

Feb 2019



CAREER MENTOR

A VALUE PROPOSITION

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Welcome to Dheya Career Mentors

Becoming a mentor isn't an easy task. At its core, being a Dheya Career Mentor is being a trusted advisor, not just for the student or a professional but for the family at large. It is not a one time activity or a "consultancy at a fee", it is about an impact that you make that stays life long.

Being a mentor involves making yourself available to support and advise someone when they need it. Delivering that support in a way that makes sense to them, backed up with research, data and a deep understanding about people.

A mentor/mentee relationship can last for years, or it can last for one small meeting. Focusing on strengths and always keeping the person's best interests in mind, with a long term perspective , Dheya mentors work with mentees being a "Mentor for Life".

I would like to welcome you to the community of senior elite professionals who have joined hands for a cause that will transform our nation.

Welcome.



Our mentees, clients make their life's most important decisions based on the words we speak. They change directions, move paths and most importantly invest everything that have in the direction that we get them focussed upon.

This sets a biggest responsibility on our shoulders.

When you mentor someone, it naturally becomes your prime responsibility to set a path of positive beliefs, optimism and strengths for greater achievement, happiness and growth in career and life as well.

Our work yields us the heart felt “thank you” that are more valuable than the earnings we make through the business we do.

Once again, let me thank you for joining the cause. Together, lets impact each individual, one person at a time, with our sincere efforts for building the great nation that we deserve to be.

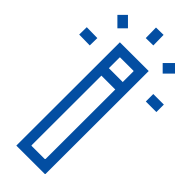
Anand Desai
Founder & CEO
DHEYA CAREER MENTORS INDIA PVT. LTD

02. Why Join Us?

www.dheya.com

Dheya’s Core Work

What we stand for



Design Dreams

Set Destinations,
Build Personalised Paths
Design a dream



Shift Beliefs

Shift Positive Beliefs,
Build Strength based Mindsets
Build a possibility Mindset



Walk Along

Appreciate and inspire, Motivate
Hand Hold , Mentor, Support
Great Careers are not built in a day

www.dheya.com

01. The Basics



WHAT YOU PAY FOR ₹.35,000/-*

& WHAT YOU GET



DEVELOPMENT OF COMPETENCE

1. Building Competence : Classroom training or 90 Hours + Hands On sessions of 4 hours
 1. Base Training : 25 Hours
 2. Advance Training : 25 Hours
 3. Shadow Sessions 2 Hours
 4. Master Mentor Training : 4 days **
2. Competence Development : We build you to work with audience from the age of 13 to 55 supporting them at various career stages .
3. Self Development : We help you build a strong positive self concept about you and also help you work on your strengths
4. Life Long Skills : We help you build a life long skills of mentoring, understanding careers, planning careers and developing careers, psychometrics, practicing of positive psychology and most importantly working with humans at a higher level of understanding.

* Price is variable and likely to be amended

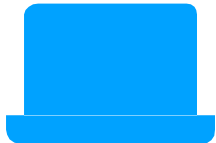
** by invitation and performance rating, will be on chargeable basis



ESTABLISHMENT AND EARNING

1. **Lead Conversion Support:** Share the lead and we will help you convert it for you.
2. **Institutional Meeting Support :** You suggest a school/ college authority you know we will set up a meeting for you.
3. **Promotional Codes :** Promotion codes for your children/ relatives children at discounted prices.
4. **Sharing Model :** On going Sharing Program for Delivery and Referrals.
5. **School Connect :** Long term School relationship program
6. **Emailing Support :** Bulk emails to your contacts to help you establish as a known mentor
7. **Webinar Support :** You speak to your audience and present a proposition.
8. **Social Media Presence:** Your profile will be published on Dheya's page and also on other social media.
9. **Chapter Membership:** Get networked with the local community of mentors and develop your business as a mentor through Business coaching

ADDITIONALLY...



ACCESS AND IDENTITY

- 1. Dashboard : Assess: Access to the knowledge Dashboard
- 2. LMS Dheya Universe: Access to Dheya Universe, the knowledge and leaning portal for Dheya.
- 3. Community Membership : Becoming a part of an elite community
- 4. Community Responsibility: Take up responsibilities as a community Member
 - 1. Location Leader
 - 2. Knowledge Leader
 - 3. Events Leader
 - 4. Meeting Leader
 - 5. Institutional Connect
 - 6. Best Practices
- 5. Community Meets
- 6. Rating System and Star Awards
- 7. Recognition and Reputation



WHAT WOULD YOU BE PROUD OF?

