

# MIDDLE EARTH HR IN-COMPANY SERVICES

*Comprehensive  
L&D solutions for HR,  
Sales and Leadership  
Pipeline building*

**TRUSTED**

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**COMPLETE**

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**PRACTICAL ROI**

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**CLIENT CENTRIC**

## My Dear Friend in HRM,

If you are reading through this brochure I am sure you are motivated by the need to build an L&D intervention in your company which would be impactful and bring a change in the competency profile of your people, making your organization a better place to work and perform in.

We at Middle Earth HR are equally passionate about providing your organization a learning experience which ensures true change in your organization. Our 20 year experience in developing joyful and practical learning experiences has helped over a 1000 companies including many fortune500 giants get developmental interventions which produce business results.

Our services can be categorized into three major buckets comprising the three major streams of management dealing with people – HRM professionals, Sales professionals and the Management levels.

- 1. Targeted HR Capability building** through global certification workshops, customized in-company and supportive diagnostic services.
- 2. Comprehensive leadership pipeline development** through assessment, coaching, training and educational services.
- 3. Transformational Sales force development** through structured certifications, competency assessment and sales process supportive collateral development.

We believe training should be flexible and match client expectation for which we have developed multi-blended learning capabilities. Our capabilities include well designed Instructor led training, our own recording studios and e-based delivery platforms, Exciting Outbound Training capability, Institutional MOUs with IIMs and other premier b-schools to provide business certifications and best –in-industry post training support. We believe that on the Kirkpatrick's framework it would be easy using our capabilities to build level 3 and level 4 High ROI Learning interventions.

Our Full Time Design team, E-based development team, Coaches and Faculty, along with professional learning consultants ensure a seamless learning experience which is practical and impactful to organizations and joyful to our participants. This has made us over the last 20 years one of Asia's top L&D organizations

We hope we can work with you and be both partner and friend in your transformational L&D efforts



**Nitin Sanker**

Learning Evangelist

BE – Computer Science from IIT Roorkee,  
MBA in HR and Marketing – IIM Calcutta

# WHY US

## TRUSTED

Asia's largest corporate training firm with 20 years of experience in leadership development and HR capability building for companies. We have partnered with over 5000 companies. We have a presence in 7 countries with Asia's largest open event calendar of more than 500 workshops yearly. 90% of our business comes through repeat customers.

## COMPLETE

Learning solutions which are truly comprehensive and beyond the capability of most training providers. A learning library of over a hundred certifications. MOU's with IIM Indore, IIM Rohtak, SP Jain (Dubai and Singapore) help create co-branded certifications. A strong post training team ensures implementation support. Our own e-learning labs and delivery systems allow us to create blended learning.

## PRACTICAL ROI

Our entire faculties have been practicing senior managers at a CXO/HOD level with a median experience of over 20 years. Our signature and certification program use a unique 3 step approach-

1. Learn
  2. Implement using projects and
  3. Get supported by coaches, which ensures that the learning is practical.
- This leads to business results which creates high ROI for the company from the training

## CLIENT CENTRIC

We have over 250 well-designed learning modules. Our team of learning consultants and designers build carefully designed, bespoke L&D solutions which meets every need. Our post training and coaching team ensures implementation. We mentor and support around 3000 projects in over 200 organizations annually through our faculty, project guidance cell and consulting teams.

## TARGETED HR CAPABILITY DEVELOPMENT

The human resource management function is the heart of any organization. Their capabilities and competencies determine the long term quality of their people.

Middle earth hr addresses the challenges faced in up skilling hr professionals through 3 solutions.

1. HR global certifications workshops.
2. Customized HR Training Intervention
3. HR diagnostic services

### 1. HR Global Certifications Workshops

Today middle earth runs Asia's largest open event calendar for hr professionals. We run over 500 open event workshops in 18 Asian cities including- Amman, Bangalore, Bahrain, Cairo, Chennai, Delhi, Dubai, Jordon, Jakarta, Kathmandu, Lahore, Hyderabad, Islamabad, manila, Mumbai, Muscat, Pune, Qatar.

This allows you the freedom to send specialized hr practitioners.



