



Entrepreneurial Support Service

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Ketan finds it difficult to Manage the bigger Operations..



- Ketan has some very good Products for which there is some good demand in the Market.
- The Orders are steadily coming.
- Manufacturing is always under pressure.
- Ketan finds that his Operations is not able to step up to deliver the Production required at a consistent rate.
- He also feels that the Customer facing departments have to learn how to maintain the relationship with the Customers.
- Ketan does not have experience in Marketing area. He is not able to contribute.
- While there is good demand, the Customers seem to be getting annoyed due to the lack of good response from Ketan's team.
- Suddenly Ketan feels he is losing control on his Company.. 'Will he be able to pull his act together and capitalize on the wonderful market that his products have ?'.. Ketan is plagued with this question all the time !!

Kannan finds it difficult to Market the Product..



- Kannan is a brilliant Engineer !
- He joined his Father's Company 12 years back. He developed number of products for the Company.
- The Products are very good. The Customers who are using them are very happy with them.
- But, Kannan is having trouble in Marketing his products. He is not able to give leadership to this aspect in the business.
- He recruited a good team in Marketing. But, they do not seem to be delivering !
- The Marketing team complains about a lot of issues regarding the product and the back office and Factory.
- There seem to be an issue with the Customer centricity and understanding the Customer needs..
- Kannan knows that the Marketing methods of his team are also not up to the mark ! But, he is too soft on them. He is not able to control them !



Common Issues of Entrepreneurs..

- The Entrepreneurs are naturally good at following activities :
 - Instinctively finding out which Products are suitable to the markets.
 - Introducing a Product in a limited Geographical area and selling with personal relationships.
 - Growing the Company up to a certain size.

- As the Business starts growing, they struggle with some of the following issues :
 - Setting medium term / Annual goals for the Company.
 - Managing the large team of employees.
 - Introducing some basic systems in the Company.
 - Marketing of Products in a larger Geographical area.
 - Finding out Products suitable to a larger market.
 - Delegation of Powers.
 - Standardizing the routine tasks
 - Some Behavioural issues like lack of assertiveness, being highly emotional etc which differ from person to person.

The Entrepreneur needs to learn some of the Managerial Skills. He /She needs to learn how to get the work done in a some what larger environment than what he/she is used to..

Executive Coaching



Executive Coaching is defined as “A helping relationship formed between a client who has managerial authority and responsibility in an organization and a consultant who uses wide variety of behavioural techniques and methods to help the client achieve mutually identified set of goals to improve his / her professional performance and personal satisfaction and consequently to improve the client’s organization with in a formally defined Coaching agreement”.

Richard R. Kilburg, 2007

Typical areas for Coaching



- Better delegation
- Getting out of micro managing
- Enhancing Executive presence
- Building assertiveness
- Managing seniors, young employees
- Learning to think strategically
- Increasing managerial skills
- Planning, Leading, Controlling, Decision making
- Enhancing flexibility in behavioural responses
- Coping with Stress etc.



**New Improved
Performance**

Action orientation

Current Situation

Change Agenda

Practical Strategy for
getting there.

New Perspectives

New Possibilities

Powerful
conversations

Psychometric
Tools

Basis : Gerard Egan's Model

Getting Results in an Organization..



Getting results in any Organization is a topic of maximum interest.

Entrepreneurs who have excellent skills need not necessarily be those who are highly effective.

Getting results requires a few pieces of the Organizational puzzle to fall in place.

This Coach is highly experienced in this area of Managerial Effectiveness. He studied the people over a period of 25 years and trained many Managers to become much more effective at their work.

