



# Engineering Staff College of India

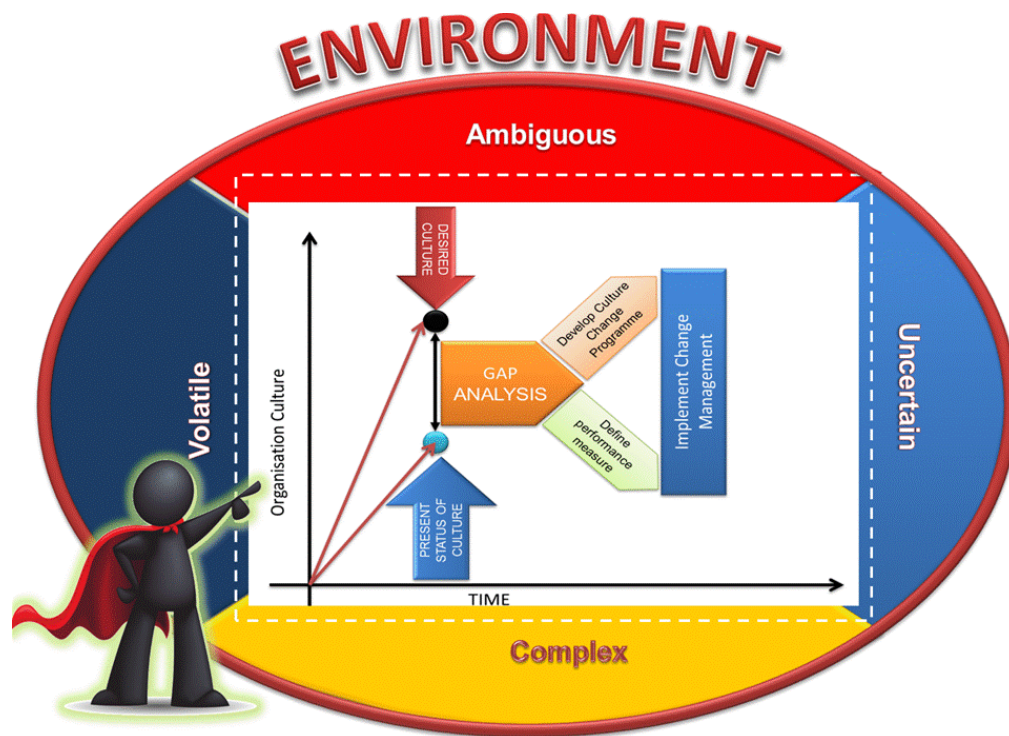
Autonomous Organ of The Institution of Engineers (India)  
Old Bombay Road, Gachibowli, Hyderabad – 500 032.TS, India



Management and Technology Division

## Continuing Professional Development Programme on *A Leadership Challenge of the Decade* *Managing Organizational Culture to face VUCA challenges*

14 – 16 October 2019



(An ISO 9001:2015 Certified, AICTE & CEA Recognized Institution)

**Centre for Promotion of Professional Excellence**

## INTRODUCTION:

One can have all the right strategy in the world, but, if he doesn't has the right culture he is dead. As Peter **Drucker** puts it, "**Culture eats strategy for Breakfast**". The real importance of leadership is to create and manage culture, a culture of inclusiveness and performance or else you will be moved aside into a run of the mill

In today's **VUCA** environment Inclusiveness plays a crucial role. Several tools of Positive Psychology, an upcoming branch of Human Resource Management, will enable us to develop and build inclusive culture in the organization.

Organisations that have succeeded often have Inclusive culture, optically visible when you walk through their works. In the inclusive culture the leadership understands the variety and diversity. The differences in the perspectives and approaches they bring to work place are truly accepted. Perceptions and different cultural backgrounds are brought on to the same page and are harnessed to bring about the alignment in the organizational processes.

The organizational culture generates expectations of high standards of performance from everyone regardless of their racial or ethnic background. The organizational culture encourages debate and constructive conflict. Employees feel valued and are encouraged to apply their background and skills in creative ways to improve the work of the organization. The mission and goals of the organization are well articulated and inter- wound around the Values and Beliefs, which puts foundation for the new culture

Values & Beliefs being the bricks of organizational edifice, Values determine Culture, Culture determines Behaviour and Behaviour determines the Outcomes.

Critically Organizational Culture is the *Summum Bonum*<sup>1</sup> of the organization's collective Values, Beliefs operationalized in the entire Management Process.

You Engineer the Culture or Culture will Engineer you. Does a good Leadership have an option?

## OBJECTIVE:

To create awareness among the participants, about the need and actions to be initiated to create a right Organizational Culture of Excellence,

## COURSE CONTENT

1. Leadership Challenges in 21<sup>st</sup> Century
2. Effect of Emotions on Values, Cultures and Behaviours
3. Understanding Organizational Culture: What it means – How it is different from operational systems and procedures – Over view
4. Basic Elements of Culture- Historical perspective
5. Different Types of Cultures & their efficacy
6. Effects of Culture on Performance
7. Conflicts Resolution in of Culture variations
8. Values in practice as Pillars of Culture
9. Values-In-Action. Translating and functionalizing the values on day to day routine processes
10. Organizational Cultures Assessment
11. Employee Engagement – Heart of Culture Building
12. Explore some of the ways in which organizational culture affects inclusiveness within organizations. Handling diverse groups.
13. Leadership Role in Culture Development- Positive Psychology
14. Understanding and resolving interdepartmental conflicts through culture fit

