



**Purple Iris**  
Creating Possibilities



# Training Catalogue

**Purple Iris Knowledge Services Pvt. Ltd.**

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## Purple Iris

A Training and Consulting firm, with the zeal in **"Creating Possibilities"** – for Individuals and Companies.

We provide training services to

- Step up the skill levels of your existing workforce
- To orient and align the employees to your corporate values
- To Train teams for a specific role

**Our Training services are classified as**

# Corporate Training



## Outbound Trainings



## Training Consulting

# Corporate Training

**Our Program Offerings are classified in the following Series to Address Specific Learning Objectives.**

## Self-Development series

### **Effective Conversations @ Workplace**

- Network effectively with people
- Impress others with the right communication style
- Overcome barriers in communication
- Speak assertively, not aggressively
- Have win-win conversations

### **Effective Writing @ Workplace**

- Discuss your writing challenges.
- Learn how to make your writing clear, concise, and correct.
- Improve sentence construction and paragraph development.
- Identify some ways to make your writer simpler and easier to read.
- Learn about a tool that can determine how readable your work is.
- Develop effective business letters for tough situations.
- Discuss e-mail etiquette.
- Develop an appropriate writing style and format for your letters, business cases, and reports.

### **Presentation Skills**

- Create impressive presentations
- Use 4 P's for impactful presentations
- Present with confidence and capture audience attention
- Use your body language, voice to present with conviction
- Deal with questions and difficult situations
- Improve your performance

### **Speak-easy - Conquering Your Fear of Public Speaking**

- To enhance the ability to speak one-on-one with others.
- To develop the confidence to feel at ease, speaking socially or small groups such as meetings.
- To practice developing these skills in a safe and supportive setting

## Anger Management

- Be better able to recognize how anger affects our bodies, our minds, and our behavior.
- Be better able to use the six-step method to break old patterns and replace them with a model for assertive anger.
- Be better able to control your own emotions when faced with other peoples' anger.
- Be better able to identify ways to help other people safely manage some of their repressed or expressed anger.

## Stress Management

- Understand that stress is a positive, unavoidable part of everybody's life
- Recognize the symptoms that tell you when you have "chronic stress overload"
- Identify those situations in your life that cause you the greatest stress
- Identify those actions which add to your stress
- Develop strategies for changing both the situations and the actions that can be changed
- Develop techniques for dealing with the situations and actions that can't be changed

## Conflict Resolution: Getting Along in the Workplace

- Understand what conflict is and how it can escalate.
- Recognize the five most common conflict resolution styles and when to use them.
- Increase positive information flow through non-verbal and verbal communication skills.
- Develop effective techniques for intervention strategies.
- Strengthen staff trust and morale.
- Become more confident of your ability to manage conflicts to enhance productivity and performance.

## Work Place Essentials series

### Aim to Excel

- Learn how to create positive self-expectations
- Begin setting goals to get more of what you want from life
- Managing time to achieve the set goals
- Learn how to say "NO" & Saying "YES" to move towards your goals
- Develop habits to be proactive and stop procrastinating

### Engaging People for Productivity

- Understand individual style of communication and use it for win-win interactions;
- Concern for people- Use assertive communication to manage teams; avoid aggressive conversations; display concern for people but also have an eye on results/ productivity
- Conflict Resolution- Resolve conflicts among team members without biases, prejudice; understand the different styles of conflict resolution, and use these styles effectively
- Counsel to motivate- Understand the Hierarchy of Motivation and use it appropriately for team members based on their individual needs
- Coach to empower- Delegate and multiply resources for effective succession planning

## **Happy Women @ Work**

- Developing self-awareness
- Setting goals and managing time to achieve aspirations
- Achieving Work Life Balance
- Overcoming self-imposed glass ceiling
- Acknowledge the strengths within
- Take on leadership roles with ease and confidence
- Channelize the potential to create results at work
- Experience happiness at work and personal life.

