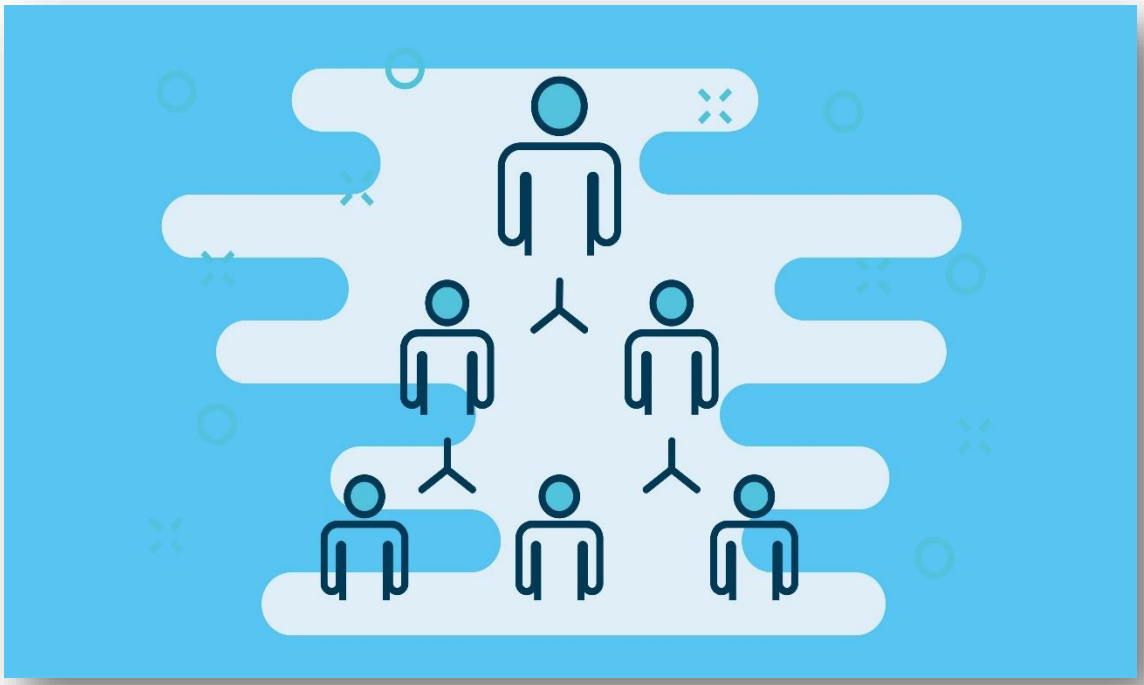
ADDEND CAREER PROGRESSION POLICY



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Company History

Addend Analytics LLP was started in April 2018. Within 3 years it has become Microsoft Gold and Silver partner. It offers Microsoft technologies like Power Bi, Azure, SQL server, Machine learning, Dynamics 365 and Power Platform to clients across the globe.

Vision and Mission

Addend Analytics has the vision to “Help every person and organization to achieve more with their data.”

It has set a mission for itself to

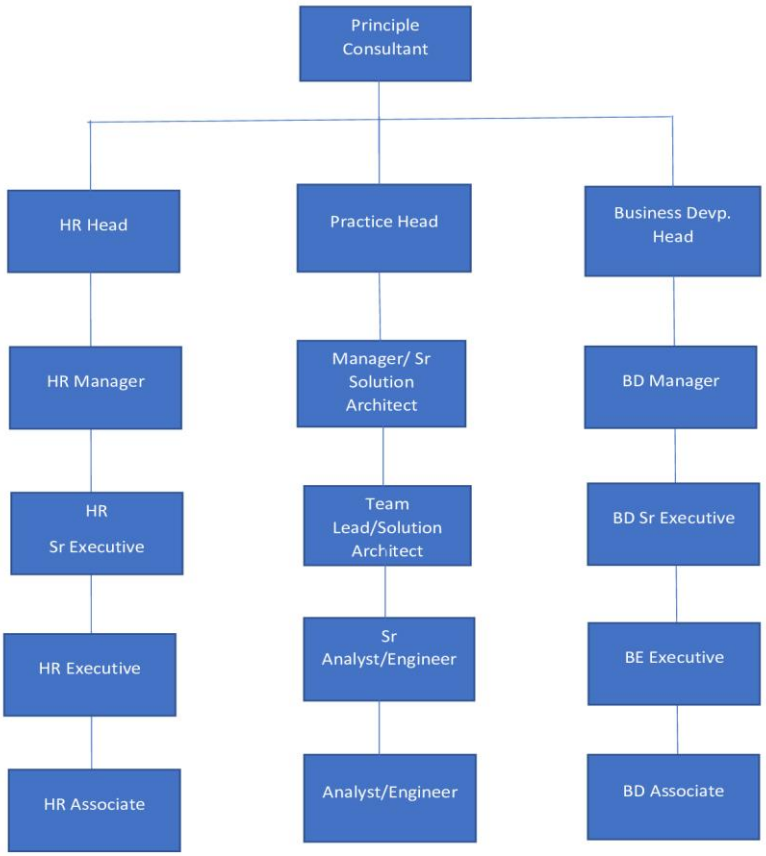
- Provide high quality services in the field of data analytics, focusing on Microsoft technologies
- Simplify data analytics so that it is not restricted to realm of Data Scientists.

