



Express your feelings openly, navigate through the change and  
getting through it ALL TOGETHER

Proposal- 14° June 2018

# TABLE OF CONTENTS

1. The Mandate	Page 3-4
2. Our Approach	Page 5
3. The Diagnosis	Page 6
4. The Design	Page 7
5. Tentative Learning Outcomes	Page 8
6. Tentative design	Page 9
7. Discovery Meeting	Page 10
8. Your Investment	Page 11
9. Commercial T & C	Page 12
10. Room layout	Page 13
11. Things Required	Page 14
12. Contact Us	Page 15



# THE MANDATE

Our target audience includes 40 participants from R & D and REMA (regulatory and medical affairs) team with varied experience and age range. The target group constitutes both individual contributors and people managers. The nutrition wing of GlaxoSmithKline plc (GSK) is expecting a strategic review in the near future. The target audience is fairly settled and not alarmingly worried right now and have also been quiet mature about the announcement. Through this intervention, the target audience needs to:

- Energize themselves and focus only on things that they can control and not be brought down by media speculation
- Openly share their fears and apprehensions
- Deal with this change and anxieties



# THE MANDATE

## **The Problem**

The target group has been very conscious of appearing right and being mature about the current situation.

- There is a possibility that the participants are not completely opening up and sharing their apprehensions thinking this is the right way to go about it.
- During one of the talks by global leaders, the target audience took 1 hour to actually share few of their concerns on the matter.
- Looking at the media coverage, they might be worried about their future within the company.

## **The Opportunity**

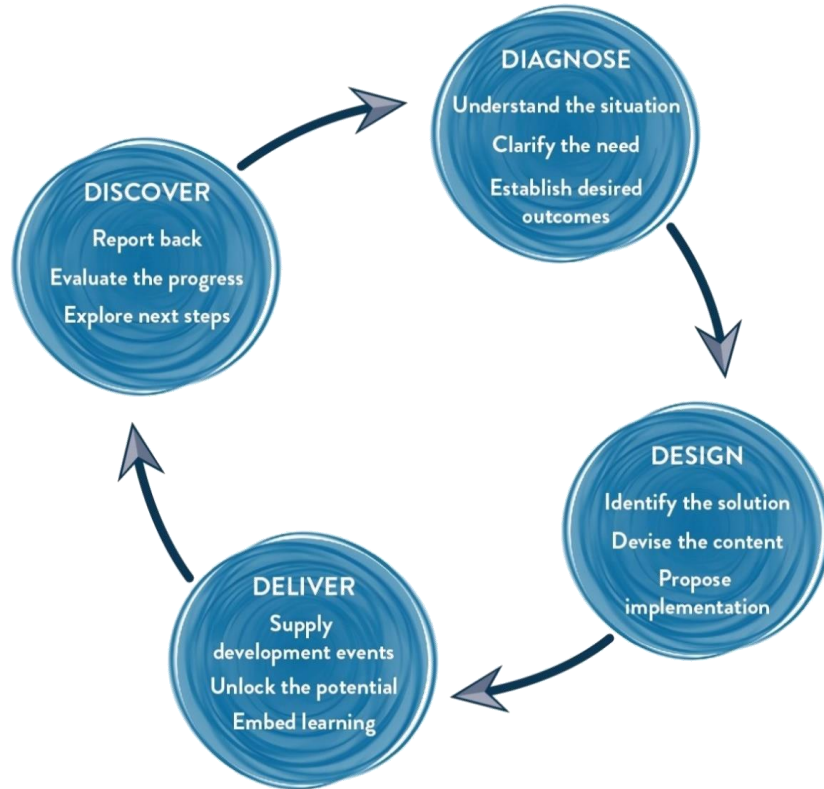
With attrition under control and nothing alarming with this team, this intervention for the target group is to:

- Prepare themselves for future announcements
- Be open about their feelings of fear and apprehension

## **The Need**

Maynard Leigh is required to create a transforming experience that revolves around supporting the target group to manage this change. This half day intervention should be energizing while keeping the core message intact.

# THE APPROACH



## **The Methodology**

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

# THE DIAGNOSIS

In order to be able to share a relevant design and learning outcomes, we conducted a Diagnosis with the target audience and Learning & development stakeholders. We delved deeper into the situation faced by the business and the participants:

Our curiosities were around:

- Their current feelings, state of mind around the strategic review
- Their anticipated fears and anxiety: What do they think will happen now?
- Their expectations from the organization- what should they be doing differently?
- How best should they manage this change? What will enable them to truly accept it?
- Gathering examples around the current scenario



# TENTATIVE LEARNING OUTCOMES

The objectives are based on **think + feel + act = performance**

Based on research done in instructional design that points to the fact that wholesome learning occurs when cognition (thinking) aligns with emotion (feeling), which then need to align with the sensorial or kinesthetic (new actions or what a person does differently after experiencing the learning)