## Learning & Development

1. Certified Learning And Development
2. Certified Master And Facilitator
3. Certified Instructional Designer
4. Certified Executive and Life Coach

## Core HR

1. Compensation And Benefit Manager
2. Certified Recruitment Analysts.
3. Certified Human Resource Business Partner
4. Certified Human Resource Generalist
5. Certified HR Analytics & Metrics Professional

## OD and Specialist

1. Certified Psychometric Test Professional
2. Certified OD Analyst
3. Certified OD Intervention Professional

\*All our certification programs are globally validated for recertification credit by the world's largest hr certifying body – human resource certification institute (HRCI).

\*Our certifications have won several global awards by hr.com and training industry.com

## 2. Customized Hr Trainings Intervention

We have over 40 HR certification which we can customize for you. Each program consist of 3 phrases –

1. an instructor led training program
2. projects support with mentors and coaches
3. Global certification and accreditation.

If required using our e-based delivery platforms we can built and deliver these programs using e-learning.

## 3. HR System Diagnostic Services

We support good hr practices by assessing and analyzing the gap between global best practices and the current hr situations in organizations. Our annual research paper and trend learning centre, our work with over 2000 project supported through our learning and development centre helps us be ahead of the hr best practices.

Our diagnostic services includes –

1. HR audit using pcmm methodology – we validate hr system in organizations using people management maturity levels as specified in pcmm, this helps pinpoint change initiatives in organizational people practices.
2. Compensation survey- we help conduct salary surveys for targeted positions to help organization take mature compensation decisions.
3. Engagement and culture survey- we help conduct and analyze gaps in engagement and culture in organization.

## COMPREHENSIVE LEADERSHIP PIPELINE DEVELOPMENT.

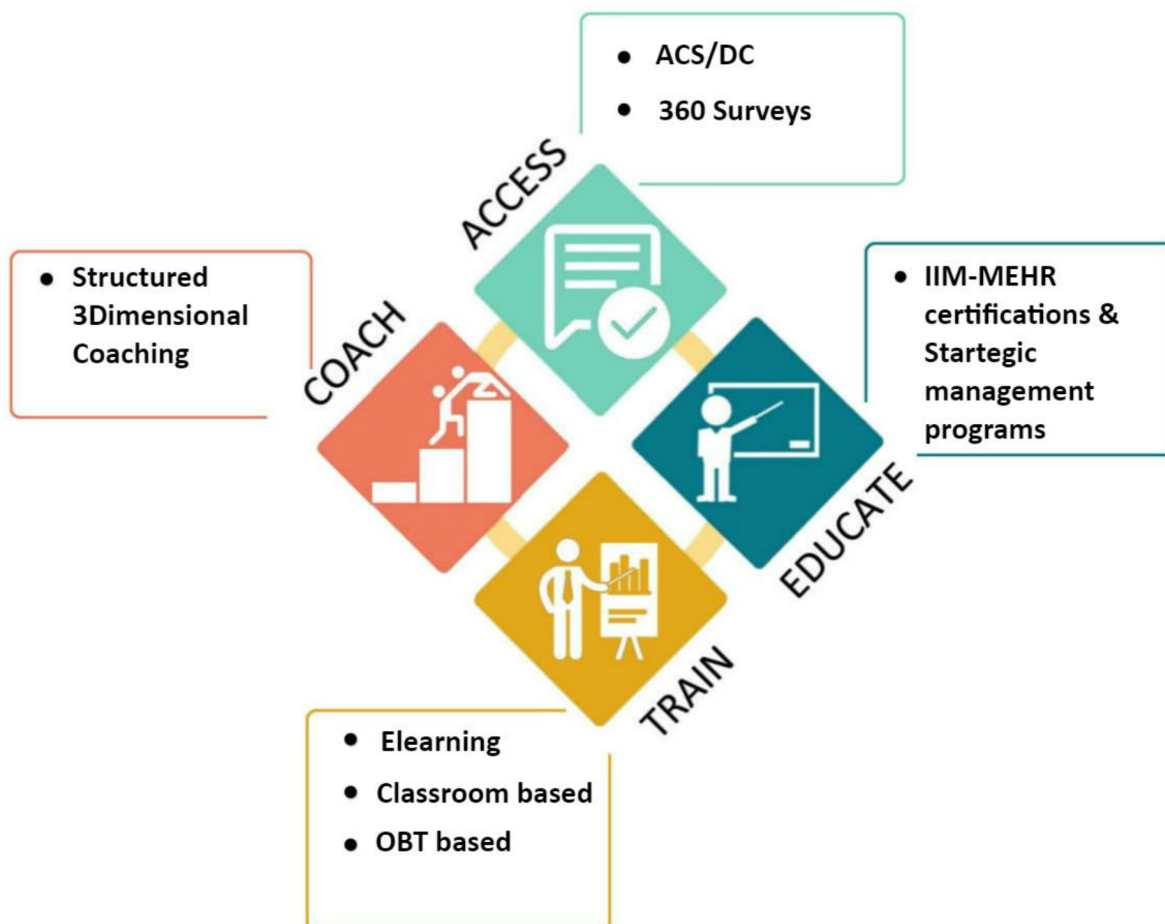
The leadership pipeline in an organization is the most critical asset for a companies' success. Building, managing and nurturing this pipeline is crucial for companies' growth and future.

