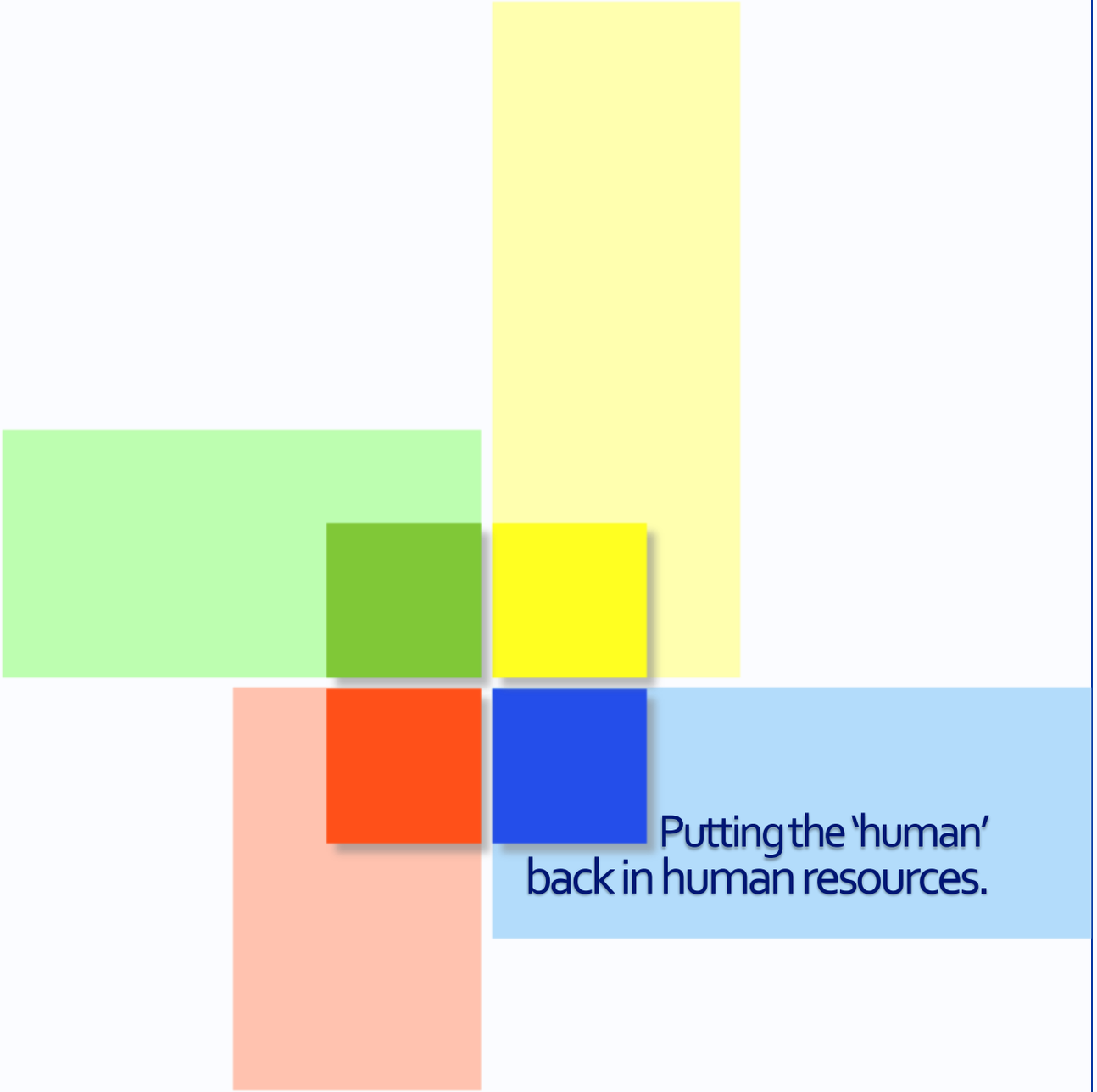

Medha Jananam

Corporate Services

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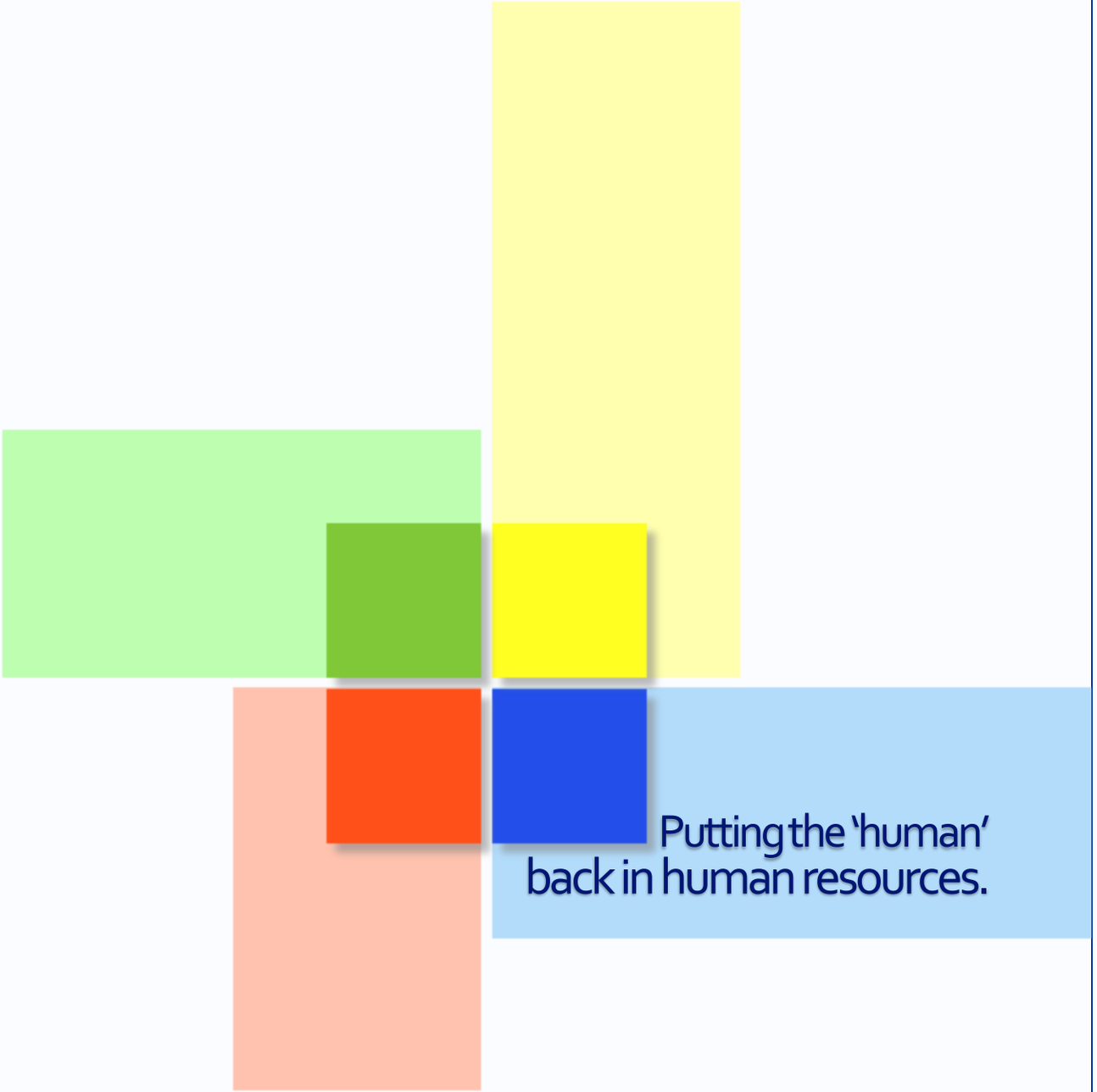


Overview

There are many types of leadership training, employee development and personality development workshops. Why Medha Jananam ?