- 1. Being a part of an elite community that contributes to the growth of the nation
- 2. Shaping young minds gains more heart felt “thank you”s that stay life long.
- 3. Be a contributor to the life story of someone you never knew.
- 4. Be a practitioner of new age psychology which is more positive and strengths based.
- 5. Be a change agent and impact a life long change that you bring in one’s life.
- 6. Be a mentor , Be a life transformer
- 7. Be a futurist, keeper of a great knowledge that everyone wishes to have
- 8. Parents of our clients have a great gratitude of the work we do with their children.
- 9. Building hope, building the belief of “I can” will change the world for each mentee we work with.
- 10. Deep satisfaction of positive impactful work

02. The JOURNEY

www.dheya.com



Your Journey with Dheya

01.a — Become a part of an elite Community Strengths & Possibility

For over 12 years Dheya, has been helping Students and Professionals build great and happy careers. We have been focusing on making life long connections with the student and parents as well, and developing the positive mindset of possibility and a “can do attitude”. Our goal is to provide youth and families with the services and support they need to thrive independently in their lives and careers.



www.dheya.com

04. The Sharing Model

VALUE PRICING PLANS-CORE PRODUCTS*

*Valid till 31st April 2020

DHEYA DISCOVER Career Direction	DHEYA COMPASS Basic Career Plan	DHEYA NAVIGATOR Comprehensive Career Planning
₹5999	₹9999	₹19999
<div><div>1. Career Assessments</div><div>2. 1 Personalized Session – 60 Mins</div><div>3. Facilitator Competence – Level 1</div><div>4. One to One</div><div>5. Documented</div><div>6. 1 Follow-up</div><div>7. Parents Involved</div></div>	<div><div>1. Career Assessment</div><div>2. Personalized Session – 150 Mins</div><div>Facilitator Competence – Level 2</div><div>3. One to One - Documented</div><div>4. Career Research</div><div>5. 2 Follow-up Session</div><div>6. Parents Involved</div><div>7. Dheya Alumni Membership</div></div>	<div><div>1. Career Assessment</div><div>2. 3 Personalized Sessions – 7 Hours Facilitator Competence – Level 3</div><div>3. Creative Visualisation</div><div>4. Face to Face – Documented</div><div>5. Career Research, Development Plans</div><div>6. 10 Year Career Plan & 36 Month Development Plan</div><div>7. Life long Support</div><div>8. Dheya Alumni Membership</div></div>
QUICK CAREER CHOICE	BASIC CAREER PLAN	CAREER DEVELOPMENT PLAN
30% DELIVERY	33% DELIVERY	40% DELIVERY



30% to 40%
FOR CONDUCTING THE SESSION

Discover : 30%

Compass : 33%

Navigator : 40%

Cast off : 40%

Revive : 40%

DELIVERY



10% TO 22%
FOR REFERRING AND CONVERTING

Discover : 10%

Compass : 15%

Navigator : 18%

Cast off : 20%

Revive : 22%

REFERRAL



**ADDITIONAL
BONUS**

DIRECTLY CONVERTING

3 Clients in a month 5%

5 Clients in a month 7%

More than 5 Clients in a month 10%

BONUS

MAX EARNING PERCENTAGE

UPTO 72%

DELIVERY + REFERRAL +BONUS+ ADDITIONAL

How is sharing calculated :

Sharable Amount : (Price - 15% of Price as Coordination & Admin)

Sharable Amount X Sharing Percentage

What is Coordination and Admin Cost;

- 1. Shadow Cost of Rs. 400 per shadow session
- 2. QC done by Master Mentor @ 150 per Q Check
- 3. Infrastructure Booking Cost
- 4. Coordination Costs
- 5. Work Books and Courier