Middle earth supports a variety of organizations ranging from global giants to small and medium enterprises through multiple initiatives in assessing, educating, training and coaching leaders.

We support leadership development at 2 key levels –

1. Midlevel management
2. HOD,Business leaders and Senior managers

The methodology we apply to develop leaders is as follows



## 1. ASSESS

We provide in-depth analysis of a leader to assess and provide developmental inputs using 360-degree feedback and assessment and development centers. This helps organizations identify individual and group competency up-skilling interventions. We also identify environmental and cultural issues which impede leaders and managers in organizations.

## 2. EDUCATE

We have 5 signature leadership programs which we run as an open calendar program every year –

1. Advanced strategic management (co-branded with IIM Indore at IIM Indore)
2. Global general management (co-branded with S.P Jain Dubai and Singapore)
3. Entrepreneurship and family led business (co-branded with confederation of Indian industries)
4. Executives certification in business management (co-branded with IIM and S.P Jain)
5. Executives certification in business transformation (co-branded with IIM and S.P Jain)

These programs range between 4-9 months and allow organizations to educate their leaders in institution of global reputations along with a cohort of equivalent managers from best companies.

Our MOU's with these premier institutions allows us to design interventions, utilize top functional faculty and provide the institutional co-branded certificates.



### 3. TRAIN

Our signature programs-

- 1.) Certified 10 x manager
- 2.) Certified 10 x leader

This provides a structured framework of managerial and leadership development spread over 3-9 months using one-day classroom sessions, coaching and project work mentoring to ensure competency enhancement and improved leadership behaviour at the workplace.

Our suite of over 100 modules can be customized in addition to our signature program to provide specific interventions as per company requirements.

### 4. COACH

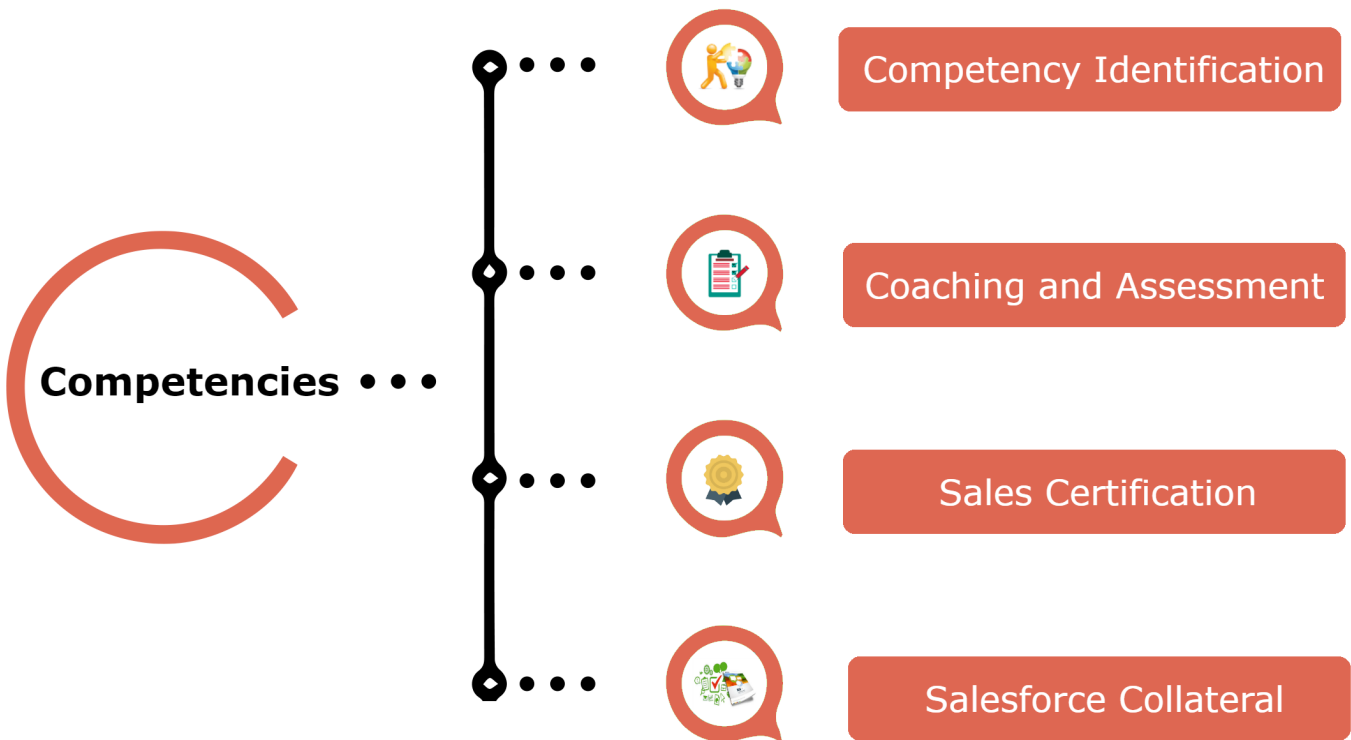
Our trademark of 3 dimensional coaching models ensures strong leadership development and support along specific organization competencies. Our team of certified coaches provides structure throughout this journey.