Medha Jananam is based on a unique set of original concepts that have strong roots in psychology and sociology. Medha Jananam understands the 'human' element like no one else does, which is essential to motivating employees, forming teams, departments and divisions and running them.

The main concept of Medha Jananam is known as Colors. This concept gives the four colors (energies) that form the basis for the DNA of human and organizational behavior. All the workshops and services offered by Medha Jananam are based on the Colors and related concepts.

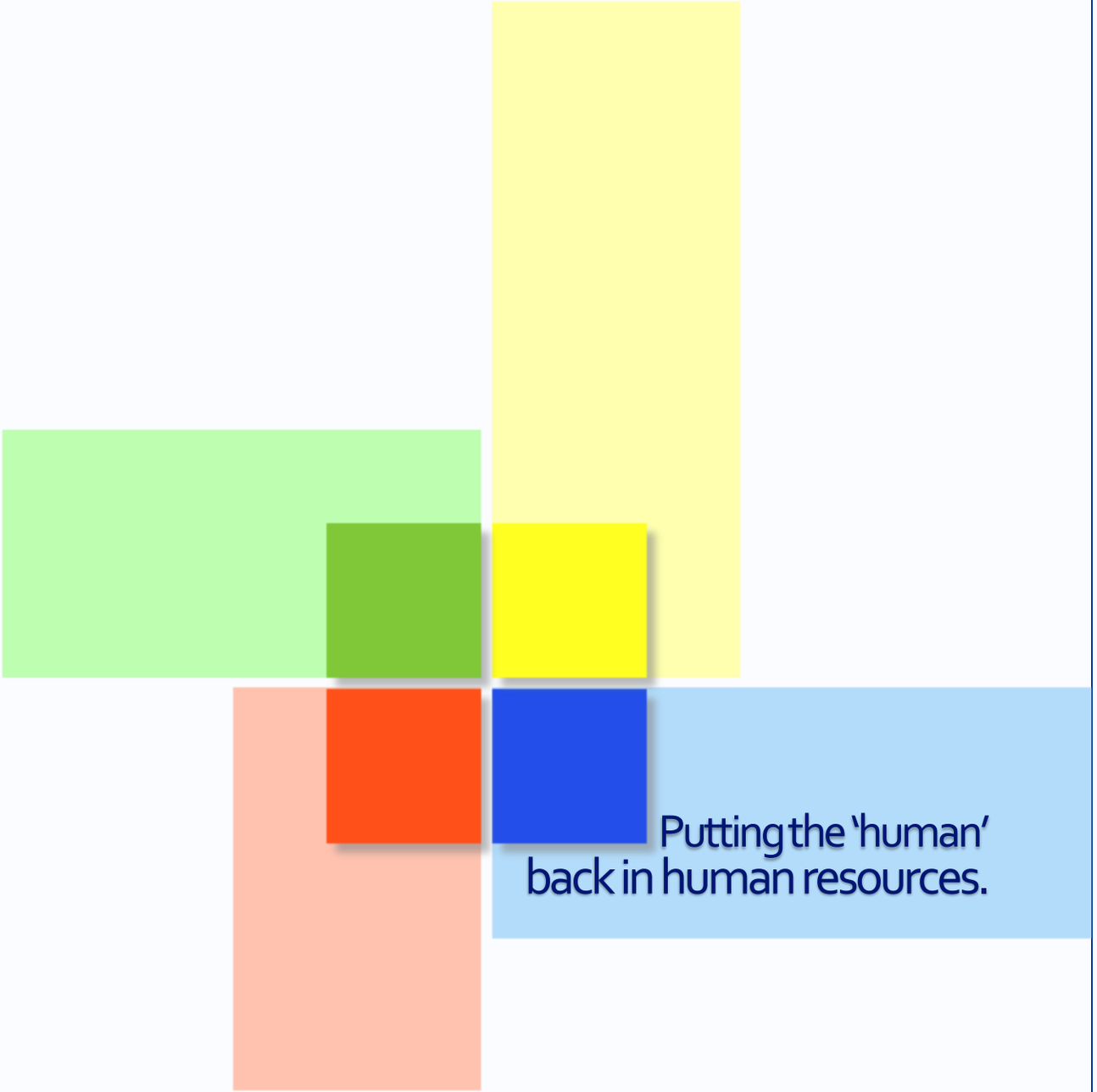
Medha Jananam offers two workshops for the corporate clients:

1. A **one-day workshop**, focusing on 'How does work fit into a person's life?' and
2. A **three-day workshop**, focusing on 'How does a person fit into an organization?'