DELIVERY

40%

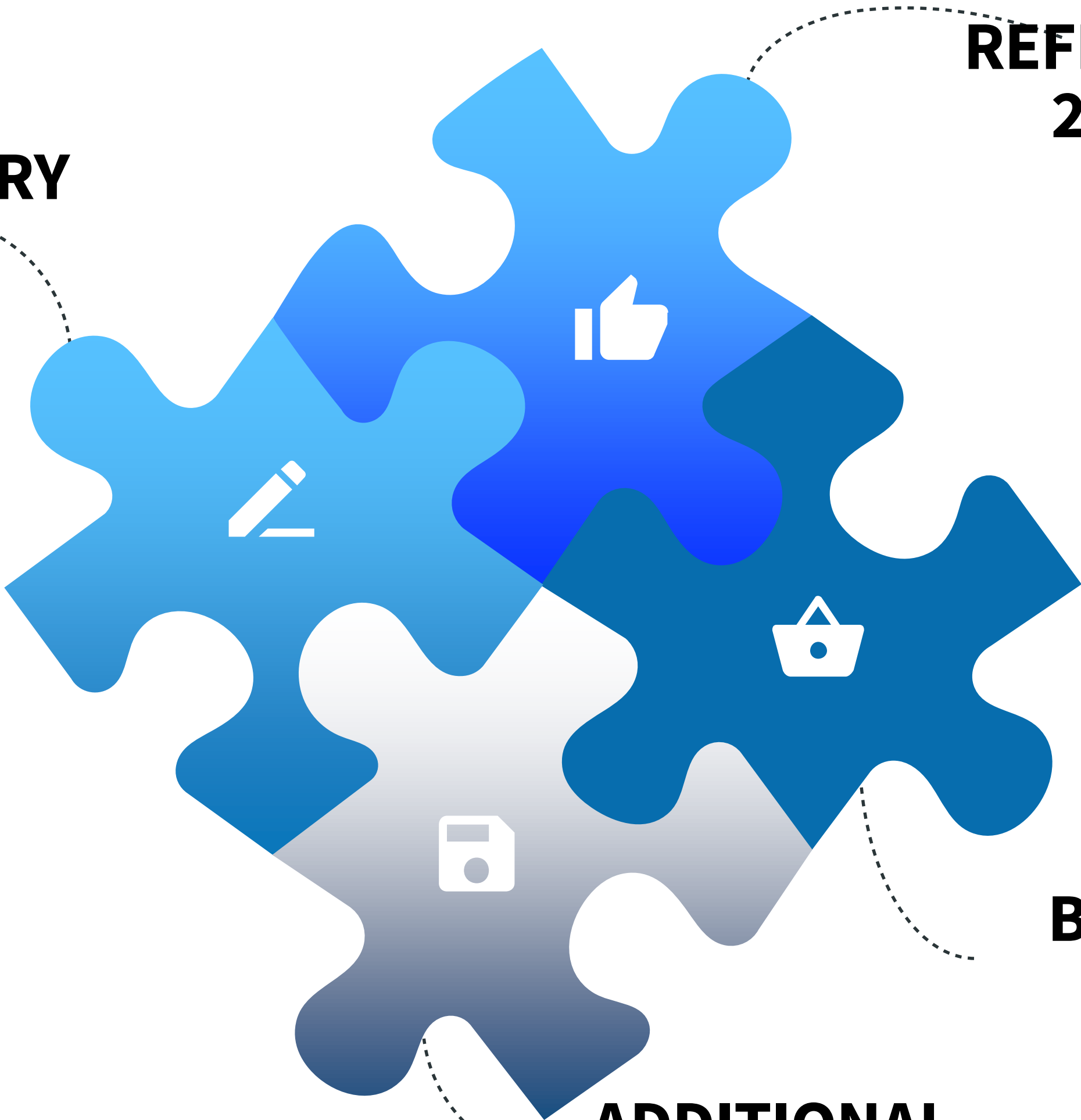
REFERRAL

22%

BONUS

10%

ADDITIONAL
AS AND WHEN DECLARED





GUIDELINES CDF SHARING DELIVERY FEES

1. **Customer Feedback** will be taken by Dheya Support team after every session conducted by respective CDF/Mentor.
2. Feedback will be taken based on **quality of input, documentation, solutions given to the client, timeliness** and other factors like **knowledge of CDF**.
3. A rating would be taken on a **scale of 1 to 5**. If the overall Feedback/Rating is less than 3.5, there will be no payout for CDF/ Mentor delivering the session. (As the session would be repeated by another CDF/Mentor)
4. CDF / Mentor receiving rating less than 3.5 should under go for one more shadow session.
5. If customer is not satisfied with service and the session ends up with request to re-do, there will be no payout.
6. Payout for delivery and referral of guidance session will be monthly and the payout cycle duration will be 45 days.
7. The Program is applicable from 1st Feb 2019 to 31st March 2019.
8. The Pricing is inclusive of service charges (**15%**), however the sharing will be based on pre-service prices.