# TRANSFORMATIONAL SALESFORCE DEVELOPMENT

As companies refocus their attention on growth, many find they are held back by the very thing that should be propelling them forward their sales force. Building momentum to the close of a sale while preserving the bottom line requires a strategy that takes place before, during, and after the sales call.

The challenge has been creating a model that establishes what makes some people better at sales than others. Through a combination of research and practical experience, Middle Earth HR has developed the 4C's model— what we believe to be a novel approach.

This is a usable model that can improve the effectiveness of every member of the sales team. The foundation of our approach is a proprietary instrument that characterizes a company's highest sales performers, assesses the entire sales force against that "gold standard," and enables the company to close the gaps through targeted improvement programs, also supporting the sales process through target sales force collateral support sheets which enhance and stabilize the sales performance. This makes even the average sales performer into a superior sales performer.



## Our illustrative list of full time faculty



**Nitin Sanker**

Did his BE from IIT Roorkee and his MBA in HR and Marketing from IIM Calcutta His first 4 years after academics were spent as a Business Manager with PL accountability managing International training centers, as an instructional designer and learning consultant for NIIT and NIS. His next 4 years as a strategic consultant looking at process and people development with a strategic consulting firm which specialized in business transformation. The last 20 years he has been designing award winning training programs, he has been an OD specialist working with Governments and Organizations like Samsung, Bank du Cairo, Government of Kuwait, Government of Indonesia, Dr Reddy labs, Tech Mahindra, Holcim Philippines etc. He is also visiting faculty with varied institutions Like ISB, IIM Calcutta, University of Jakarta, IIM Indore and others. He functions currently as Middle HR's CEO as well as taking up a dual role as a Lead Global Trainer, OD Consultant and CXO coach. He has been awarded the HR Champion award from the Human Capital Institute, He was awarded for outstanding contribution to world HR by The world HR Congress, and he has been recognized by Business India in their issue "best of the best" as one of the top 10 alumni from IIM Calcutta in the last 40 years.



## Nadita Sanker

Nandita Asthana

A Delhi University Graduate, she has an Advanced Strategic Management Qualification from IIM Indore.

She started her career with Global Advertising Agencies like Saatchi and Saatchi and RK Swamy BBDO in the creative function, extremely successful she grew quickly into the role of a creative director. Her interest in Training caused a mid-career switch to Learning and Development which has been her forte for the last 20 years. A global Trainer and Consultant she traverses the globe conducting training and Organizational Development interventions in countries like Egypt , Jordan , Australia , Indonesia and India. She has worked with over a 1000 organisations conducting open workshops and In-company interventions. She has been recognized as one of the top trainers in Asia in her field of expertise.

A serial entrepreneur she has helped set up two of Indias leading organizations in the Personal and Organizational Learning and development space –

Middle Earth HR which today is One of Asias largest organizations in the L&D space and The Inner Courtyard which specializes in counseling and emotional growth. She has been featured along with luminaries like SreeSree Ravi Shanker as one of the top 20 professionals in the field of emotional growth and counseling in a best selling book.





