



JUICE- Join Us In Creating Energy



**Creating an environment of being customer centric, respectful
towards employees and BIAS for action**

Approach note: Ver1.0/ 7th March'17

INDEX



- Why Maynardleigh.3
- Your need as we understand4
- Our Approach.5
- Diagnosis6



- Sample Learning Objectives. 7



- Workshop Design. 8-9



- Discovery Meeting.10



- Your Investment 11,12
- Room Layout.13
- Things Required14
- Next Steps.15

Why MaynardLeigh?

**Methodology uses
Theatre, Psychology
& L & D tools to
create experiential
learning**

**Over 27 years of
experience of
delivering work across
the globe out of our
offices in UK, India and
US.**

**We understand that
each team, company,
industry has it's unique
needs. We follow an
exhaustive 4-D process
to customize
interventions. (please
see slide 5)**

**With years of research,
have their own
philosophies published
with leading publishing
houses like Financial
times, Pearson, DK etc**

**Indian clients include-
Publishing houses like-
IKEA, Coca Cola, Mckinsey
and Company, EY,
Genpact, American
Express, Cognizant,
Soprasteria etc.**

Your need as we understand

Background

The worldwide SPAR organization is the world's largest food store chain. It comprises 12,314 stores in 40 countries on 4 continents and meets the needs of over 13 million consumers every day. They are passionate about providing high food safety and quality. SPAR is an organization that aims to provide its customers its customers value for money.

Situation

There are 18 store managers and 7 other participants in the age group of 35-40 years whose educational qualifications range from High School pass outs to MBA graduates. Being store managers, these team leaders are expected to cascade change introduced by the management (merging two layers) inculcate within themselves:

