

MEDHA JANANAM
INSTITUTE OF FAMILY MANAGEMENT

WWW.GRIHASTHA.ORG

Action Plan for 2013

NOTE:

This document will be refined frequently, even more than twice a week at times.
Always use the latest version, by going to the following link:
http://www.grihastha.org/docs/Grihastha-ActionPlan-2013-V1.docx

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CONTENTS

2013 Summary 3

Execution Plan 4

PMT (Publicity Management Team) 5

PMT Positions and responsibilities 6

Director 6

Manager 6

Outbound Marketing Intern(s) 6

Inbound Sales Intern(s) 6

Workshops Content Outline 7

Three workshops 7

Workshops Summary 7

Grihastha workshop (Duration: 1 Day) 7

Medha Jananam workshop - Part A (Duration: 3 Days) 8

Medha Jananam workshop - Part B (Duration: 3 Days) 9

Workshop Fee Schedule – for 2013 10

Workshops calendar 11

How can you help? 12

2013 SUMMARY

The following is the summary of action plan for 2013.

- The main objective of 2013 is to complete a 'Proof of Concept' or 'Feasibility Study' for the institute, which includes proving (or disproving) the following assumptions :
  - people will be interested in the workshops of the institute
  - people will be willing to pay for the workshops
  - people find the workshops beneficial and refer it to others
- 3 premium products (workshops) will be offered in the second half of 2013
  - Grihastha workshop (1 Day)
  - Medha Jananam workshop – Part A (3 Days)
  - Medha Jananam workshop – Part B (3 Days)
- Upon completion of these three workshops, the individual will be awarded "Level 1 Family Management Certification". (Level 1 is the new name for 'Core Level' 60 hours certification that we discussed during the inaugural conference).
- Individuals can start with the Grihastha 1 Day workshop and then go to the Medha Jananam Part A and Part B workshops as per their convenience. The 3 Day Part A and Part B workshops will be offered on Friday, Saturday and Sunday.
- We will fill up all the workshops one to two months in advance through strategic publicity management (see details in the execution plan).
- All the above steps will helps us build the base to launch additional programs in 2014, such as Counselor Certification, Instructor Certification, Research and Exchange Student programs.

Execution Plan

- 'Medha Jananam USA' and 'Medha Jananam India' will be registered as society by February, March timeframe.
- Bank accounts will be set up to manage the finances.
- (Krishna Sharma is the only instructor available in 2013). 'Instructor certification' courses will be introduced towards the end of 2013 to prepare more instructors to be available 2014 onwards.
- The workshops will be conducted in a 3 star hotel or equivalent facility.
- A team of 6+ people will be set up to manage the publicity. This team will be called Publicity Management Team (PMT). PMT will be the first concrete version of the 'publicity committee' that we discussed in the inaugural conference. It will consist of a Director, a Manager and 4+ Management (Marketing/sales) interns or part time employees. Interns / sales people will report to the Manager. Manager will report to the Director. Director will report to Chandrasekhar Dasaka and to Krishna Sharma.
- PMT will design the publicity/marketing/sales plan by Ugadi (April 11) time frame. The plan will be executed starting from Ugadi to beginning of July.
- PMT's target is to reach 50,000 people by email or pamphlet or poster. We will assume 10% of them, i.e., 5,000 will respond by visiting website or by making a phone call. Of the 5,000, we assume at least 10%, i.e., 500 people will register for the 1 Day Grihastha Workshop at the minimum.

PMT (Publicity Management Team)

PMT will use following channels to reach 50,000 people:

- MNC's and other major employers, where a sizable concentration of the employees are in the 24 – 33 age group. They will be reached by a combination of emails and posters.
- Large scale events where 1000's of people come together. They will be reached through pamphlets. I am happy to report that one such event is already identified, where 20,000 people are going to assemble, and the organizer kindly agreed to distribute pamphlets to all of them.
- Any other low cost and high impact innovative channel/mechanism, such as private clubs.

PMT will have three clearly distinct functions:

- Administrative setup:
  - Publish a 'Schedule of Workshops', identifying the dates and workshops offered on those specific dates (between July and Dec of 2013) – and the venues
  - Ensure website has enough information (including videos) and provides easy to navigate links/forms to register for any/ all of the three workshops
  - Ensure proper setup is in place to receive registration fee, provide proper refunds in case of cancellation
- Outbound marketing:
  - Design the material (pamphlets, posters, email messages and website) that clearly describes the organization, workshops and the benefits
  - Identify companies and events and make contact with them and request/convince them to send the material
  - Ensure proper distribution of the material and track the data and statistics
  - Intro sessions (1 or 2 hours) are NOT part of this publicity, because we do not have the time and resources to execute
  - Between Ugadi and end of June, there are over 10 weeks. Each week 5,000 new people should be reached, so that the target of 50,000 people will be completed in April – June time frame
- Inbound Sales:
  - Set up a multi-line phone number
  - Train 3 – 4 people as 'inbound sales' team to receive calls in professional manner and to present the 'premium' nature of the workshops in a convincing manner
  - Collect registration fee / details
  - Personal meetings with the prospects are NOT part of the plan, because we do not have the time and resources to execute. Any rare exception to this rule is left to the discretion of the Director of the PMT.

