



Business Transformation & Success Stories

Selling through Story Telling at a Pharma Giant

Case Study 1


Aim



Our client initiated this intervention keeping in cognizance of the need to build Credibility in sales conversations by their Medical reps. Specifically by providing unique insights of the drug composition, dosage and its merits through relevant narrative and presenting it in form of palpable stories with the stakeholders

Nuts and Bolts drove a blended approach with certified trainer, Story telling competency framework and a model.

Methodology

- Contextual Study 
- 18 hours Virtual session 
- 2 Coaching Circles 
- Assessment & Certification 

Results and Delivery



- 6 sessions of 3 hours each over 1.5 months with 2 coaching circles
- Coverage of 35 participants representing key therapies
- 5 level proficiency level defined for Story telling
- 7 point pillars to story telling across 5 styles
- 5 Toll gate based assessment and grading for certification
- Case Studies customized to meet the different therapy units and stakeholder like doctors, pharmacists and medical directors
- Micro Learning Units
- 30 Point Quiz and Customized Metaphor Guide

NEW VEHICLE LAUNCH For An Auto MNC

Case Study 2 : Part 1

- The **PRODUCT Webinar** and **TEST Drive** webinar was designed to share the product’s mind-set, its main assets and market positioning and to ensure that customers test drive experience is memorable
- The **COMPETITOR WEBINAR** highlighted key elements to help **SALES TEAM** benchmark and handle objection
- The **HOW TO SELL Webinar** guided the team to deepen the knowledge of the car and train on the needs assessment with a personalized



ASK - Our client was at the edge of a crucial launch of a new vehicle!! We were summoned to provide expertise in building a learning program that primed the team with technical knowledge & behavioural skills to influence customers and drive defined targets



SOLUTION- Based on our experience, we developed online webinars to ensure the team is proficient with vital details of the offerings. We rallied resources to create content by integrating presentations of Key Senior Personnels, Technical Facilitators and Car Experts at the client manufacturing location to capture nuances and significance of the car design, engine.

20 days

Scripting & Resourcing

45 days

Editing & Graphics

10 days

Prepping Anchors Shooting & Direction

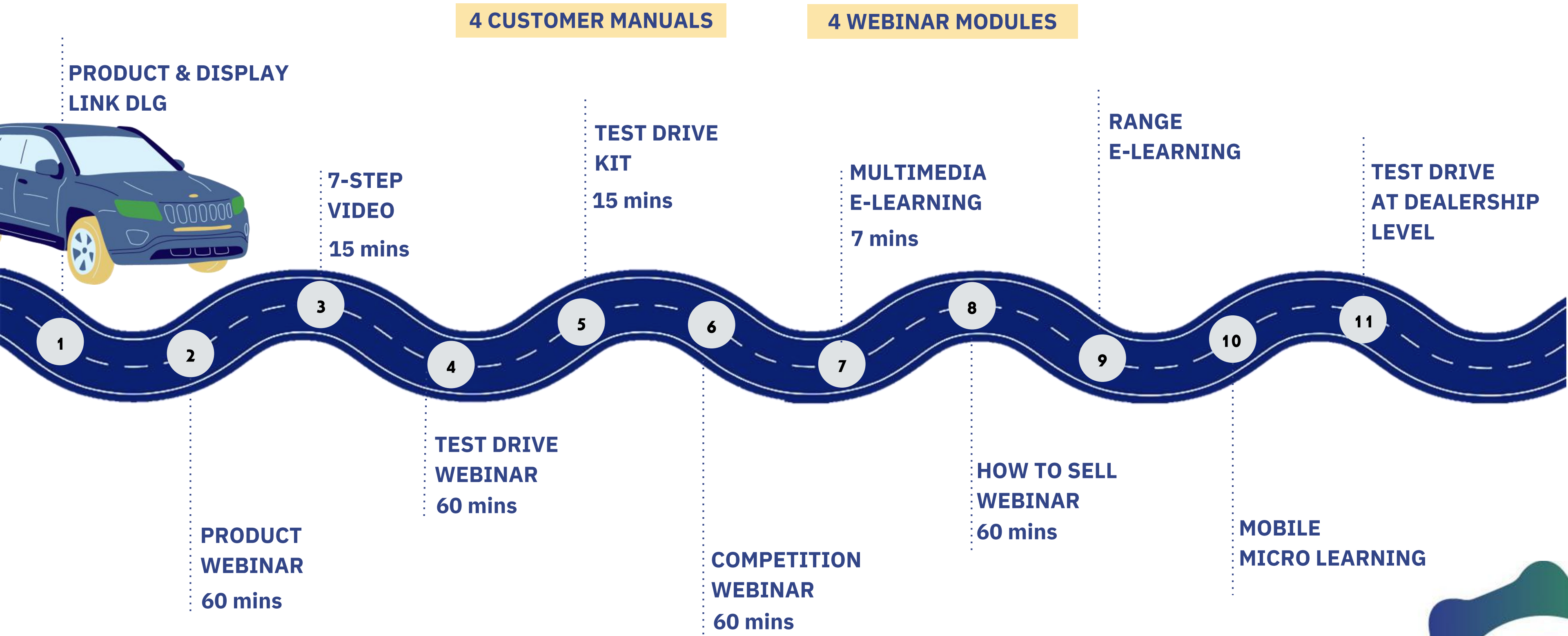
20 days

Subtitling



New Vehicle Launch: Sales Learning Program

Case Study 2 : Part 2



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Driving Organizational Transformation through change in Vision and Upholding Values



Case Study 3



The Context and Recommended Solution

Our client's envisaged a radical change in the Vision and the Value system to meet the new age Customer opportunities and strive in the VUCA world.