Role of Shadow

- 1. Observe and Learn
- 2. Support the main CDF
- 3. Give a Process Feedback of the main CDF to coordination team
- 4. Give a personal feedback
- 5. Also take the feedback from the customer (may be a video one)

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05. The Performance Rating



GUIDELINES CDF SHARING REFERRAL FEES

1. Either one has to meet the MONTHLY number target or the business target.
2. The above is for a customers (closed case) acquired by CDF in retail non bulk and non institutional business only.
3. Program is applicable from 1st Feb 2019 to 31st March 2019.
4. Sharing structure for institutional/bulk business where prices are revised downwardly is dealt separately.
5. This program applies to CDFs & Mentors.
6. The delivery fees stay as it is for retail business.
7. Depending on the type of lead conversion, fees will be charged by Dheya.
8. The Pricing is inclusive of service charges (15%), however the sharing will be based on pre-service prices.

PF

Performance Feedback
Delivery Review



CUSTOMER REVIEW



COMPLEXITY
VALENCY



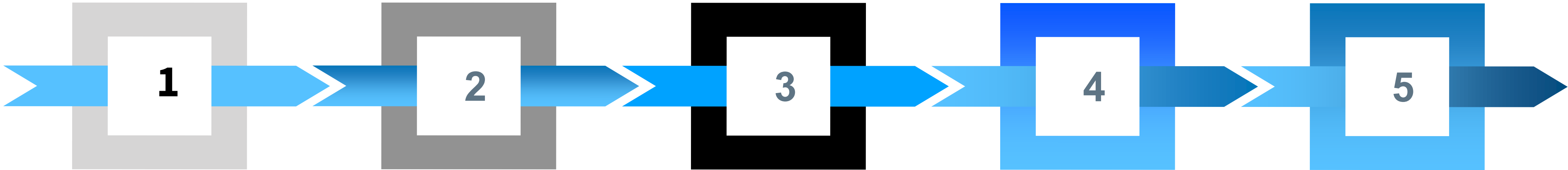
NUMBER OF
SESSION

05a.
Delivery
REVIEW.

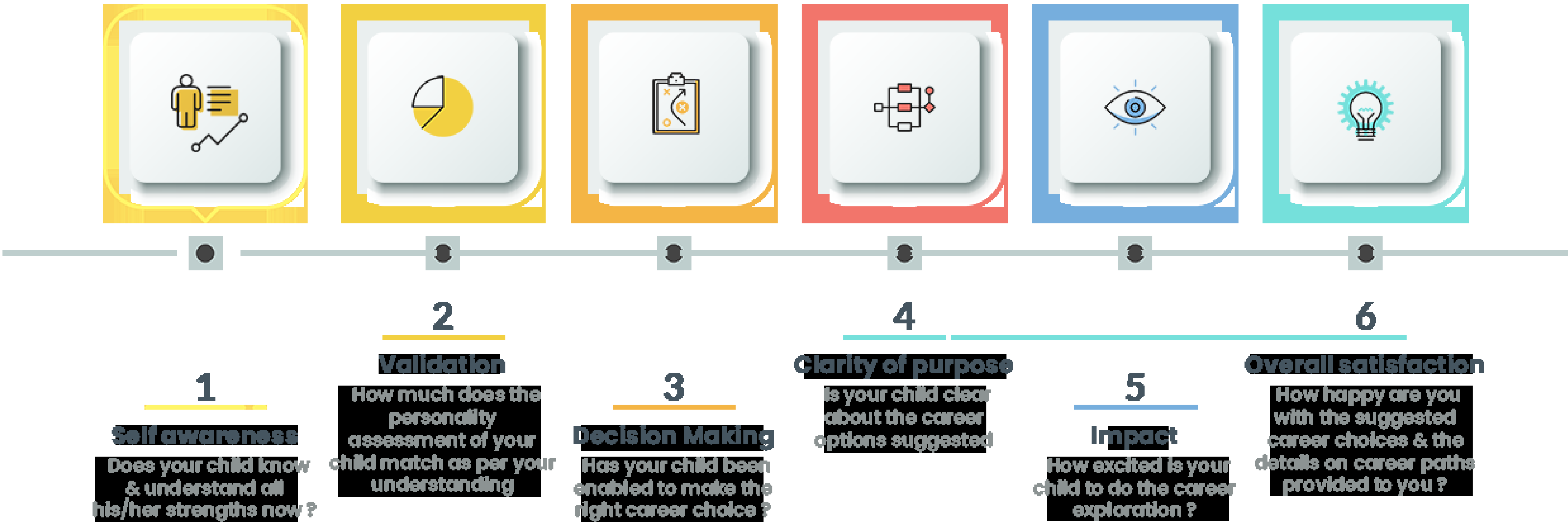
Points Calculated as Total of All session's
Customer Review X Valency