PMT Positions and responsibilities

Director

- Responsible for the entire planning and execution
- Guides the manager and the team
- Works with executive leadership (Krishna Sharma / Chandrasekhar Dasaka)
- Works with the 30+ supporters of Institute for guidance, suggestions and feedback
- Reaches out to 50+ companies in the Hyderabad area for outbound marketing
- Reaches out to major event organizers to spread the word through their events
- Designs the outbound marketing / inbound sales to the finest detail, to avoid ambiguities in execution, with the help of the team
- Seasoned, comfortable and savvy in connecting with Heads of major corporations and their HR departments
- Would be able to transition into the chair of publicity committee in the future

Manager

- Reports to the Director
- Assists the director in fine tuning the marketing / sales aspects
- Executes the marketing / sales as planned without any lapses and inefficiencies
- Tracks marketing and sales data to ensure targets are met
- Trains and guides the interns

Outbound Marketing Intern(s)

- Report to the Manager
- Assist the Manager and Director in designing 'effective' material
- Responsible for ensuring physical delivery of emails / posters / pamphlets as assigned by the manager
- Keep records of the work completed, to be completed and track the work

Inbound Sales Intern(s)

- Report to the Manager
- Assist the Manager and Director in designing 'effective' script for answering the inbound calls
- Answer the phone calls without fail in the designated time slots
- Be completely familiar with the content and layout of the website, and guide callers as needed to navigate the site
- Answer the calls with professional attitude and respond with details (as per the training)
- Defer 'out of bound' questions to Manager, which will be further escalated to the Director / Chandra Sekhar / Krishna Sharma, as needed
- Convince (without being forceful) the callers about the value and premium nature of the workshop
- Provide the callers with the 'Schedule of events', outline of the content, reasons why they should take the workshop
- Collect registration fee / provide the details.

Workshops Content Outline

Three workshops

Medha Jananam Institute of Family Management offers three workshops that are carefully designed to elevate your abilities to manage marriage and family life by orders of magnitude. The content of these workshops is tried, tested and proven since 2009 in USA and India.

These workshops help you in the following ways:

- **For the 'yet to be married'**: Helps you in selecting the most compatible person as the spouse and in preparing emotionally for the changes in lifestyle that would be required as a result of marriage.
- **For the ''recently married'**: Helps you in understanding the right steps to be taken to achieve high degree of harmony in the married life and prevent simple misunderstandings and issues from ballooning into unmanageable resentments and irreconcilable differences.
- **For those in the 'thick of marriage'**: Helps you resolve existing issues in marriage, if any, and gives practical and deep insights into raising children, holding family together and building a strong base in the family for everyone to come together.

Workshops Summary

The first workshop, called 'Grihastha' workshop is of 1 day duration. Typical admittance to this workshop is between 30 and 40 people. This workshop is '**informative**' in nature. It gives a comprehensive overview of marriage and many things involved in building a family.

The second workshop, called 'Medha Jananam workshop – Part A' is of 3 day duration. This workshop is very intensive and is '**transformative**' in nature. The typical admittance for this workshop is kept below 20 people, to allow high degree of interaction and deep discussions required for a transformative experience. It is designed to transform and elevate your thinking about yourself, people around you and the society around you, all three of which are critical for building a successful family. It aerates your brain, opens your heart, ignites your intellect and gives you new eyes to look at yourself and the life around. Answers to your questions and solutions to your problems are usually within you. You only have to grow hands to reach to them. These workshops helps you with 'growing additional hands'.

The third workshop, called 'Medha Jananam workshop – Part B' is also of 3 day duration. This workshop is fun, educative and is '**reflective**' in nature. You will look at the entire life cycle of marriage, from finding a spouse to wedding to giving birth to children to getting them married off, with 'new eyes'. You will get deep insights into gender differences and sharing of responsibilities between wife and husband in the family setting. You will find insights and tips into keeping all the family members of diverse personalities and temperaments together. It gives insights into maintaining your individuality and independence while respecting the individuality and independence of the other family members.

Grihastha workshop (Duration: 1 Day)

The following is the outline of the content of this workshop.

- Four different types of relationships between wife and husband (Physical, psychological, social and spiritual)

- Three different levels of depth in the marriage relationship (as a relationship between two people, as a continuum of culture/tradition/values, as a unit to be maintained amidst the turbulences in society and economy)
- A full life cycle view of Family life, from wedding to raising children to getting the children married
- The cycle of your growth - from dependence to independence to interdependence – and how it influences your marriage and family life
- Freedoms that should be given up before marriage and freedoms that should be retained after marriage
- Avoiding simple / trivial issues in the wedding planning that can precipitate into serious altercations
- Delegation and sharing of responsibilities between the spouses
- Avoiding laziness, getting over fear and apprehensions in establishing and maintaining marital relationship
- Pros and cons of Inter-caste, inter-subculture and inter-religious marriages
- Patterns and life cycle of 'temporary' relationships – attractions and pitfalls
- Basics of finding a 'compatible' person as the spouse or working with the personality of your spouse, if you are already married (Details in Part A and Part B of Medha Jananam workshop)
- Basics of creating a congenial and cordial family atmosphere (Details in Part A and Part B of the Medha Jananam workshop)

MEDHA JANANAM WORKSHOP - PART A (DURATION: 3 DAYS)

The following is the outline of the content of this workshop.

