

ACCORD



Accord Consultants Pvt. Ltd.

April 2012

Corporate Presentation

1. The Re-invention of Accord
2. Accord's Offerings
3. Case Studies and Testimonials
4. Client history

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Accord has been a leading developer of human and organization capital for 29 years



Background

Founded by the husband / wife team of Shiv / Mukta in 1983

Initial work in Management and HR Consulting with in-company soft-skills training programs started in 1985

Today, one of the most respected training and management consulting organizations in India with a team of 50+ associates

Locations

Headquartered in Bangalore, India

Accord teams in Mysore, Hyderabad, Mumbai, Pune, New Delhi and Chennai

Accord Business Solutions Pte. Ltd. incorporated in Singapore in 2009 to expand international operations

Areas of Expertise

People and organization development

Change management

Global cross cultural strategy

HR strategy and systems

Culture and team building

Our operating credo:

“We Make It Happen”

We began our re-invention in 2010 and are on a path of continuous improvement



1983 - 2009



1983	:	Year of Accord's birth
2	:	Founders of Accord in 1983
27	:	Accord's years in operation
50+	:	Accord's team strength today
0	:	Marketing done by Accord in 27 years

2010



2010 : Year of Accord's re-birth

- Same values and ethics
- New Geographical Presence
- New Business Lines
- Enhanced Capability
- New Identity

We have re-aligned ourselves to better help our clients achieve their goals



Our Goal:

*“To be
the trusted and preferred
solution partner
for organizations and individuals
in their
pursuit of excellence”*

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We have expanded our training and consulting offerings to provide comprehensive solutions



Segment	Corporations, Businesses, Institutions	
Business Line	Training Solutions	Consulting Solutions
Description	<p>This division of Accord offers products, services and solutions related to training</p>	<p>This division of Accord offers organization development solutions in Accord's areas of expertise</p>
Offerings / Services	<ul style="list-style-type: none"> Customized Training (Classroom + Experiential) Outdoor and Outbound Training Training Content Development Open Training (<i>from Q1, 2012</i>) Simulation Training for Business Skills, Change Management 	<ul style="list-style-type: none"> HR Systems & Strategy Organization Development Global Cross Cultural Strategy Change Management Management Strategy

Our range of training solutions include indoor as well as outdoor modules



Customized Training

Design, development and delivery of customized training modules based on client needs. This is done across modules and across levels.

Outdoor / Outbound Training

Result-oriented interactive workshops that use the outdoors for experiential learning. They involve fun-filled games and activities to enhance skills and build attitudes through shared experiences.

Training Content and Trainer Certification

Internal trainers are trained and certified by Accord to impart in-house training. Accord can also develop content , set-up best practices for the training department and depute Accord certified trainers.

NEW Computer-based Simulation Training

Computer based simulation workshops to enhance business skills / acumen, strategic thinking, financial literacy, successful change management, stakeholder management and influencing skills

Open Training *(from Q3,2012)*

Accord designed training modules conducted at Accord premises for which organizations can nominate participants.

Accord's training modules cover all aspects of soft-skills training



Areas of Expertise

Communication and Leadership

- Leading and developing others
- Effective supervision
- Effective communication
- Inter-personal skills

Organization Effectiveness

- People management
- Talent transformation
- Analytical thinking
- Professional confidence

Team Building

- Relationship building
- Working strategically
- Team building
- Group creativity

Self Development

- Stress management
- Decision making
- Problem solving
- Analytical thinking
- Dining etiquette

Cross-Cultural Development

- Intercultural competence
- Improving accent
- Adjusting to multi-cultural environment
- Cross-cultural sensitivity

Outdoor / outbound modules are also designed based on the organization's needs



Outdoor / Offsite

- Typically 1 day
- Extensive debriefing or time-bound work with less or no briefing
- Short duration (2 hrs) to long duration (12 hrs)
- Large and multiple simultaneous batches possible

Outbound

- Typically 1 day + 1 night (or 2 day + 1 night) workshop
- Adventure based learning methodology
- Medium level of physical activity with detailed de-briefing
- Usually done in a resort with maximum batch size of 25

Experiential Learning Workshop (ELW)

- Typically 3 day + 2 night intensive workshop
- Extensive experiential learning followed by detailed de-briefing
- Profiling of participants also done
- Usually done in an adventure – based location
- Maximum batch size of 30

Our consulting solutions address our clients' business objectives



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Sample solutions for new hires, global managers and cross functional teams