## **Working Together**

- Increase team work based on individual capabilities
- Increase feelings of togetherness and mutual trust
- Use the concept of interdependence
- Be sensitive towards difficulties faced by team members and provide support
- Use communication effectively in teams

## **Problem Solving & Decision Making**

- Increase your awareness of problem solving steps and problem-solving tools
- Distinguish root cause from symptoms to identify the right solution for the right problem
- Improve your problem-solving and decision making skills through identifying your own problem-solving style
- Improve your ability to participate in and communicate about a collaborative problem-solving process
- Recognize the top ten rules of good decision making

## **Leadership Skill Development series**

### **Coaching: A Leadership Skill**

- Understand how coaching can be used to develop your team.
- Develop the coaching skills that help improve individual performance.
- Demonstrate the behaviors and practices of an effective coach.
- Recognize employees' strengths and give them the feedback they need to succeed.
- Identify employee problems and ways you can help to correct them

### **The Art of Delegating Effectively**

- Clearly identify how delegation fits into your job and how it can make you more successful.
- Identify different ways of delegating tasks.
- Use an eight-step process for effective delegation.
- Give better instructions for better delegation results.
- Ask better questions and listen more effectively.
- Recognize common delegation pitfalls and how to avoid them.
- Test your delegation skills.



## Sales & Marketing series

### **Selling Smarter**

- Understand the wonderful paradox: helping other people get what they want gives us more of what we want.
- Use goal-setting techniques as a way to focus on what you want to accomplish and develop strategies for getting there.
- Recognize the difference between features and benefits of products and services, and develop a plan for increasing product knowledge.
- Identify the most critical elements of telephone sales and customer service
- Understand the power of your behavior for more successful sales and customer service.
- Develop communication skills to better share information and to better listen to the customer

### **Sales – Overcoming Objections and Nailing the Sale**

- Identify the steps you can take to build credibility and reduce objections
- Identify those areas that need more attention
- Develop appropriate responses when prospective buyers throw you a curve
- Disarm objections with proven rebuttals that get the sale back on track
- Recognize when a prospect is ready to buy
- Be prepared to present options and be willing to negotiate

### **Customer Centricity**

- Respect your customers and provide individual attention to them in a professional manner
- Display accountability and responsibility to handle customer issues
- Create 'Customer Delight Moments' and enhance customer satisfaction
- Focus on retaining existing customers while adding new ones
- Empathize with customers in their troubled times
- Work towards a symbiotic/ mutually beneficial relationship by partnering with customers

## HR Functional series

### **Hiring Smart - Behavioral Interviewing Techniques**

- Recognize the costs incurred by an organization when a wrong hiring decision is made.
- Develop a fair and consistent interviewing process for selecting employees.
- Prepare better job advertisements and use a variety of markets.
- Be able to develop a job analysis and position profile.
- Use behavioral, achievement oriented, holistic, and situational interview questions.
- Effectively use the technology and social media to Hire Smart
- Enhance communication skills that are essential for a skilled recruiter.
- Effectively interview difficult applicants.
- Check references more effectively.

### **Conducting Effective Performance Reviews**

- Recognize the importance of having a performance appraisal process for employees.
- Understand how to work with employees to set performance standards and goals.
- Develop skills in observing and giving feedback, listening and asking questions, for improved performance.
- Identify an effective interview process and have the opportunity to practice the process in a supportive atmosphere.
- Develop strategies for managing employee performance.

## Campus to Corporate series

### Campus to Corporate Program

- Identify the communication zones and develop active listening and questioning skills.
- Deal with situations assertively.
- Understand the hiring process and different tools of recruitment used by Companies
- Prepare oneself to confidently appear through the Interviewing process
- Practicing Group Discussions, Written tests and other types of Interviews
- Understanding the Corporate Etiquettes
- Getting to Know – Email Management, Meeting Guidelines, Joining Process

### Excel in Interviews Program

- Preparing the Personal Interview process
- Dos and Don'ts during Interviews
- Creating the first right impression
- Understanding the Corporate Etiquettes

### Resume Writing Skills

- Understand the Employer's Expectation from the resume
- Develop Resume-writing skills.
- Develop cover letter-writing skills
- Develop Resume-design skills
- Do's and Don'ts in Resume writing

### Job Skills Assessments & Counseling

- Identify your job skills and knowledge
- Match your Skills and Knowledge to jobs
- How to highlight your skills in your conversation
- Identify your stoppers
- Action Plan and tips to overcome your stoppers





## Expresso Trainings

Strong, Flavored, Short, Instant....

### Do these words come to your mind when you think of a Cuppa Espresso?

We bring the very experience of an Espresso into your learning process through our Espresso Short Learning Modules. Feel refreshed, recharged with a new learning that one can apply immediately.