- Elevates your understanding and provides in-depth insights on three major areas (self, people and environment) that are critical to a successful marriage.
- This transformative workshop 'brings out the positive attitude', by removing the hindrances, cobwebs and blocks in the mind, by removing residual effects of bad experiences of the past and by shedding light on long held notions, prejudices and biases.
- Just as you can reach billions of people in this world using just 10 digits on your phone keypad, you can understand the diversity of billions of people using less than 10 metrics (original to Medha Jananam). This workshop teaches these 10 metrics, called '**Master Key** to understand people', including yourself.
- Family is essentially different personalities living under the same roof, in different stages of maturity and with objectives that converge at times and diverge other times. The 'master key' helps you live with the diversity and embrace it with ease and command.
- Teaches you the powerful 'Colors' concept, which is critical in understanding the attitudes of your family members towards every aspect of life, from finances to spirituality to dealing with responsibility to self-discipline.
- Outlines various issues that arise from time to time in relationships and family matters and gives insights and tips on addressing them well ahead of time, before they precipitate into serious and irreconcilable problems.
- Helps you with insights into detecting the early warning signs of potential ulterior motives before marrying a person or at least before giving birth to children.
- Introduces you to the patterns in the 'give' and 'take' aspects of the marital relationship.
- Provides insights and tips about developing and managing relationships without giving up individuality or individual freedoms and without curtailing the individuality and freedom of others.

MEDHA JANANAM WORKSHOP - PART B (DURATION: 3 DAYS)

The following is the outline of the content of this workshop.

- Understand the differences in the psychology of genders, so that men can deal better with wife, mother, sisters, daughters and other women in the family and women can deal better with husband, father, brothers, sons and other men in the family.
- Understand growth patterns and cycles of each member of your family and support them as per their needs.
- Find tips on handling three types of conflicting notions in family affairs: legacy notions that are already established in the family, emerging notions that are occurring because of changing circumstances and internal notions that come from your own thinking.
- Utilize the 'master key' learned in 'Part A', to understand the core nature, values and personality of people that lies deep underneath the surface qualities like education, assets and beauty. This ability is useful in many ways. If you are not yet married, it helps you find the most compatible person for you. If you are married, it helps you work with your spouse in a way that touches their heart, and helps in exchanging heart-felt feelings.
- The skill 'to ask' is your best friend before marriage. The skill 'to tell (express)' is your best friend after marriage. The failure to do either is the main cause problems in marriage. Before marriage, people assume that they know the other person well enough and after marriage they assume the other person knows them well enough. Both are not necessarily true. This workshop helps you assess the other person by asking the right questions before marriage and helps you with the language to express yourself after marriage.
- Helps you in using the 'master key' to understand the diversity of children and guide them according to their native personality, instead of as an image of yourself or as an image of your imagination or as an image of an 'ideal' person defined in some book or by some ideology.
- Children want to be independent. It takes time for them to learn that the essence of life is 'interdependence'. Learn how to teach children to recognize, accept and gain from the drama of interdependence.
- Growth of a person is both analog and digital. It is continuous at times and comes in bursts at times. Learn how to detect growth and its pace among your family members and how to give the right kind of support at the right time.
- Learn to manage relationships with children who are living in far off places, because of job or education, within or outside of the country.

WORKSHOP FEE SCHEDULE – FOR 2013

Fee for any workshop depends on many factors like the type of the workshop, the maximum allowed participants in the workshop, day of the week, the venue, the city, the country and the instructor.

The fee schedule will be periodically revised.

The fee schedule for workshops in Hyderabad in 2013 is as follows. The numbers are in Indian Rupees. The number indicates the fee for a single day. The total fees for a three day workshop will be the sum of the fee for the three days.

	Max Participants	Mon – Fri	Sat	Sun
Grihastha workshop	30	1,800	2,100	2,500
Medha Jananam – Part A	18	2,600	3,000	3,500
Medha Jananam – Part B	30	1,900	2,200	2,600

Discounts

- Discount for advance (two weeks) reservation: 10%

Refunds

- 85% of the fee will be refunded upon cancellation 48 hours before the workshop
- 75% of the fee will be refunded upon cancellation 0-48 hours before workshop
- 75% of the fee will be refunded for the remaining days, if dropped in the middle of the workshop

WORKSHOPS CALENDAR

Will be published soon.

How can you help?

- Suggest names of potential candidates to fill the positions of PMT.
- Explore contacts in major corporations in Hyderabad and pass them on to PMT.
- Explore major events in Hyderabad and pass information about them on to PMT.
- Be available to PMT for consultation and provide your guidance, suggestions and feedback.
- Review this document and provide your feedback.