work exposure includes working for Companies like Trinity Academy for Corporate Training Ltd as Executive Vice President & subsequently being promoted to their Board as Director of Trinity Corporate Hospitality & Manpower Services Pvt. Ltd. He also served IL&FS Academy for Insurance and Finance Ltd , NIS Sparta, Exotic Hotels and Resorts Ltd and Eureka Forbes Ltd.

Corporate participants throughout India have described his workshops as 'Meaningful', 'Inspirational', 'Thought provoking' and 'outstanding'. He packs his sessions with rich, result oriented content, engaging activities and topical humor and is known for communicating with zest and energy that is highly contagious.

Nayan believes that adults choose to learn and it is true otherwise too. Owing to this he appeals to the inner conscience of learners through his engaging and insightful instructions and gets the best out of them because the fact remains he says "Human beings are complex and Entrepreneurs are simply complex".

At **smmart** Nayan spearheads the capacity and capability building initiatives as a custodian of the **smmart** Training Academy.

A thorough professional, ardent follower of right practices and an avid traveler, these are some of Nayan's distinctions that makes him the preferred choice amongst seeking Entrepreneurs and Industrialists with business interests in Heavy Engineering, Real Estates, Gems & Jewellery, Textiles, Automotive, Foundry, Investment Casting, Hardware, Pharmaceuticals, Exports, Education and a host of other B2B & B2C sectors in India. His mission in life is "To make Learning inviting and fun"

# Testimonials



## **Mr. Indrasena Reddy** **(Giridhari Homes Pvt Ltd, Hyderabad)**

Before attending **smmart** Advanced Gurukul we spent and wasted a lot of time, effort and money a lot on Advertising, than it was necessary. The Plan taught in **smmart** Advanced Gurukul helped us build the right customer base and grow the business in a focused and targeted manner. We now have a clarity about who is our actual target customer, where they hang out, where could we be visible to catch their attention. Most importantly we learned the Golden lesson of how to ensure outstanding money is collected from the market. **smmart** Advanced Gurukul definitely takes us to the next level. For us, merely the 2nd session (Sales and Sales Management) turned out to be completely paisa vasool (the value of it was much more than the entire course fee). I would like to encourage each entrepreneur to join **smmart** as they not only conduct the training but also continuously help and guide in actual implementation of the learning in the organization.



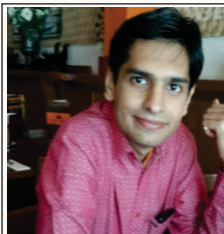
## **Mr. Anjireddy Yarram** **(ProYoung International, Hyderabad Ltd, Hyderabad)**

**smmart** Advanced Gurukul is one of the most implementable "Business Training Program" ProYoung International has ever experienced. The modules have been an extraordinary curriculum to approach practical change management in an organization. It has helped our organization to retain talent by tremendously decreasing the yearly attrition of 8.96% to 4.2% with a hand in hand coordination with our HR Team. The program has taught us some of the most favored concepts our team has been exposed to. **smmart**'s practical approach to need based implementation has contributed a tremendous downsize in our variable cost in day to day operations. Overall, our experience was productive and I would definitely recommend all the start-ups and SMEs to enroll for this program if they would like to relearn the most proven advanced management approaches and strategies.



## **Mr. Yogesh Kore And Leena Kore** **(Home Revise Education Pvt Ltd, Mumbai)**

It was a great step taken by Home Revise to join **smmart** Advanced Gurukul. The techniques we learnt turned our systems upside down but really helped in upgrading our company and put us on a fast-track growth. Every single individual from **smmart** has always been in action mode and done their share in getting things implemented for us. Now, the vision of Home Revise has become clearer and easier for us to achieve. The dynamic and extremely inspiring session on sales and sales management has made even our operation team willing to take lead in sales now. Everything taught in **smmart** Advanced Gurukul has contributed to raising our organization to a higher level. Now our company runs more strategically instead of only enthusiastically. We surely believe this program will give us long term benefit to build our company well.



## **Mr. Ritesh Patadia** **(Trylo Intimates, Rajkot)**

I felt the program to have a tremendous impact on us. It made us think about the way we should plan for the organization. So far, we have been doing the business routine, and taking circumstantial decisions. However, starting from the 1st session itself, we found ourselves on a different path. However, the best thing that came out of it was that our team which is also a part of the program, has started taking the ownership of the business.



## **Mr. Dipesh Galaiya** **(Ace Brass Industries, Jamnagar)**

I am very thankful to **smmart** for creating such an impactful program. It has helped in creating a great impact change in thought process of my team, something that I have been trying for past so many years. Secondly, it changed my own thought process, to start taking decisions which are out of my own comfort zone, and more towards the benefit of the customers.

## Testimonials



**Mr. Sandeep Bankar**  
**(M.D of Optic Vision Pvt Ltd, Pune)**

We are a team of 5 members who have enrolled in the Advanced Gurukul program. Business is a Science and to learn this Science, one has to attend this Advanced Gurukul Program and inculcate its practices. Enrolling your organization's members in this program and getting them to learn by professional coaches and trainers is a must. I believe each and every businessman who has to scale up his business should do this course.



**Mr. Murtuza Tinwala**  
**(Proprietor of The Monarch Enterprises, Mumbai)**

I have enrolled 13 members from my organization working parallelly with me or 2nd in line. I have already done Entrepreneur Gurukul program that changed my thought process and the way I worked earlier. Prior to 2012, I used to do everything on my own and ultimately be busy all the time. But the best part learnt from Entrepreneur Gurukul was 'Delegation'. I started delegating work to my team members and now I am totally free. I can go out whenever I want and thereby get access to my time. I have thus enrolled my team members for the Advanced Gurukul program so that they can be aligned with my thought process. Once, we as a team are in alignment we can really grow fast.



**Mr. Ketan Seth**  
**(Founder of Goldmine Project Consultants Pvt Ltd, Mumbai)**

Before joining Entrepreneur Gurukul, I had no concept of building an organization. But after the Entrepreneur Gurukul program, we learnt that building an organization is not an easy task. But all these concepts were restricted to me only. So I decided to do something with my team and that is how the Eco-system Gurukul came into picture and that program has immensely helped us. But again after this there was a stagnancy that I encountered from which we were not even moving out. Fortunately this new course of Advanced Gurukul came to our rescue which you can attend with your core team. It has really helped us and the sessions were excellent.



**Mr. Chhabiraj Rane**  
**(Chairman of Chhabi Electricals Pvt Ltd, Jalgaon)**


I have already undergone training in Entrepreneur Gurukul program and enrolled with the 6 leaders of my organization for the Advanced Gurukul program. Through these sessions, we are getting a lot of insights on how to transform our organization. I am sure we will have our targets achieved and thereby improve the growth of our organization with the help of this program.





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## **smmart Training & Consultancy Services Pvt. Ltd.**

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