



Organisation Development Pte Ltd

Business Renewal through Learning



About ODPL

Businesses are started to perform- deliver results the promoters, investors, customers, suppliers, employees and financiers want and expect. In generating profitable growth the company has to be ethical and comply with the laws of the country and increasingly of the global market place and preserve if not renew the environment.

It is important that firms must sustain profitable growth even as the market functions randomly. To achieve these, firms need to combine effective governance and direction setting with efficient execution and management.

ODPL helps firms perform and to deliver and exceed expectations by:

1. Enhancing performance on a sustained and competitive basis.

4. **Enterprise Performance Dashboards:** This covers the area of translating strategy for execution and sets up a host of dashboards around strategic objectives (KRA's) and incorporates the ideas of good governance, the balanced score card, six sigma, OLAP (On Line Analysis of Performance) and DSS (Decision Support Systems).

5. **Operational Governance and Work Flows:** This involves redesign of work flows to achieve strategic rather than operational objectives. It identifies the key initiatives and actions individual employees need to take today for a successful today and tomorrow. It sets out meeting schedules, agendas, content, ownership and action plans & time tables.

6. **People Development:** Individual managers need to build specific leadership and managerial skills around the emerging needs of the business. Executive Coaching using structured and



2. Improving productivity of resources like capital, cash, assets, knowledge & People.

3. Creating management depth by building people and talent available.

4. Defining and measuring the cause and effect between objectives and execution.

5. Combining management or strategic quality with process or operational excellence.

6. Improving performance at the board, enterprise, team and individual level by identifying and measuring the key parameters essential for success.

ODPL PRACTICE AREAS:

ODPL has advised boards and management teams of a variety of firms, in numerous verticals, specifically on:

1. *Strategy Development and Deployment:* Strategic Marketing helps the firm, through a unique Value Migration analysis, understand market segmentation, product positioning, target markets and customer life time values. It is designed for the average employee to internalize these concepts and aid implementation. ODPL believes that every employee is a marketer for the firm.

2. *Risk Analysis and Mitigation:* Risk Management incorporates the strategic, market, customer, operational, financial, statutory and legal aspects. The firm gets a risk dashboard which identifies the risk factors and weights them backed by a Risk Register which defines the residual risk. ODPL assesses risk holistically and not purely in financial terms.

3. *Board Performance Dashboards:* Board & Corporate Performance Governance covers Strategic Thinking, Risk Management, Board Performance Dashboards, Board Processes and Family Governance. This involves setting up governance dashboards and risk registers and in reality is three practices rolled into one. The focus is more on Board & Director Performance and less on compliance.

accredited methods to develop directors and CXO's is a valuable tool with ODPL and sister firms.

7. *Leadership Development:* Personal Scorecards are derived by combining the

objective side of the KRA's with the subjective leadership needs to deliver on these on a sustained basis around the leadership, positional and job competencies required to develop a desired culture and sustain an eco system centered on delivering stakeholder value. The focus is on developing the individual and self at the board, CXO, managerial and supervisory level.

8. *Brand Management:* Handled through brand scorecards which will link the board, enterprise and operational dashboards to develop and leverage a brand's potential ODPL sees a brand as a mix of Promise and Delivery- promise is identified through the value analysis and performance by the enterprise, risk and personal scorecards.

9. *Technology & Software:* A roll out of the governance, value analysis, enterprise, risk, personal, brand dashboards, document traceability systems and leadership assessment tools. These can be both a sale with annuity model or a service model. The areas described are all inter-related and hence ODPL can come in where the need is felt MOST by the firm and then work outwards or inwards, as required, to develop a full and complete solution.



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