**Shuvam Das**

Shuvam Das

Shuvam holds a Hotel Management Degree from Indias Top Hotel Management College; He has majored in Marketing with a specialization in strategy from IIM Calcutta. Senior professional with an experience spanning 20 plus years, with a background in strategic HR, L&D, operations, media, communications and strategy.

He has been a SBU head for Hindustan Times and worked at strategic level for one of Indias leading telcos. He has conducted change management and leadership training for clients in telecom and media, coached and mentored people in different industries at different levels, been involved with a PMS based on the Balanced Scorecard for telecom, structured a performance matrix and deployment for the Government of Kenya, which included coaching and mentoring, leadership training and setting up of a strategic learning structure using LMS, multimedia, and on the ground training. He is passionate about learning and development as a tool to impact productivity at the operational level and strategy at the management level. Over the years he has trained, coached and mentored over 10,000 people at various levels across many industries and functions and has been awarded many times, both in his stint in the corporate world as well as a consultant.



## **Srividya Jayaraman**

### **Srividya Jayaraman**

Srividya holds a full time MBA Degree from Symbiosis Pune specializing in HRM; she is a Fellow of the World HR Board in Strategic HRM. In a career spanning over 20 years she has been primarily in the field of HRM, holding various positions culminating at a CHRO position with a well Known IT company. Subsequently she shifted her attention to Consulting, Training and Mentoring with Middle Earth HR. She currently is the Director in charge of World HR Board which is Middle Earth's Educational Initiative. A well known International Trainer she does training all over Asia primarily focusing on areas in Compensation, HR analytics and senior leadership Development. Her Core competencies are formulation of strategy, Performance management systems, HR audits and Designing Competency map and Assessment centers. She has been part of and mentored over 500 projects in these areas

He has been a visiting Faculty for programs at ISB Hyderabad and IIM Indore

## Cases



### TTT @ Dr. Reddy's

Dr. Reddy's recently engaged Middle Earth HR to conduct a couple of TTT sessions to re-launch CBI programs. Emphasis was on including technical/functional competencies as well as to make the program more practice driven. Workshop was focused on framing competency based questions, scene setters and past performance for technical and behavioral competencies. Co-ordinating better with co-interviewers for better focus and comprehensive assessment.



### EMPLOYEE ENGAGEMENT SURVEY @ COLLABERA

Collabera is a leading IT and Professional Staffing & Services firm which helps place talented professionals at innovative companies across the world, providing continuous support for both client and consultant throughout the length of each project. Middle earth HR designed and conducted a customized 6-P model engagement survey at Collabera to increase the employee satisfaction and engagement levels by identifying key dissatisfiers and hygiene factors amongst the employees. The survey helped to pinpoint critical aspects and helped the organization to identify the gaps in different HR areas. Pre and post focus group discussions (FGD's) were conducted to further understand the employee's pain points/perspectives as well. An action plan was proposed for betterment of their key HR areas therefore.



## PCMM AUDIT @ INNOVAPTIVE

Innovaptive is focused on enabling instant mobilization for global 2,000 customers, by accelerating their time to market and value. Innovaptive helps customers achieve instant mobilization through one of the world's largest portfolios of mobile apps on SAP store. Middle Earth HR conducted People Capability Maturity Model (PCMM); it's a maturity framework that focuses on continuously improving the management and development of the human assets of an organization. It describes an evolutionary improvement path from ad hoc, inconsistently performed practices, to a mature, disciplined and continuously improving development of the knowledge, skills, and motivation of the workforce that enhances strategic business performance. A step-wise Level 2 & 3 audit was done and gaps were identified in all HR areas to improve workforce capability and to enhance business performance. Areas of improvement were given to move towards Level 4 standards.



## Assessment Centre @ Bentel Associates

Bentel Associates is an award winning architectural firm known for having designed many landmark developments. An assessment centre was designed and conducted for the leadership team. Developmental plan was presented to improve and enhance their performance.





## Coaching Intervention @ Bayer

Bayer is a global pharmaceutical and diversified agri-product company. A coaching intervention along with facilitation skills was done for their Area sales and Regional Sales managers.



## Interviewing Skills @ Mindtree

Mindtree wanted to equip their top hiring managers and HR team with a structured interviewing process. Also to coach and support newer members in the team to improve effectiveness. Customized interventions were done.



## **Middle Earth HR Private Limited**

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