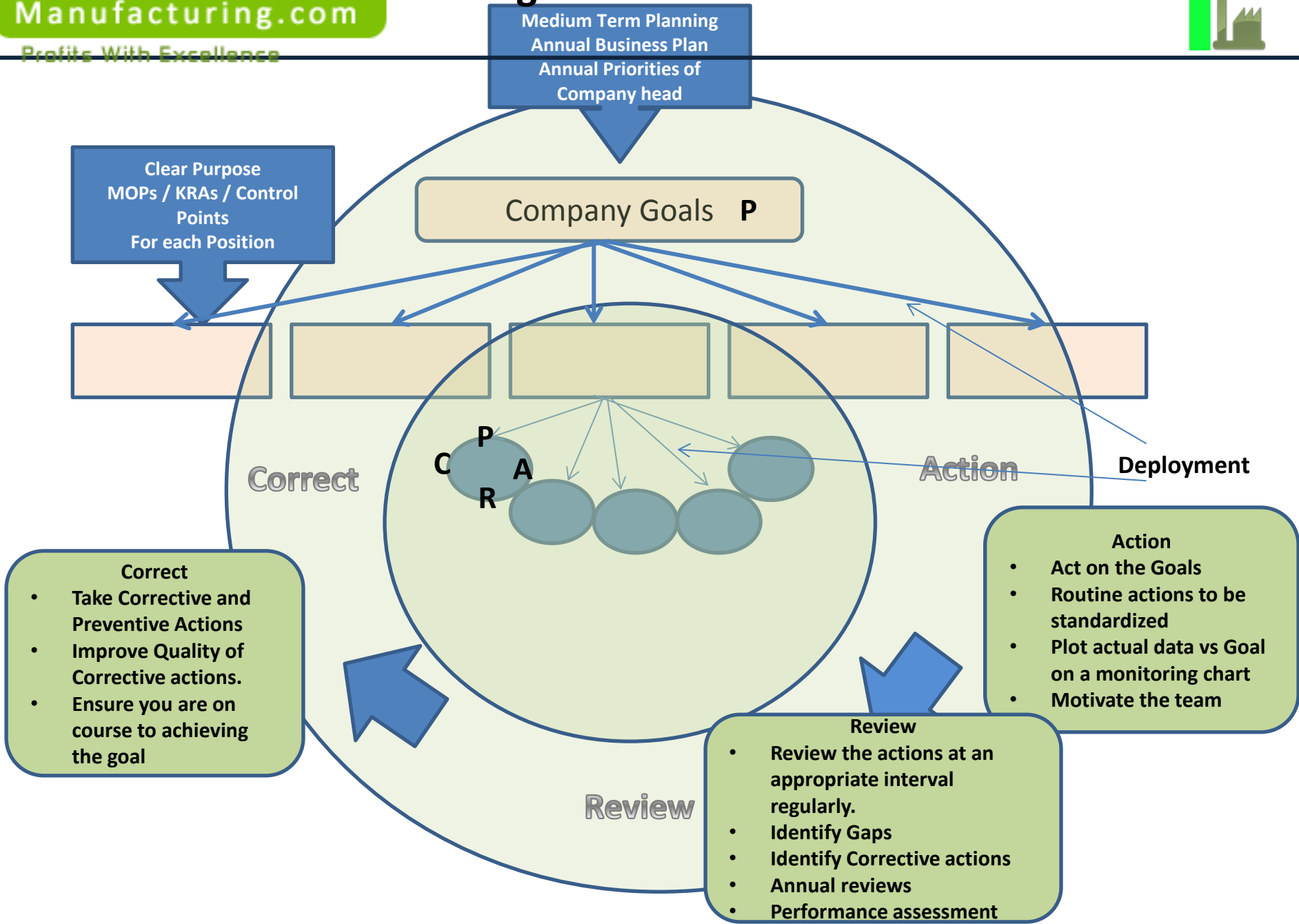
A 'Managerial Effectiveness model' and a 'Coaching model' had been worked out to help improve the effectiveness of the Entrepreneurs.