- Respect for Employees
- Customer Centricity
- Bias for Action

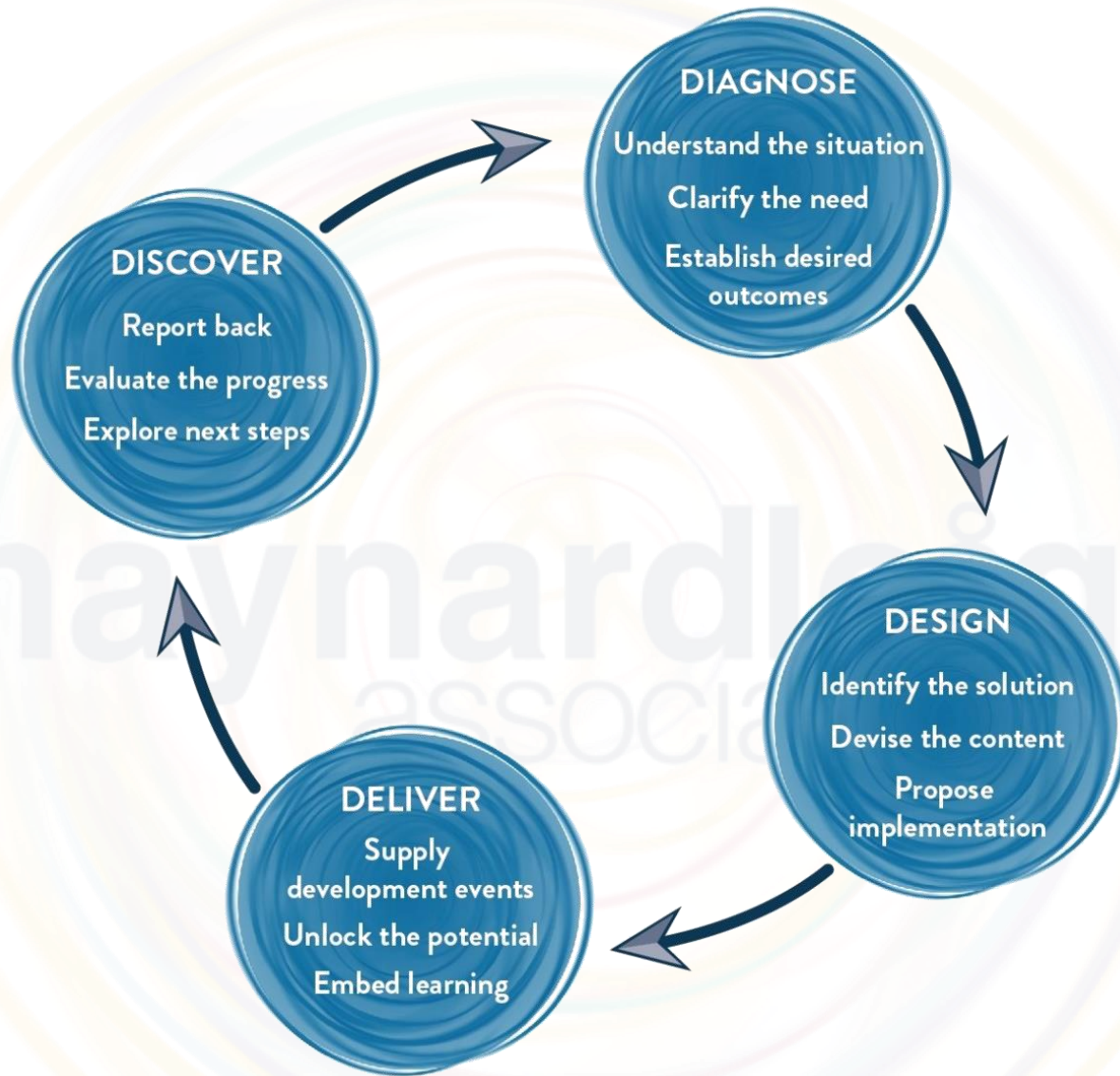
Implication

While they are currently meeting expectations, certain gaps in their ability to motivate team members , develop team members , show respect , being able to cascade change in a way that it becomes acceptable to people , impacting the productivity , customer scores and relationships with team members.

Need

An outbound session has been proposed from 9am to 2.30pm on 25th March. A workshop focusing on 3 service pillars mentioned in situation.

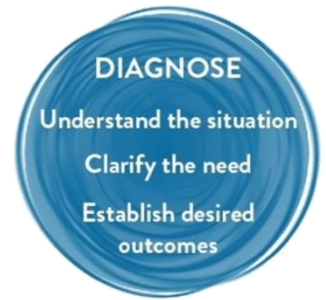
Our Approach



Methodology

We use Interactive theatrical exercises along with Psychological and L & D tools

Diagnosis



We have started this process by speaking to Siddharth and would need more information on :

- a) Overall company target
- b) Target for each store
- c) How is the customer satisfaction measure?
- d) Are there any other productivity, quality matrices within the store?
- e) Employee satisfaction survey
- f) Job description of the store manager
- g) New change (merger of roles). What are the implications?
- h) Positive/ negative examples around bias for action
- i) Positive/ negative examples around customer centricity
- j) Positive/ negative examples around respect for employees

Sample Learning Objectives: JUICE. we collect examples and real scenarios in diagnosis and use them to design the workshop.

Post the workshop participants will:



Think

- By supporting my team members, "I am winning"
- I need to value my employees in order to ensure better customer satisfaction
- I need to be empathetic towards my team and customers
- We need to align as a team to create delightful experiences for the customers



Feel:

- **Willing** to support my team
- **Responsible** towards my customers
- **Respectful** towards my team members



Be more able to:

- Work in synergy
- Build respectful workspace
- Build genuine connect with each other / enabling environment within their team
- Create delightful experiences for the customers

Sample workshop design:

JUICE: 1 day, 25 participants with 1 consultant



Narrative	Session	Session details	Methodology
Getting acquainted with Maynardleigh	Introduction	Welcome and a warm up, setting the context Maynardleigh & facilitator Introduction	Facilitator led
Getting to know each other.	Brief Encounters	A series of questions are asked which participants share the answer in pairs. An “informal looking” discussion to touch upon the aspects of the workshop.	Centrally trainer led activity
Giving a platform for people to share their feelings about each other	Jab we met	Participants to share what was their feeling when they first met the other person	Group sharing
Moving towards creating a delightful experiences for the customers (Customer Centricity)	View to the customer	What is your current state with the clients? How do you see them? Is your team aligned?: let us start by aligning on 3 main values: RESPECT FOR EMPLOYEES, CUSTOMER CENTRICITY, BIAS FOR ACTION	Facilitator led discussion
Alignment with the team creates delightful experiences for the customers. (Customer Centricity)	Team DNA: Bloodtest	To create a highly engaged atmosphere where team members can gauge their current state & then talk about key excellence, leadership and cross-functional team co-ordination attributes like communicating to increase co-ordination, strategizing for effectiveness, planning, being customer centric and focusing to service better	A high adrenalin team game, to check team's behaviors'.
To realistically understand how BIAS TO ACTION will play out in actual scenarios.	Theatre	Showcasing the negatives and positives of taking/not taking immediate actions. Maynardleigh will prepare a theatre to take them through the experience.	Facilitator led

Sample Learning Objectives: JUICE: Day 1 contd.