Medha Jananam also offers five consulting services to apply the concepts to:

1. Team / Practice Building
2. Interviewing Techniques
3. Team Management
4. Product Design
5. Market Segmentation

The details are provided in the following pages.

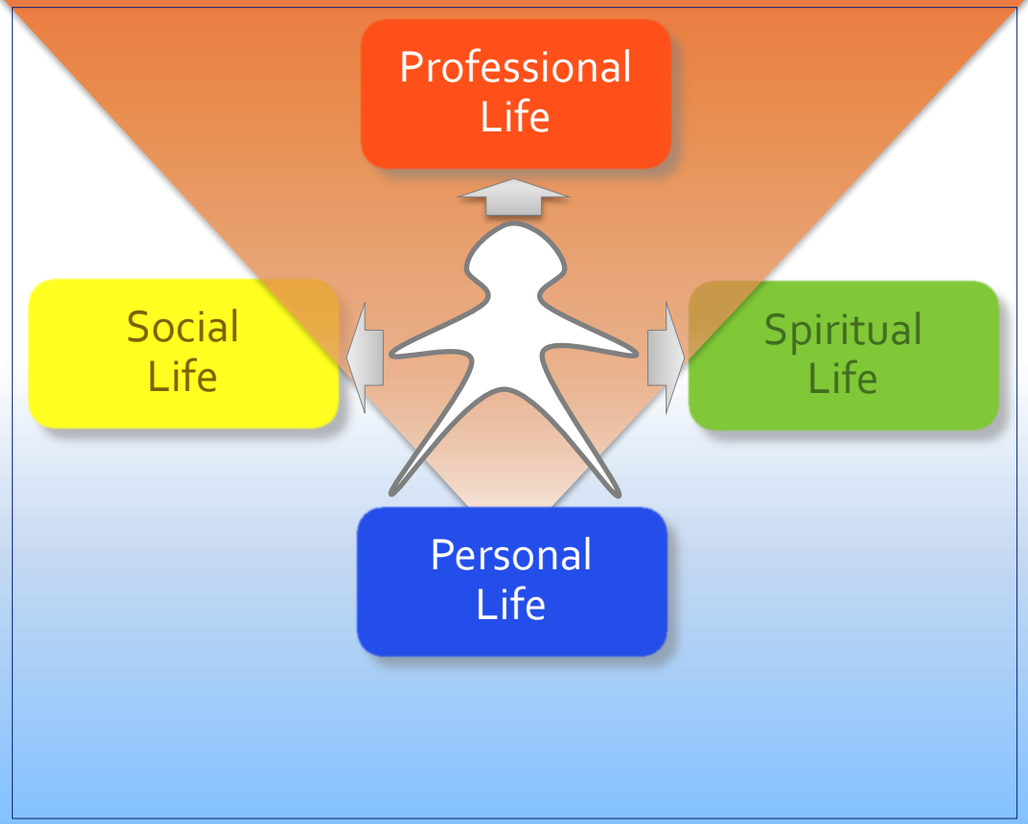


About
Medha Jananam

Timeline

Medha Jananam started in 2009 offering workshops for individuals and corporations, based on concepts developed by its founder Mr. Krishna Sharma based on a research of 30+ years into psychology and sociology and various other disciplines of human thought like economics, biology, mathematics, anthropology, cognitive sciences, spirituality, cosmology and atomic physics. Medha Jananam workshops have been hugely successful as can be seen from the testimonials.