Values at Addend

Addend Analytics strongly shares a value system consisting of integrity, reliability, respect, and learning. Every team member is supposed to integrate this value system while working at Addend.

Proposed structure

The organization structure is developed considering business needs and aspirations of team members. As per this structure there will be different levels in all functions of the organization. Each level will have 2 bands. Band 1 is entry level while employee will be promoted to band 2 based on their improved skills set, performance and experience. .



Definitions of the levels;

LEVELS	Technical aspects	Behavioral aspects
Level 1 -DA/DE/ERP Analyst/ Software Engineer		
Band 1 (Basic level) Band 2 (Skills, Performance, Experience based)	Get the knowledge of relevant technologies like SQL, Power Bi, Azure, ERP, Web development etc. Acquire essential certifications Work on tasks assigned. Understand and note clients' requirements. Set up report delivery timelines by discussing with clients. Work on analyzing the data and report delivery on time. Make sure changes are made in the reports as required by clients. Report the work progress proactively at required frequency	Fast grasping power Constant learning attitude Good communication skills Strong client communication Interpersonal skills Willingness to share ideas in a professional way.
Level 2- Sr. Analyst/ Sr. Software Engineer		
Band 1 (Basic level) Band 2 (Skills, Performance, Experience based)	Analyze complex data from various sources. Critically evaluate, screen, transform the data. Create various visualization models for data. Set and follow timelines for delivery phases for the team. Guide junior developers during their work. Monitor developers' and interns' work. Conduct daily, weekly, monthly reviews to explain targets and understand challenges faced by the team.	Ability to handle complex data. Hardcore domain knowledge Team building
Level 3 - Team Lead/ Solution Architect		

Band 1 (Basic level) **Band 2 (Skills, Performance, Experience based)**	Update the developers' team on the current client projects. Assign clients to the developers. Convey deadlines for project delivery to senior developers. Daily review team's work progress Train the team on advanced technical skills. Handle large clients personally. Train the team in client handling. Conduct technical seminars and workshops for developers advanced technical skills. Monitor overall work and suggest recommendations by looking at bigger picture and long-term advantages of the reports. Conduct quality checks of all reports. Build opening demo calls, presentations to the clients.	Team building Communication bridge between client and team members Time management skills Attention to detailing. Grooming skills for the team improvement Time management and project management skills
Level 4 – Manager/ Sr. Solution Architect		
Band 1 (Basic level) **Band 2 (Skills, Performance, Experience based)**	Analyze large amounts of information to discover trends and patterns with the help of reports submitted by the team. Identify and discover opportunities for utilizing advance analytics / Statistical methods and support in solving business problems. Be responsible for the results of entire team. Manage multiple projects simultaneously. Define scope of the project, plan the resources and timeline. Ensure timely delivery of the project milestones. Working closely with clients to ensure their satisfaction Architecting the technical solutions Identifying skill gaps required for project and implement plan to fill these gaps.	Project Management Team Management Problem solving and solution providing. Excellent client communication Time management
Level 5 - Practice Head		

Band 1 (Basic level) **Band 2 (Skills, Performance, Experience based)**	Deep understanding of technological landscape and how to apply these technologies to solve business challenges. Deep understanding of multiple industry domains Understand the potential market and key customers in demand of our services. Support the team with client information. Set sales calls with the clients. Set company vision and business goals to be achieved throughout the year. Strategies and convey goals and targets for all the departments and teams. Know the gaps in the department's performance. Lead the business, drive it and take it to next level.	Excellent business communication Excellent presentation skills Expertise in Industry knowledge and trends Gap analysis in the functioning of the company Performance improvement strategies

In Business development department following will be the structure.

Level 1 - BD Associate	Conduct market research and identifying potential clients. Collate and maintain client information in the CRM database. Use marketing tools for inbound and outbound marketing. Achieve monthly KRAs and KPIs set by the Executive.	Good client communication and persuasion skills
Level 2 - BD Executive	Conduct market research and identifying potential clients. Collate and maintain client information in the CRM database. Use marketing tools for inbound and outbound marketing. Achieve monthly KRAs and KPIs set by the Executive. Follow-up	Strong relationships with new clients, while maintaining existing client relationships Knowledge of CRM

	with clients throughout the sales journey Conduct regular reviews of the team. Set monthly KRAs and KPIs for the team. Develop and implement sales strategies and improve client experience.	
BD Sr. Executive	TBD	TBD
BD Manager	TBD	TBD
BD Head	TBD	TBD

In HR dept, following will be the structure.