- I might be getting too pessimistic about the strategic review, this could be a growth opportunity for all of us
- I need to be able to express my feelings with the stakeholders and peers
- Rationalizing the situation helps in seeing the realistic picture
- The cliché is true: change is constant and everywhere



- More confident as I have embraced the change
- Convinced that the change is for the better of the organization
- Settled after rationalizing the fears



- See other perspectives around change
- See a realistic picture and not get bogged down by fears

# TENTATIVE DESIGN: IN IT TOGETHER

A half day intervention with 40 participants and 2 consultants

Narrative	Session	Session details	Methodology
Opening up, trust and rapport with the participants	Introduction	Maynardleigh & participant Introductions Permissive Encouragement – Play & Express yourself	Theatre exercise
Clarity on the learning objectives	Context Setting	Establishing the need for this intervention. Response to change curve is shared with them to create a buy in for the remaining workshop. We live in a VUCA world. Demystifying the complexities (volatile, uncertain, complex and ambiguous)	Facilitator Led Discussion
We work on the ABCD to get to the bottom of how this merger is impacting us. Participants write their triggers, thoughts and feelings around this.	Writing thoughts and feelings	Participants on a sheet of paper write ABCD. Where: A: is the trigger B: thoughts C: feelings D: Action	Participant led discussion
We need to rationalize the reality, so that the feelings and emotions can be accepted.	Rationalize the reality	Participants go back to their ABCD sheets and start rationalizing their thoughts , feelings with the new perspectives. They do this by gathering facts, validating data and looking at information more objectively.	Objective Rationalizing
Now that the group has rationalized their triggers, it would be worthwhile to find out how to introduce and sustain this change	Maynard Leigh's Change Model	Participants will be introduced to a model that will help them identify the 6 elements that lead to culture change – Driving Force, Leadership, Systems, Communication, Champions and Modelling. Participants are divided into groups to work on the change.	Facilitator led
Bringing attention to the various internal characters we all possess. Adaptability to change and challenges is about shifting to “chooser” characters	Victims / choosers	The facilitator plays out the internal drama between our inherent victim & chooser characters. The members then review situations where they have been playing victims & plan actions on how to switch to chooser mode	Philosophy based understanding of attitudes, psychodrama
To get deeply in touch with how we ourselves get in our own way and to figure out which parts of self need to be more active in times of challenging environment	Inner Cast Of Characters	<ul style="list-style-type: none"> <li>We will identify the inner roles that help us embrace ambiguities effectively</li> <li>We will also identify inner roles that hinder us from embracing and managing ambiguities effectively</li> </ul>	Experiential Coaching
Cementing the learnings from the day.	Action Plan	Participants list their takeaways from the program in the format of STOP, START & CONTINUE.	Individual Work



# 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

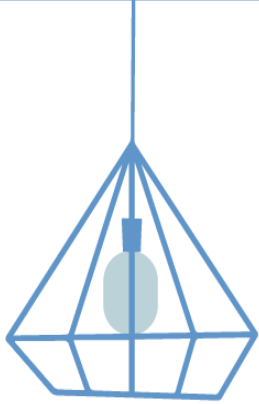
<u>Diagnose &amp; Design (For the whole Intervention) – ONE TIME COST</u>		
One Day Diagnosis Half day Design (customizing the design)		INR 70,000/- INR 44,000/-
<u>Delivery (for 40 participants)</u>		
<u>Activity</u>	<u>Investment</u>	
Professional fee for In it together workshop ( Delhi NCR)	INR 44,000 per half day per consultant X 1 half day X 2 consultants	INR 88,000/-
Learning material, folder	INR 150 per participant X 40 participants	INR 6,000/-
Total Investment for 40 Participants		INR 2,08,000/-
Total investment per participant ( approx.)		INR 5,200/-

# PROGRAM TIMELINES

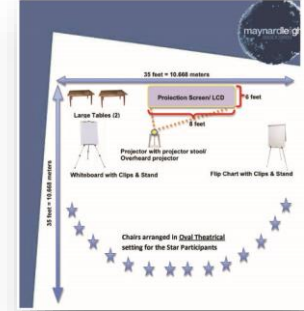
Activity	Date and Day
Diagnosis	18 <sup>th</sup> June 2018, Monday
Design Submission	19 <sup>th</sup> June 2018, Tuesday
Design Presentation	19 <sup>th</sup> June 2018, Tuesday
Delivery	25 <sup>th</sup> June 2018, Monday

# COMMERCIAL T&C

- ❖ 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 (GST @18%).
- ❖ 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 20 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 31<sup>st</sup> March 2019
- ❖ Contracts, legal & accounting paperwork (including billing & payments) will be in the name of “Life Strategies Humancare Pvt. Ltd.”



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 Maynard Leigh consultant.



# THE 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 30)
- **Notepads and pens** (for participants)
- **Blu Tac** (This substance is used to stick things, posters or paper on the wall)
- 20 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)

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

For further information please connect with:

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Coming together is a beginning;  
keeping together is progress;  
working together is success.  
Henry Ford