Other workshops	Medha Jananam workshops
Teach the same techniques and methods for everyone, as if humanity is homogeneous.	Medha Jananam acknowledges the human diversity and gives the powerful concept of Colors, to boil down the diversity into the four underlying human energies that are constantly at play. Teach the individuals how to respond, interact and plan with people of different energy than their own. Teach leaders how to create processes and organizational structures in sync with the four energies, to enhance productivity all around.
Teach perfunctory aspects of professional life, such as managing gestures, managing time, writing emails, managing negotiations and so on.	Teach core aspects of professional life, such as understanding organizational structures and processes, quickly developing productive professional and trustworthy relationships with new people, getting over baseless misconceptions and misapprehensions, and integrating professional life with the other aspects of life.



Putting the 'human' back in human resources.

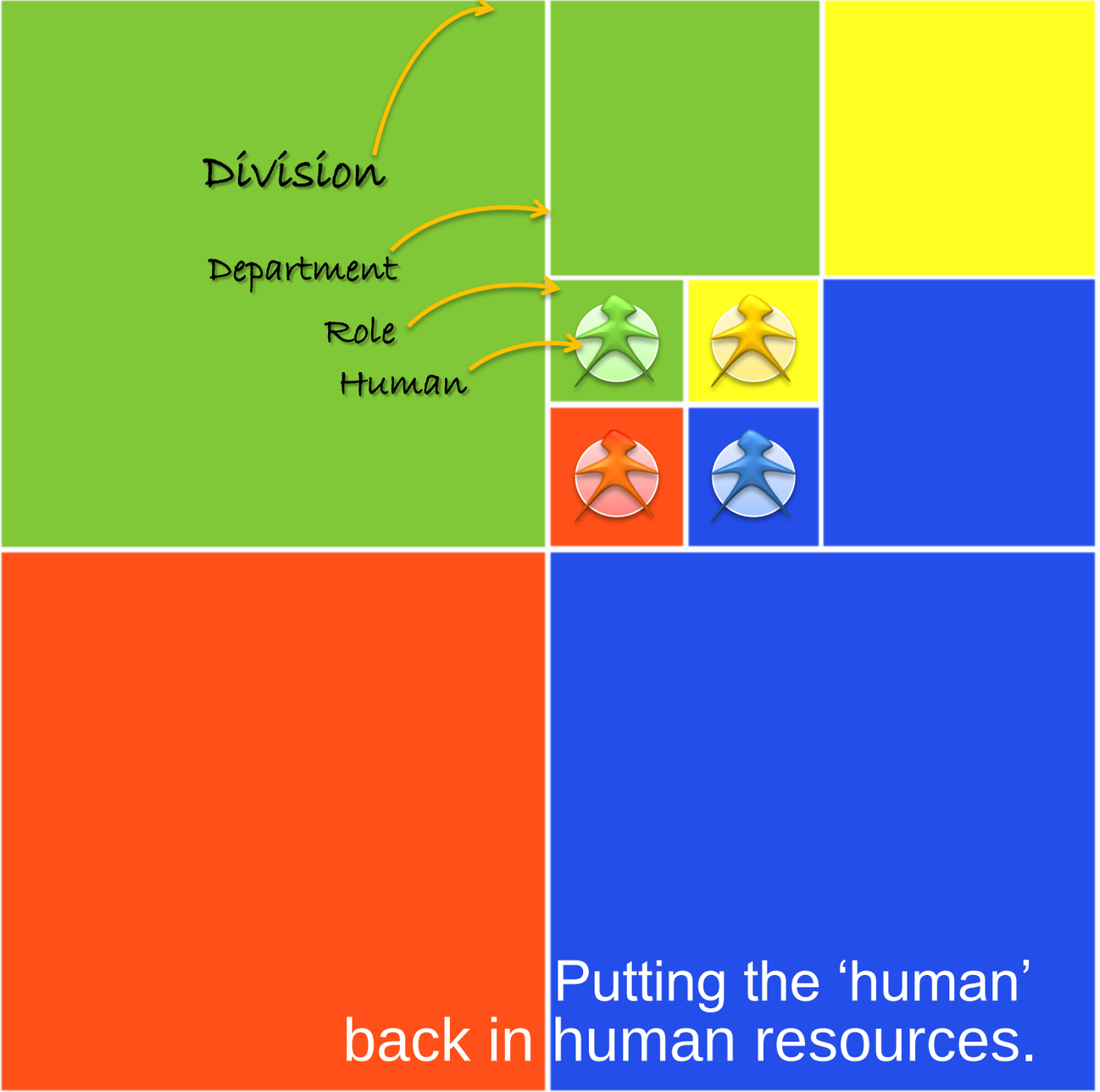
'Four Lives' Workshop (1 Day)