Coaching for

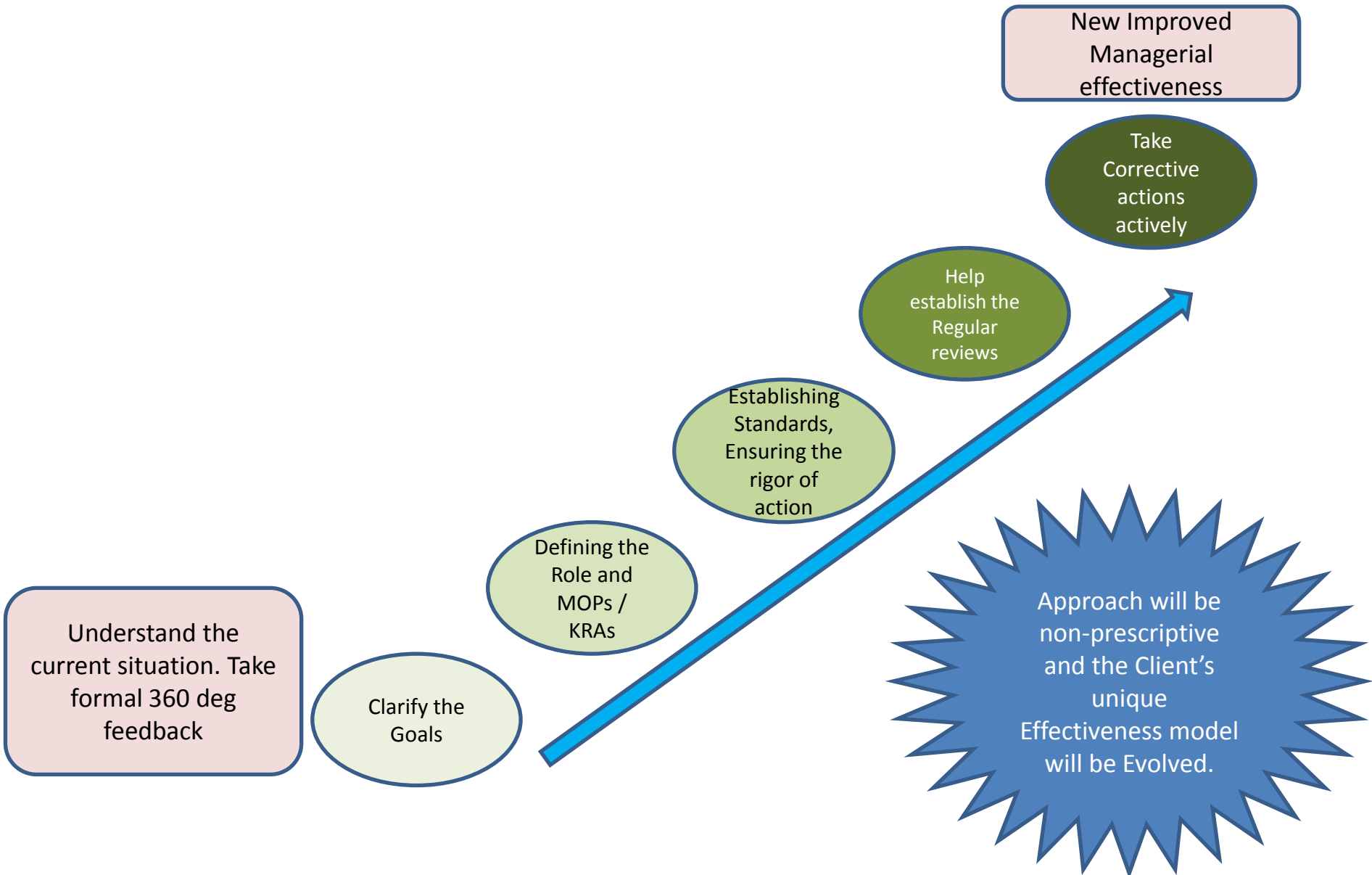
Managerial Effectiveness

Managerial Effectiveness Model





Coaching for 'Managerial Effectiveness'





Introducing the Coach..

Coach's Experience



Name : K.Srinivas Rao
Qualification : B.Com , AICWAI, MBA (OUBS,UK)
Experience : 25 years Plus

Areas of Expertise : Executive / Business Coaching
Companywide Change Initiatives
Operational Excellence
Market Development
People Development

Details of Experience



Was part of the top Management team in Rane Brake Linings limited which Won the Deming Prize in 2003.

**Business
Systems**

Implemented Business Systems based on TQM, TPM in Elgi Equipments limited which became a foundation to its five fold growth in 7 years.

**Lean
Manufacturing**

Implemented Lean Manufacturing in Rane and Elgi which involved Productivity improvements to the tune of 100-300%.

Market Development

Formulated and Implemented Market Plans in South East Asia and Oceania which resulted in a five fold growth in 3 years.

China Market Development

Managed the Business in China and established Products of the Company In tough market conditions.

People Development

Was heading several People development initiatives involving Talent Development, Organizational Communication, Wellness, Volunteerism, Multi cultural sensitivity.

Started Sankalpa Growth Partners on 1/1/2013 with a mission to help Organizations achieve their true potential by ensuring 'Efficiency in action'. The Indian Manufacturing.com is being launched in April'14.

Coaching

Trained as 'Executive Coach' by Coaching Foundation of India through a rigorous process.

Coached Entrepreneurs for increasing their effectiveness and managing their Business in a much more focused and efficient manner.

Coached Senior Executives to handle higher responsibilities.





Thank You