Partial List

Sample client needs

Induction of new hires

Developing global managers / leaders

Building a cross functional and global team

Our solution

Design and implementation of a Corporate Finishing School

Cross-cultural sensitivity, corporate etiquette and leadership essentials

Experiential Learning Workshops

Clients we have done this for

Infosys, WIPRO, Accenture, HP, Informatica, Swiss-Re, Analog Devices, Symbian

Ashok Leyland (Hinduja), General Motors, CA, Tata Motors, Motorola, ITC, Monsanto, Delphi, Texas Instruments, Novartis

Airbus, Philips, J&J, Nokia, Monsanto, IBM, Siemens, Oracle, SAP, Convergys, Manipal Group, Everett, Schneider, Amway, UB Group, Metro

Sample solutions for organization and management strategy



Sample client needs	Developing internal training resources	Change management	Development of key persons
Our solution	Content development + Train-The-Trainer + Audit and Certification	HR and culture building interventions	One-on-one coaching and mentoring
Clients we have done this for	<i>Fidelity Group, Infosys, Government of India – IB, TVS Motors, Tata Motors, Amway, ITC Group, CA, Swiss-Re</i>	<i>Nike, Sterling Commerce, UB Group, Motorola, Tata Motors, Ashok Leyland</i>	<i>TVS Motors, Infosys, Cross Domain, Northern Trust Bank, Madura Garments</i>

Case Study: Culture building at UB through Experiential Learning Workshops



Client Situation

- Little scope to increase the capacity of existing plant
- No chances for individual career development for the employees
- Situation which could have led to attrition and de-motivation

What We Did

- Used relevant tools to profile employees in the executive cadre to understand their personalities
- Conducted a 2-day Experiential Learning Workshop (ELW)
- Debriefed and followed a plan of action
- Provided positive and constructive feedback to all participants

The Result

- Marked difference in the situation; individuals understood each other better with a raised awareness of strengths and weaknesses of each team member
- Heightened sense of give-and-take; people were more comfortable asking for, and providing, assistance
- Frequent brain-storming sessions on improving the plant became a norm, with cross-functional task forces implementing the recommendations

Case Study: Developing internal leaders at TVS

Client Situation

- Entry level diploma holders recruited as trainees who then become team leaders to whom the workers report. Age difference between the long time workers and the fresh team leaders ranges from 5 to 20 years
- While the trainees are provided classroom and technical training skills training, they fail to understand the issues faced by the workmen, leading to friction and interpersonal issues

What We Did

- Analysed team leader's job description and competencies. Visited the plant and conducted one-on-one meetings with managers, group leaders, team leaders, workers, trade union leaders and others
- Recommended a year-long intervention which included meticulous profiling of participants, 2.5 day ELW, structured training in skill areas, one-on-one coaching and mentoring, pre-test and post-test to measure effectiveness

The Result

- Marked increase in positive attitude, communication, better relationships and a heightened sense of confidence, openness and bonding
- Within a period of 3 months, there was more strategic planning and prioritization amongst the workmen and the team leads. To-do lists are being maintained and consistently followed
- Increase in voluntary acceptance of extra responsibilities and projects. Workers' requests are being handled more assertively, and with a personal approach

Case Study: Winning Global Managers at TATA Motors



Client Situation

- TATA is one of the first Indian multi-national companies
- Their continuing need is to make their employees effective players in global scenarios

What We Did

- Recommended a residential program - a Winning Global Manager Workshop
- The workshop covered various programmes like:
Cultural awareness; Cross-cultural sensitivity; Working and living abroad; Presentation skills; Confidence development; and Wining and dining etiquette
- More than 25 such batches run over the last 3-4 years

The Result

- Highly impactful and practical program
- All personnel now working with comfort and ease in different geographical locations across the world

Case Study: Working and Living Abroad for Berlitz



Client Situation

- Berlitz is an international communication and relocation company
- Enable expats and their families to work effectively in the host country

What We Did

- 2-day program for expat / spouse / child above age 9
- Program customized to suit requirement
- Separate programs for adult / child
- One-on-one training for expats and their family
- Familiarizing through local food and exposure to local culture

The Result

- Conducted over 100 such programs between 2005 and 2011 for expats coming into India and Indians going to different countries
- Expats and their families settled successfully in the host countries

Client testimony from the UB Group

“Accord’s partnership with UB during the last decade is commendable. We have approached Accord during the last 10 years or more for our identified training intervention. This has been across all functions of sales and manufacturing. Accord has designed the intervention based on our need and delivered the same exceeding our expectations. The projects implemented by the participants, speaks volumes of the benefits of the training input given to them by Accord.”