This workshop takes the participants to the depths of the question "How does work fit into a person's life? "

Every individual has four lives: Professional, Personal , Social and Spiritual. And each one influences the other three. This workshop equips the participants with several concepts to understand the four lives and the interdependencies among them. It gives an intuitive and clear picture of **how professional life enriches the other three lives and how it also draws from the other three lives**. This is critical for deploying one self into the professional life with full vigor, and without hang-ups and apprehensions, in an effective and positive manner.

The workshop uses UQUA (a set of unconventional questions / unconventional answers) that sheds light on deeper aspects of life, that normally people don't discuss. It gives a 5 minutes Self-Assessment exercise that gets a quick assessment of how well one is doing about the critical aspects of life and how to address the weaker areas.

It introduces four key concepts, Life Quadrant, Breaking the Shell, Four urges and Three notions.. These concepts help the participants understand the positive and contributing role of professional life in their personal growth and in balancing their outlook of life. The concepts help the individual adapt and take advantage of the constantly changing work environment where emerging demands, practices and principles blend into established demands, practices and principles, enriching one's own capability to adapt to the changing times in personal and social life.



‘Four Energies’ Workshop (3 Days)

This workshop takes the participants to the depths of the question “How does a person fit into an organization?”

Corporations, divisions, departments, teams, etc. are dynamic organisms just like humans. They are fractal in nature, parts resembles whole. Each organism, at all levels has a Color (or Energy) that describes its role, with respect to its environment, i.e., other departments and divisions.

Using this model of Organisms, Fractals and Colors, this workshop sheds light on many aspects of work life. It provides many insights and tips into handling the challenges of the work place and finding the opportunities that it presents.

This workshop trains the participants in the Colors concept which focuses on the diversity of humanity. It teaches how, what seems to be infinite diversity of humanity is a combination of four fundamental human energies.

The knowledge of these energies helps the employees in many ways: a) understand one’s own ambitions b) make and pursue career choices that match their energy composition, without being carried away by fads and peer pressure c) understand, interact and collaborate with the coworkers openly and freely by getting beyond the normal apprehensions and misconceptions.

The knowledge of these energies helps leaders, decision makers and managers in multiple ways: a) create appropriate roles to form well balanced and high performing teams, b) set up division, department and team structures and the related processes in tune with the human energies and diversity c) design effective reward and incentive programs.

This workshop is of THREE-DAY duration. The one day ‘Four Lives' workshop is a prerequisite for this workshop.

Putting the 'human'
back in human resources.

Benefits
of the two workshops

Career choices

There is nothing like being stuck in a 'wrong' role. A role that doesn't let you deploy your strengths in full saps your enthusiasm, which results in lack of work satisfaction. The Colors concept and other concepts from the two workshops, helps you see yourself clearly, like in a clean mirror. It helps you identify your core strengths, weaknesses, aptitude and host of other personality characteristics . It will, in turn, help you make the right career choices which is a good both for you and the employer.

People Management

Total strangers fall into your life in the work place, all of a sudden. You cannot burn months and years figuring out who they are, what their nature is. The Colors concept and other concepts from the two workshops, equip you with tools to understand people in a matter of days, be it colleagues, subordinate, bosses, customers or partners, so that you can make yourself more productive in your interactions with them.

~~Positive~~ Powerful Attitude

Once you gain a good appreciation of how work fits in your life and you fit into the organization – in these two workshops – your attitude towards work and life changes beyond your expectations. These two workshops proved to be of significant impact in many people's lives in the past. The impact is not just on the surface. It is about not about how you smile or how you write an email. It is how your inner most being reacts to various happenings around you. In other words, you will develop, not just positive, but powerful attitude towards your work life.