We were called in to drive this intense initiative and steer its implementation



Our Solution and Impact

We developed an intricate solution to ensure the top most senior management leaders embark on this journey and travel along to arrive at the intended agenda of creating new vision and values. This summoned essential gears like exploration, discovery and deliberation. We adopted the powerful tool of APPRECIATIVE INQUIRY and set out on the task.



3 Days VISION AND VALUE WORKSHOP : We exercised the concept of AI and guided them through the 4 phases to create significant themes that directed the team to the new profound Vision statement



STORYTELLING - During this workshop, strong stories, transformative experiences, evidenced based outlook were driven for leaders to examine and choose key words that finally fashioned the **VISION STATEMENT** and **MISSION STATEMENT**



VALUE FRAMEWORK: Through analysis of stories, mapping of key stories in the overall epic and meticulous parameter based exercise, a new **VALUE** framework was established along with its definitions



Creation of Job Description At a CV Manufacturing Company



Case Study 4

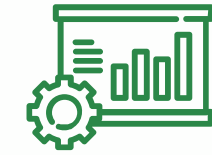
The Context



In today's Agile world, Volatile Market conditions, changing customer expectations and continuous competition, it is key to keep the talent and business process nimble, with this as a paramount context **OUR CLIENT** embarked on a journey with an **OBJECTIVE** to reassess the various role objectives and create Job descriptions (around 290 positions) that are aligned to the companies objectives.

- Articulation of role objectives of the position and responsibilities for the job holder
- Understanding of the relevance of the position and its contribution to the overall value chain.

Solution



This was delivered through one on one meeting with heads of department to identify the key responsibilities, skills and key success factors.

Further, a customized format that imbibed comprehensive view of the role that was tuned to the social media based hiring platform was created.

Importantly, we benchmarked the competencies and role expectations with the market to give the JD a highly evolved and realistic content.

Results, Impact & Added Value



All the validated job descriptions have been made accessible to the line managers and most crucially it set off to a **Competency Based Interview** intervention which will allow line managers to draw out more advantages from the content of the JD specifically while hiring and clarifying roles.

Leaders As Coaches at a Financial Institution

Case Study 5 Part 1

Client Speak

They said " ... the content is so relevant we have been hearing a positive buzz around the workshop and more than expected nominations... "



In today's agile business context, companies recognize that senior managers need to build the right skillset in its team leaders so that they may hold the reins with more confidence and are poised to take on teams development and drive them to success. With this as an objective, our client initiated a program for their leaders and approached us to design and deliver the program.

Nuts and Bolts got to the task by creating a Virtual learning intervention that focused on instilling skills that enable managers to engage their team leaders in coaching conversations to address challenges that impede team performance.

The program focused on the following objectives:

- Move from a manager mindset to a coach mindset & learn a powerful paradigm to bring about behaviour shifts
- Gain awareness of coaching skillset to coach with ease & help others gain insight and improve performance and drive accountability
- Provide specific and objective feedback to reinforce or redirect performance; Handle common reactions to feedback to keep performance on track.
- Use a simple coaching framework (GROW) to conduct effective conversations that drives accountability and performance.



Leaders As Coaches at a Financial Institution

Case Study 5 Part 2

- 18 hrs Learning and Application sessions
- 30 Participants from the senior management cadre

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Our Solution

- Diagnosis: Contextualization Study to create relevant cases & examples
- Virtual Sessions: 6 intense facilitator guided sessions
- Capability Labs: 3 Capability Labs



Our Coverage

VILT 1

- Demystifying – Coaching, Mentoring & Directing
- What is and What is not Coaching
- Moving from Manager to a Coach
- Role Plays and Introspection tools

VILT 2

- Coachee Readiness Matrix
- Coaching Skills Set 1 - Power Of Questioning
- Coaching Conversation Demos
- Coaching Role Play Scenarios
- Coaching Skills Self Assessment

VILT 3

- Coaching Skill Set Set 2 - Perspective & Frameworks
- Reframing for positive connotations
- Reframing with analogies
- Reframing using timeframes
- Reframing for increased options

VILT 4

- Mirroring feedback
- Technique 1- Feedback - and how it works in the process of coaching!
- Technique 2- Candour and how it works in the process of coaching

VILT 5

- Working with Resistance
- What are the various reactions and what you could say!
- Manager as a Coach
- Coach Readiness Matrix-
- Stages of readiness, primary actions and indicators

VILT 6

- The Coaching Process - GROW Model
- GROW– When to use and Being Mindful





'Focus on Results' training program for a Commercial Vehicle Manufacturing Company



Case Study 6



The Context

As a part of its Global Competency Based Development Program, our client intended to run a developmental initiative for its junior management professionals (individual contributors) on one of their key competencies, 'Focus on Results'. An assessment to see the needle movement and learning sustenance were some of the vital components as part of the ask.



Solution

We recommended a blended learning approach which imbibed VILTs and learning engagements for the target audience of 80 members from across functions including production, sales, manufacturing and quality. A narrative was created to present the 4 skills namely Ownership & Accountability, Problem Solving, Time Management and Stakeholder Management.

3 hour modules were designed for the 4 topics along with Learning Assignment & Evaluation and Coaching Support to ensure that the newly learned Skills & behaviours are implemented on the job



Results, Impact & Added Value

Vital conversations were initiated based on the assignments between the participants and their reporting manager. It allowed contributors to better understand the theories and equipped them to manage the situation well based on feedback forms and coaching calls. More than 80% of the participants received the certification of accomplishment.



THANK YOU

CONTACT US

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