## METHODOLOGY

Methodology of the programme includes class room Sessions with Lecture/discussion with audio visual aid, benched marked video shows, Chalk & Talk sessions, group discussions, case studies, debates, sharing of experiences, etc. All the sessions will be interactive demanding active participation from all the members. CMI will be the main method of instruction. Program will have videos small group exercises interactive session in workshop mode

## TARGET PARTICIPANTS

This programme is a practical workshop intended for LOB heads, Vertical Heads, Upcoming leaders in succession planning, HR leaders, Trainers and Consultants, Middle- Senior level executives who are holding Leadership positions. The Programme will be equally useful to HR Functionaries, HODs from any Sector, Public Private Production or Service Sectors

## COURSE ADVISOR & RESOURCE PERSON:



**VS Sudhaker**  
a passionate trainer  
and coach



**Dr. A.P. Natarajan,**  
Director, Victoria  
Training Foundation



**Dr. Vivek Modi,** Certified  
as a trainer from World  
renowned "Dale Carnegie  
Training

The Resource Persons consists of experts from industry, research establishments and academia besides that from ESCI.

## BENEFIT TO THE PARTICIPANTS:

- it develops the essential qualities to become an effective and efficient contributor in a team, both at entry level and also middle and senior levels

<sup>1</sup> The highest good, especially as the ultimate goal according to which values and priorities are established in an ethical system.

- It provides a platform to learn from capable experience faculties and co participant's from various prestigious organisations during the programme days as well as have useful intellectual exchanges even after the completion of the programme.
- The tools given can be used to Align interdepartmental working, Merging two verticals, understanding departmental conflicts

### PROGRAMME VENUE, DATES & TIMINGS

**Venue: Engineering Staff College of India (ESCI) Campus, Old Bombay Road, Gachibowli, Hyderabad. 500032. TS, India.**

#### Dates

**14 – 16 October 2019**

#### Timings

On the first day Registration will commence at 0900 h. On all other days the programme timings will be from 09.45-17.15 Hrs. with breaks in between for tea and lunch.

#### COURSE DIRECTOR



**Gp Capt (Retd) BS Phillora** BE (ETC), AE (L), MMS (DS), M Phil, FIE, Chartered Engineer (India), Certified Lead Auditor ISO 9001:2015

Dean of Studies ESCI &

Sr. Faculty, Management & Technology Division, Technical Advisor, Design & Prototyping Centre, ESCI

#### COURSE FEE

₹ **15,500/- (Residential Fee)** per participant. Fee includes, course material, course kit, twin-sharing AC accommodation as per availability, breakfast, lunch, dinner, tea / coffee and snacks during the actual days of training programme.

#### DISCOUNTS:

- ❖ **Non-Residential Fee:** 10% discount on course fee is allowed for non-residential participants.
- ❖ **Group Discount:** Additional 10% discount for three or more participants, if sponsored by the same organization.

**(All discounts are applicable only if fee is received at ESCI before the commencement of the programme.)**

**Goods and Service Tax @ 18%** is to be paid extra over and above the training fee. PAN Card No AAATT3439Q; **GST No. 36AAATT3439Q1ZV.** (Under commercial training or coaching services).

Programme fee is to be paid in favour of "IE (I)-Engineering Staff College of India" in the form of demand draft payable at Hyderabad at par cheques payable at any Bank Branches.

Alternatively, the payment may be made by Electronic Fund Transfer (EFT) to ESCI - **SB A/c No.0432104000039631 with The IDBI Bank Ltd., Gachibowli Branch, Plot No. 2-53/2, JNIBF, IIIT Junction, Gachibowli, Hyderabad-500032 by RTG's/ NIFT / IFSC Code No: IBKL0000432. ESCI PAN No. is AAATT3439Q.** While using EFT/ Draft method of payment, kindly forward a covering letter giving details on the names of the participants, Title and the programme schedule so that proper accounting can be done.

#### REGISTRATION:

Online registration shall be available on ESCI website. ([URL:www.escihyd.org](http://www.escihyd.org))

To register manually, please send your nominations giving details of name, designation, contact address, email address, mobiles no, telephone and fax number of the participant along with the details of mode of payment of fee, addressed to:

#### Head, Management & Technology Division

Engineering Staff College of India

Old Bombay Road, Gachibowli, Hyderabad 500 032, TS, India

**Phone:** Direct 040 6630 4111, 6630 4112 & 6630 4105

**Fax :** 04066304103 & 914030995227

**Email:** [mt@escihyd.org](mailto:mt@escihyd.org),

#### For Registration Please Contact:

Mr. LV Rao

Programme Manager,

Land line 040 66304105

#### CERTIFICATION

**A certificate of participation will be awarded to each participant on conclusion of the programme.**

#### GENERAL INSTRUCTIONS:

- ESCI encourages participants to present case studies from their respective organizations.
- ESCI provides complimentary accommodation and boarding to the participants one day before commencement (Check-in 1200 h) and one day after conclusion (Check-out 1200 h) of the programme duration. Overstay charges will be applicable as per ESCI rules (subject to availability of accommodation)
- Well-developed Information Centre and Internet facilities are available to the participants.
- **Nominating authorities are requested to kindly send the contact details of the participants while sending their nomination letter. This will help us in making necessary administrative arrangement for them.**