Putting the 'human'
back in human resources.

Recruiting and Managing 'Humans'

Medha Jananam offers consulting services to help HR and Management to bring the 'human' element back into all aspects of workforce management.

Team / Practice Building

Building a team or practice is an exciting activity, but it is often done under time pressure. One of the things one need to quickly do, is to define the composition of the team. Mistakes made at this stage will prove to be costly in the long term, as the team members struggle to understand and align themselves with the objectives of the team. Medha Jananam's consulting services help you quickly calculate the optimal number and types of roles required for the team, using the powerful Colors concept.

Interviewing Techniques

After you define the roles of the team, the next challenge is to identify the right candidates to fill the roles, which involves various steps of recruiting including interviewing. Medha Jananam's consulting services help the managers improve interviewing skills, using the powerful concept of Colors. This makes it orders of magnitude easier for the managers to identify the most appropriate candidate for the role.

Team Efficiencies

Every team or department would have internal processes that should dove tail into the processes of other departments and teams. Processes are the key for the performance of a division or a company. Medha Jananam's consulting services help companies to optimize the processes using the powerful Colors concept. The second aspect of team management is to be creative with incentives and rewards that motivate the team members. The effectiveness of any given incentive or reward would not the same with all the team members. Medha Jananam's consulting services help companies create suitable and effective set of incentives, using the powerful Colors concept.

Putting the 'human'
back in human resources.

Products for 'Humans'

It is no secret that there is huge 'human' element in designing and marketing a product. All the research in behavioral psychology, behavioral economics and similar subjects go into understanding the customer and designing the product accordingly.

Medha Jananam's Colors concept brings a different dimension of human behavior that needs to be considered in product design and market segmentation, which cuts across national, cultural, economic and ethnic and time boundaries.

Product Design

Medha Jananam's Colors concept helps product designers understand the four types of customers and the aspects of product design that would appeal to them. Medha Jananam offers consulting services to product design teams helping them incorporate this human dimension into their product design.

Market Segmentation

Building campaigns is expensive. Even the most expensive campaigns can fail in delivering the message, if the message is not appropriately tailored to the customer segments. Medha Jananam offers consulting services to utilize the power of the Colors concept to understand the four types of customers and the campaign elements that appeal to them.

Testimonials

"You can spend thousands of dollars and go to the best business school to learn this concepts, but the visualization of the concepts provided by Medha Jananam makes a great difference,." - Quality Assistant and former Business owner, Cary, NC, USA, Age 36.

"I am struggling to find adjectives to describe the philosophies and concepts I was exposed to at Medha Jananam. " – IT Director at a Fortune 500 company, Charlotte, NC. USA.

In the past five years, I have done MBA and attended sales and management workshops. None of them compare to Medha Jananam ! I got great insights into managing team members and dealing with the tough ones." - Program Manager at an MNC, Raleigh, NC, USA. Age 50.

"Each of the modules made perfect sense to me and gave me the perfect reason/explanation as to why the world works the way it works." - Professional at International Consulting firm, Durham, NC, USA. Age 26.

"When I attended the intro session, I came back home thinking 'hmmm, this could be interesting', little did I know how it would transform me !" - Systems Analyst at a Premier University, Durham, NC, USA. Age 39.

"Medha Jananam is the best 36 hours in my 39 years of life." - Firmware consultant. Age 39.

"I wish my father took Medha Jananam. He would have probably saved himself from bankruptcy." - Research associate at a premier University, Chapel Hill, NC, USA. Age 35.

"I completed my Ph.D. and Medha Jananam in the same week. Guess what excited me most? Medha Jananam !" - Student at a premier University, NC, USA. Age 27.

"Medha Jananam delves deep into difficult aspects of life, which are skipped by every other forum." - Professional at NC State Department, Raleigh, NC, USA. Age 48.

Putting the 'human' back in human resources.

www.medhajananam.com

For more information

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