Narrative	Session	Session Details	Methodology
To realistically understand how RESPECT FOR EMPLOYEES will play out in actual scenarios.	Theatre	Showcasing the negatives and positives of taking/not taking immediate actions. Maynardleigh will prepare a theatre to take them through the experience.	Facilitator led
While taking actions, we need to consider opinions of our fellow team members	Ball Game	Theatrical game. A fun game with a ball to explore how working together can lead to achieving the impossible.	Create a space where people Accept changes and give new/innovative ideas.
We need to value our employees to ensure customer satisfaction	Appreciation Letter	Participants write letters to the AGMs in their teams appreciating what they appreciate about them personally and in the work space	Participants led
Highlighting 3 behaviours the participants will follow as a part of the team	Final trust contract	Team sign on behaviors that they will live and demonstrate together	Summarizing the learning
	Cascading video	Participants to record a message with the learning from the workshop and their plans to cascade them back to the workspace. Maynardleigh facilitator would encourage them to conduct a session at the store for 1 hour where they would share their experiences.	

Discovery meeting



A one to one meeting with leader and L&D partner to review the journey and devise the next intervention for the same audience.

Your Investment



Diagnose & Design (For the whole Intervention)			
Diagnostic Interviews and Design (creating report, customizing design, presentation of design)- one day worth of investment for designing the workshop		INR 0 (once we receive the answers: from slide 6, we would incorporate them to make the design relevant for you)	
Delivery (for each batch of 25 leaders)			
	Activity	Investment	
	Professional Fee for delivery of workshop	INR 75,000 Per Day per consultant X 1 workshop Day X 1 consultant	INR 75,000/-
	Learning material for the workshop	INR 150 per participant X 25	INR 3,750/-
Total Investment for journey covering 25 participants			INR 78,750/-

Commercial Terms & Conditions

- ❖ Client is responsible for providing venue, conference facilities, AV equipment.
- ❖ Travel outside Delhi NCR - Air, stay & airport/ venue cab transfers to be taken care by the client.
- ❖ Travel inside Delhi NCR - at Rs. 12.00 Per Km.
- ❖ Not inclusive of applicable taxes (service tax @ 15.00%).
- ❖ A commercial contract will be signed before the execution of the project.
- ❖ 50% of cancellation fee will be charged on any cancellation or postponements that occur within 3 to 15 working days of the confirmed date of delivery.
- ❖ 100% of cancellation fee will be charged on any cancellation or postponements that occur within 0 to 2 working days of the confirmed date of delivery.
- ❖ The above commercials are valid till the 31st March, 2018
- ❖ Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”

Room Layout



The Setting



We love alternative ways of setting up a workshop! Creating an atmosphere where the participants feels absolutely comfortable and yet challenged. In this workshop, the use of theatre, team games and experiential methodologies are essential ingredients, hence we'd require ample place to move around and make noise.

Please book a space with ample natural light (Yes, we want sunlight streaming in) and no fixed furniture for the participants to work with one MaynardLeigh consultant.

Things Required at the Venue



For the workshop, we will need the below mentioned:

- **LCD projector** and projection screen
- **UPS Power Back-up** for Laptop, LCD projector & Laptop speakers
- **External speakers** (for laptop connectivity). The external speakers should be loud enough to play music for the team.



- **White board** & White board markers (2 blue, 2 black, 2 green)
- **Flip chart** and Flip chart stand with suitable clips
- **Colour pens** (Normal sketch pens - about 40)
- **Notepads and pens** (for participants)
- **Blu Tac** (This substance is used to stick things, posters or paper on the wall)
- 30 A4 Size normal and **drawing sheets**
- 2 tables for the consultant(one will be used for the projector and the other for keeping the handouts)



Next Steps



- **Vendor Empanelment:** This is the first time we are initiating a partnership, let us start the process of vendor empanelment
- **Contract and PO:** Let us close on the commercials and contracts to start the preparation process
- **Diagnose** – While the initial conversations helped us finalize the mandate, we'd like to have a few more conversations to dig out more examples from the team
- **Book:** Please book the diagnosis and delivery dates at the earliest so that we have the consultant available for you on 25th March'17.



Let's work in partnership to create impact & unlock potential



For further information please connect with:

Contact	Sudha Sudanthi/ Vivek Arora
Email	sudha@maynardleigh.in / vivek@maynardleigh.in
Telephone	+91 9916182843/ +91 9810811385