Customer Review - Delivery

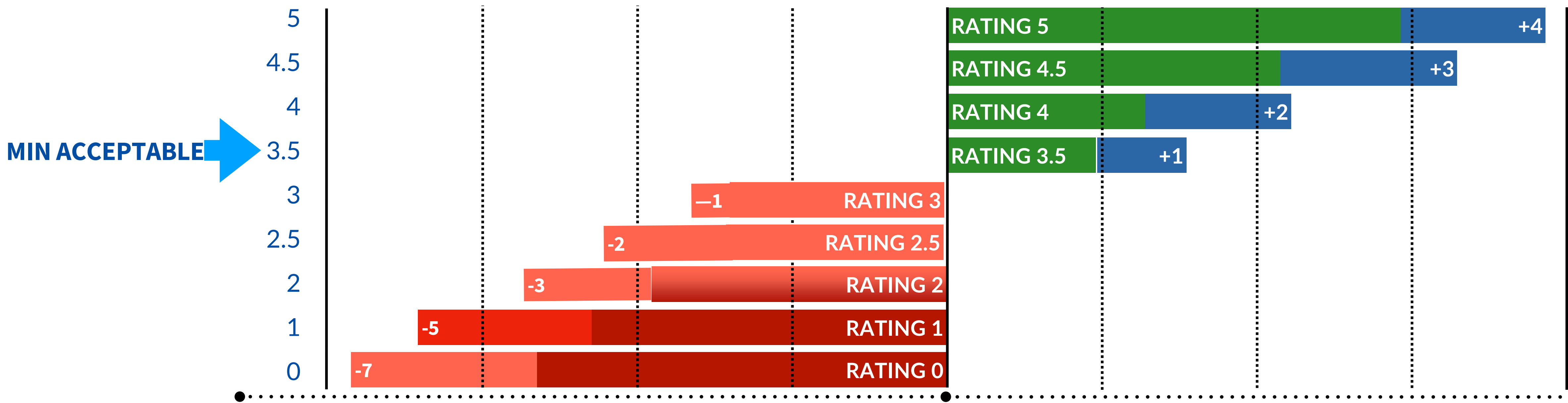
There is a new feedback and rating system that is introduced. Customers would be asked to rate the session by the shadow CDF after the session through the mobile app. This rating would be under 6 parameters and the aggregate would be considered for the final rating that would displayed on the dashboard. This will be verified by the coordination team of Dheya within 4 hours of finishing the session. In addition, the shadows will give a feedback by checking up the checklist for the process quality.