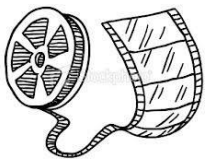
### What are Espresso Short Learning Modules?

If you aspire to develop a new skill that fits into your schedule, without spending long hours in a training program, Express Short Modules might just work for you.

**Strongly focused on the program outcome, flavored with fun and innovative training methods, these programs are short shots! They come with specific learning effect that you can immediately put to use.**

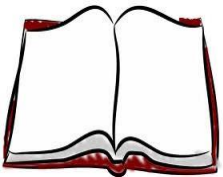
### Our Espresso Short Learning Programs are designed on the following themes:

#### Movie based themes



We have always had a strong influence of Movies on us. To a great extent they have shaped our thoughts and behaviors. Why not bring in the rich movie experiences into our learning curriculum.

We have Indian, Regional and International movies theme based Espresso Modules with various themes on leadership, team work, Visioning, Inspiration, Motivation, Creativity, performance etc.



#### Popular Leadership & Management Books based themes

We all have many books that we would have read, or we have been recommended to read. Globally popular books on Self-development, Skill Development, and Personal effectiveness have been hand-picked by us and made into Espresso Short Modules for you to get the essence of it in 2 to 4 hours.



#### Mythology inspired Corporate Programs

Panchatantra, Jataka, Akbar Birbal, Chanakya, Epics like Ramayana, Mahabharata and many other moral stories has always been a part of our childhood. They still offer a wonderful insight and learning that can be applied in life in general and at work place. Here in these modules we explore though the rich repertoire of our cultural heritage, how we can apply the age old timeless principles in our day to day life.

## Outbound Trainings



There's a child in each one of us. When put forth as a player in any activity or game, we naturally tend to connect with our childhood and be our true self...

That's the best time, one uses his real skills, strengths and abilities and at times...limitations to perform any task. These inert Skills are highlighted in the program to be used effectively at work.

**OMDP trainings create a platform to evolve  
"Working Together to Perform"...**

### Objectives:

- One gets to know oneself...back again
- The organization taps the true potential of an individual
- The individual gets to know his/her colleagues really well and new bond emerges
- To increase motivation, self-confidence, as well as innovative thinking among employees and managers.
- To enhance feelings of togetherness and mutual trust.
- Understanding that "Working Together Works"
- Understanding the concept of Interdependence
- Focusing on Self-Management
- Appreciate the difficulties faced by the teams and Handling team problems
- Need and importance of Communicating Effectively
- How to build a team and understanding Group Dynamics

These programs are highly customized to revolve around activities designed to improve Team Building, Leadership Development, Change Management, Bridging Diversities, and Creativity & Innovation

### Methodology:

All sessions are activity oriented without classroom sessions; the sessions are conducted in open premises. All sessions planned involve high activity level and it brings out self-inner attitude of participants. Participants are divided into teams and assigned tasks or activities for completion in a specified time. Achievement and performance during these activities is reviewed in group discussions to identify behaviors that enhance performance or lead to failure or decreased performance.

Strategies are formulated to deal with factors that hinder, and these strategies are then put to use in the activities that follow, to test their effectiveness.

The activities will be close to the real self of a person, wherein the inner attitude reflects naturally and there is a lot of self-learning. Giving tips on self-management by highlighting the incidents and behavior displayed during the activities summarizes the learnings.

# Training Consulting



It is often quoted that training very rarely results in lasting behavioral changes and is therefore merely a feel good factor. Since the nature & outcomes training are very intangible, it is indeed difficult to quantify the ROI on training. This has been a topic for debate since the earliest days of training especially in a corporate setup.

Our approach of a training consulting intervention is an attempt at bringing in visible and tangible results in this area. It involves a step by step approach to impact sustained behavioral changes in

Individuals. The intervention aims at bringing in enhanced effectiveness and clarity to employees in terms of their job role and responsibilities through a structured process.

## Consulting Areas

- Competency Framework Design
- Competency Assessments
- Design Competency Development Interventions
- Talent Management
- Training Need Identification / Analysis
- Customized Learning & Development Plan
- Deliver Training Interventions

All the above interventions start with pre-defined

**Specific, Measurable Results (SMRs) that** are reviewed post the interventions.

**To avail of our Business Services...**

**You can contact us at**



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