Joe Noronha

Executive Vice President – HR

United Breweries Limited, Bangalore

Client testimony from TVS

“We were looking for a partner to get our 20 years young Diploma Engineers fully functional on their role as "Team Leader" by accelerating development of their maturity and competence. We invited three potential training partners to understand our requirement and present their approach for the interventions. We have selected ACCORD based on their client profile, experience and open mind to partner with us to co-learn and co-create the solutions.

With a very focused competency framework, training modules are developed using instructional design, measuring achievement of objectives during and after the program. In the last 6 months, we have covered 66 Team Leaders with 4 modules. This is being done with an active involvement of our line managers. Even with the intervention half-way-through, we are able to notice significant changes with the Team Leaders; their becoming more self-aware, confident, improving their relationships and we are sure this would reflect on the results in the coming months.

We are quite satisfied by our experience and relationship with ACCORD and we would keep expanding the scope of our relationship in the coming years. We look at ACCORD as an organization with enough bandwidth in terms of number of people and competencies to take on challenges of future.”

V Kovaichelvan

Senior Vice President – HR

TVS Motor Company Limited, Hosur

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We work with SMEs and MNCs across the breadth of industries



Tenure	List of Clients
15+ years	Ashok Leyland Limited, Analog Devices, ITC Group, Motorola, Digital/Compaq and HP, Wipro Group, Infosys Technologies Limited, Government of India (National and States)
10-14 years	Infosys BPO Group, Siemens Group, Philips Group, UB Group (Kingfisher), Concord Motors, Monsanto
5+ years	Britannia, Tata Motors, Tech Span (Headstrong in US), Swiss Re', Akzo Nobel, Amway, GE, ABN AMRO, Metlife, Fidelity Business Services
Past 5 years	Symantec, Computer Associates, AT&T, Airbus, Astra Zeneca, Convergys, Novartis, J & J, SAP, Volvo, Informatica, Invitrogen, Cap Gemini, Deutsche Bank AG, TVS, Hindalco, Team Lease- IIJT, India Skills, TNT, Vodafone, Accenture, Goodrich, Alcon Labs, Manipal Group, Mothersons Group

Partial List

We also work with academic institutions and government and non-government organizations



Sector

Clients

Academic Institutes



As many as 20 academic institutions including IIM Bangalore, XLRI, NMIMS, MVJ College, KIIT, Indian Institute of Science, IFIM, HR College of Commerce and Economics

Partial List

Government Agencies



Government agencies including Ministry of Home, Intelligence Bureau, Immigration Department

NGOs



Consumer Coordination Council, Friedrich Neumann Trust, International Youth Federation, Youth Reach, India, Spastics Society, BMST, Wellcome Trust-DBT India Alliance

We have consistently delivered exceptional results to our clients



Infosys

Commendations every year from 2003 to 2007 and 2009

Award recognizes Accord's contribution in helping Infosys to establish and run a Global Finishing School in India. For over 4 years, we were their single vendor. We have continued to provide this service to them for more than 12 years.

Philips

Service excellence award, 2001

Award recognizes that Accord has maintained a rating of 9.9 on a 10 point scale on core training programs of the company for over 7 years – an unparalleled achievement across the Philips world. A special internal audit confirmed that 75% of the trainees were using 85% of the learning into the 3rd year.

United Breweries

Certificate of appreciation, 2002-03

Award recognizes Accord's contribution towards the UB Group achieving their milestone of 30 million cases for the year.

The Accord team is well suited to address all our clients' business needs



29 years of proven track record

- Facilitated the learning and development of over 350,000 management professionals, youths and students, teaching professionals, volunteers, activists and change agents from NGOs
- Long standing relationships and preferred vendor status with major clients

Unique and successful approach

- Continued service of founders
- Services in different engagement models to suit client needs
 - End-to-end business solutions
 - Individual projects customised to needs
- Products and services across the breadth of industries (automotive, pharmaceutical, IT, manufacturing, retail, finance etc)
- Presence of 100+ Accord certified trainers across India and South East Asia
- Collaborative model with long standing relationships with service partners
- Proprietary body of knowledge

Strategic alliances and partnerships

- Global partnerships with cross cultural consulting organizations
 - GMAC GRS, USA
 - Prudential Intercultural, USA
 - Berlitz, USA
 - Mapmaker BV, Netherlands

Thank you.

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