Level 1 - HR Associate	Maintain employee files and records in electronic and paper form. Update employee information on Zoho Provide support to employees in leaves management in Zoho. Scheduling interviews	Good communication Organizing skills
Level 2 - HR Executive	Build tie ups with the colleges for placements. Shortlist good fit candidates received from colleges, LinkedIn or through referrals. Conduct on & off boarding formalities. Make changes in the organization structure. Gather training needs of the candidates by discussing with employees and managers. Arrange training activities and update training plan in the system Formulate various HR policies and projects for the organization	Strong Interpersonal communication skills People management skills, empathy, Strategy and decision-making, Motivation and Leadership skills
Level 3 – HR Sr. Executive	Conduct technical interviews. Monitor employee turnover rate and form strategies on it.	Strong people management and empathy Strategy and decision-making Motivation and Leadership skills

	Foster women empowerment and communication at work. Enhance job satisfaction by resolving issues promptly. Organize team building activities and foster internal communication.	
Level 4 - HR Manager	TBD	TBD
Level 5 - HR Head	TBD	TBD

Career Development Opportunities

1. **Individual Development Plan**

An individual development plan helps employees understand their strengths and areas for improvement. The plan should include clear, actionable steps that help employees work on professional development.

Steps in IDPs;

- One on one conversation between the line manager and the employee
- Discussion on professional growth perceived by the employee for themselves.
- Current and perceived value is explained to them by the line manager.
- Promotion related details explained by the line manager.

2. **Coaching and Mentoring**

Coaching is useful for staff improvement, development and skills transfer.

Steps in coaching;

- The manager will act as coach in the Career development planning of the employee.
- He will select appropriate tasks, agree the task, objective and goals with the learner
- As per mutually set timelines for achieving goals, the coach will mentor and support the employee in the learning process by taking feedback.
- During review they will also explore what could have been done differently.

3. **Goal setting**
   - On the basis on IDPs, annual goals and quarterly targets explained by the line manager

- Here the Line manager plays strong role, as he will set goals for the employee to reach the career succession stages.
- The goals will be mutually discussed and will be SMART goals (Specific, Measurable, Achievable, Relevant and Time-bound).

4. Certifications required

- Based on the stages in the career planning, various technical certifications will be required by the employee to reach next level.
- This will be decided by the line manager.
- Addend will be sponsoring the exam fees for all the passed exams required for certifications.

5. Internal Training

- After internal discussions between line manager and employees, training needs will be gathered by HR.
- Apart from technical needs, various behavioral and soft skills development trainings will be taken.

6. Job Enlargement and Shadowing

- Job enlargement and shadowing is a job design technique wherein there is an increase in the number of tasks associated with a certain job. The role of an employee is to shadow or take up higher level tasks and responsibilities.
- The employees at Addend, will be assigned higher-level tasks by the line manager depending on the performance.

7. Constant Self learning

- As mentioned above, all the employees at Addend will be required to constantly go through learning and updating themselves about the current and new technologies. For this they can use the Udemy account, refer online content, be active in the communities, learn from the trainings given at Addend and apply this knowledge in their work for constant improvement.
- Employees will also be asked to learn some technologies on their own in their free time, to prepare themselves for the current and the next role.
- Also, Addend has a common Udemy learning account for all departments for different learning courses.

8. Minimum frequency for implementing the actions will be as;

Reviewing Individual Development plan	6 months
Coaching and mentoring	Monthly
Goal setting	Annual

Competencies for Career Progression

- **General competencies**

  It consists of delivery related competencies like accountability, adaptability, applied and continuous learning, customer focus, building positive working relationships, decision making, time management etc.

- **Core competencies**

  Data Analytics and Engineering -

  The Data analytics field is very dynamic, thus constant learning is necessary by the employees. This requires readiness to learn new things about the industry and technology. A great grasping power and continuous on the job as well as off the job learning is essential.

  Business Development -

  Selling skills, Empathy and persuasion, Content planning, Interpersonal communication skills etc. are essential for business development. This department represents the organization to the outside world, so building strong brand image and customer loyalty become the duties of the employees.

  Human Resources -

  Interpersonal communication skills, Organizing, People management skills, empathy, Strategy and decision-making, Motivation and Leadership skills etc. make a strong human resource department. A multi-tasking skill is a mandate when dealing with the data and the people.