Customer Rating - Parameters



VALENCY OF RATING



DISASTER
RECOVERY

NEED TO REPEAT
CORRECTION
MODE

POSITIVE
IMPACT

APPRECIATION

PF

Performance Feedback
Referral Rating



Points Calculated as Total of All session's
Referral Points X Bonus factor

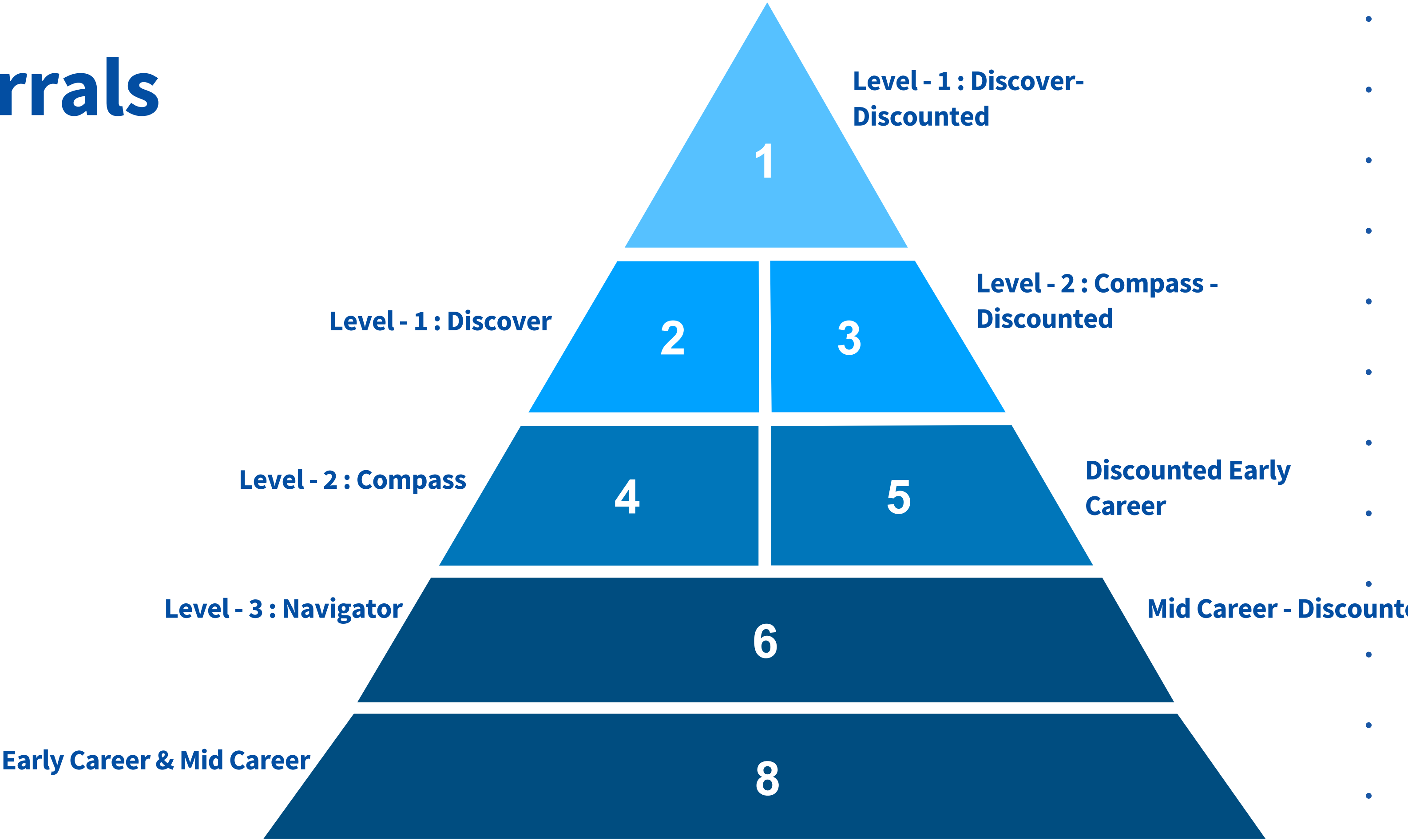
Bonus factor is defined from time to time to encourage referrals . At this moment
each point is multiplied by 8.5.

05b.
Referral
Points.

Points for Referrals

Based on the value of the session of the session a higher number of points would be added to referrals.

For example , Dheya Discover is fairly simple process, easy to sell, but as we go up, to mid career programs , the complexity increases, hence the higher rating.



PF

Performance Feedback
Referral Rating



Points Calculated as Total of both
Total referral Points + Delivery Points

05c.
**Total
Points.**

How will your Points be used Reputation & Quality.

— Building a Reputation

We will help you build a strong reputation and present the same to the customers to choose their mentors with your profiles. Average of customer ratings will be displayed here.

— Upgrading to Master Mentor

Total points will be considered for upgradation to master mentor. Also additional responsibilities would be assigned in the community chapter for bigger recognition and remuneration.

— Higher Value Assignments

Your delivery points would be considered for assigning high value assignments.

— Referral Points to Bonus Payments

Referral points would be awarded with rewards. They also can be converted to gain additional discounts for Dheya products or can be converted to wallet cash.

— Loyalty Points - Connectivity

We are working with Anmol Awards, Payback, and Paytm to give part of full convertibility to the points you collect.

— Dheya Rewards - Star Club

People with higher points will be recognized as stars and would be a part of star club.