

# CORPORATES GEAR UP FOR NEW AGE TRAINING

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In an age of stiff competition, the corporates are all geared up to meet the challenges of globalisation. So, there is an increased emphasis on training programmes in the corporate sector, to improve the efficiency of managers. And the entire concept of human resource development programme has undergone substantial changes as training programmes now stress improving emotional intelligence of the workforce also.

"If you look at the trends in human resources over the last few years, there has been a significant emphasis on training and development. While a decade ago, the offer of an attractive compensation package was likely to tempt an employee to consider a change of employment, today an employee is likely to consider other aspects of 'job fit', 'culture fit' and 'task fit.' As a result of this, organisations are looking at creating 'comfort zones' by extending the learning curve of an employee. It creates a win-win situation where the employee has opportunities to sharpen his or her skills and personal effectiveness and the organisation is able to create a knowledge base," says P R Joshi, senior vice-president, Human Resources and Corporate Communications, Zydus Cadila.

employees," says Joshi.

"For us, training is of very vital importance since Azure Technologies is the first global call centre in Gujarat and we have to train the candidates who have the said capabilities and are selected after rigorous tests and interviews. The training programme is for about six weeks wherein we brush up their management and negotiating skills. And since our customers are in the US, we train them on western culture, accent, federal laws, history and general awareness. The training also includes impromptu presentations and participation in various cultural and other activities in the office," says Meenakshi Chatta, Corporate Communication Manager,

## People Management

AzureTechnologies.

"Competition is the mantra by which the corporate sector is driven. We organise ZeNLP (Neuro Linguistic Programming) workshops for senior managers of leading corporate houses. ZeNLP works on three kinds of programming depending on the predominant traits of an individual and they are categorised as visual, auditory and kinesthetics. We believe that marketing and sales

that our employee perform to their optimum level. The main aim of the training is to enable our personnel to strike a better rapport with the customers. And for this we have both internal trainers and people from external faculty also," says Sunita Sharma of Celforce.

How far is training effective in bringing out the best in an employee? "I have attended a number of training programmes and I find them quite useful. As I am in the banking sector, the essence of most of the programme was mainly on the industry itself and a larger view of the financial sector. In addition to this, there were also elaborate sessions on inter-personal relations, better customer service and time management. It's not the theoretical knowledge that counts. But the discussions and interactions certainly give one a broader perspective. It gives a better approach to work," says Akash Jain, working in a leading financial organisation.

"Since training opens up new vistas of learning, it definitely enhances the professional abilities and extensive exposure to behavioural programmes does help people to lead a more meaningful life. We have post-training examination and follow up to ensure the effectiveness of training. With the help of effective training managers, can shape the culture