



GreyShoots Advisory

Let's get it done

Remove the clutter
Let's get it done

Business Execution

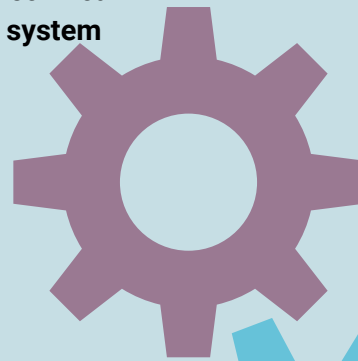
OUR PHILOSOPHY

Business success is highly dependent on the science of execution. Organisations who deploy this science well, are successful and build this as a superior competitive advantage

Of the 3 systems which drive a business, Functional and Behavioural systems have significant contribution to success. Instilling best practices across these systems unlocks performance which sustains

Learning organisations, avoid re-designing processes and people frameworks and instead adopt industry best practices. Only learning organisations survive and thrive in today's agile world.

Technical
system



Functional
system



Behavioural
system

WHO WE ARE

- We are a new age CaaS (consulting as a service) start-up, passionate about building Execution capability in organisations
- We use data analytics with AI, industry best practices and psychology driven approach to build strong Functional and Behavioural systems
- We have developed key products/ services allowing us to deliver value to clients in a high quality, fast and affordable manner

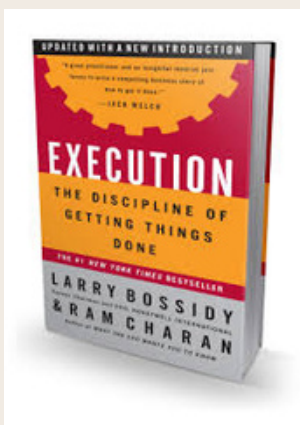
Lack of execution has a high cost for business

90% CXOs state lack of implementation as the reason for missing annual goals

45% Start-ups fail within five years of operations due to lack of execution

2X Companies which are high performing generate 2X TSR (Total Shareholder Return)

OUR SOURCE OF LEARNING



The excellent book written by the management Guru RamCharan and a legendary CEO Larry Bossidy. Both have seen and built mammoth organizations such as General Electric, Allied Signal and Honeywell

This book has been the torchlight of many successful businesses across the globe

Master Execution companies have built successful businesses on the back of strong execution capability

They master the skill of execution in areas such as Sales execution, People excellence, Customer Service, Product development and others



SERVICE LINES

Execution Gymnasium

A comprehensive and practical approach to achieve targets for growth



- Unlock business growth by identifying the missing links of processes, systems and people behaviours
- Get insights on industry best practices and benchmarks
- Implement actions leveraging expertise of business coaches

Score	behaviors
●	Customer backwards
●	Collaborate
●	Communicate
●	Solve problems innovatively
●	Driven by purpose
●	Employee first
●	Ownership
●	Act fast & close
●	Leverage technology
●	Plan in detail
●	Quality obsessed

Organizational Performance Culture Index (OPCI)						
Action plan : Akshita Thakur						
Assessment period : Sep'24						
Behaviour	Action	Start by	End by	Dependency	Help needed	Status - M1 Status - M2
Planning	Learn change management	30-Sep			Coaching	
	Best planned initiative Award	30-Oct				
	Individual career plans	15-Oct	30-Oct	HR	Templates	
	Celebrate 2,3,5 yr milestones	30-Sep		HR		
	Deploy Risk tool	15-Oct		Analytics	Templates	
Quality excel	Deploy planning tool	30-Nov		Finance	Approval	
	Connect with 5 customers per week	30-Sep		CS	Coaching	
	Conduct tear down	30-Sep	30-Oct		Training	
	Reporting of quality to CEO	30-Oct		HR	Approval	
	Industry visit to Japanese firm	15-Oct	15-Oct			
	Scope sign off process	30-Sep			Templates	
	Track cost of quality metric	30-Sep		Analytics	Training	

11 EXECUTION SKILLS

- Solve problems with innovation
- Take ownership
- Act fast & close
- Collaborate
- Be customer backwards
- Communicate
- Driven by purpose
- Be employee first
- Leverage technology
- Plan in detail
- Be quality obsessed

WHAT'S THE GUARANTEE

On impact

- Improved target achievement rates from 85-95% to 95-100%.
- Bring visibility on “where growth is stuck” and “how to unlock”

On our approach

- Deep assessment on business practices and people mindsets
- Deploy practices which are guaranteed to work instead of experimentation
- Use organisational psychology frameworks to create lasting impact

Applicable to

- High growth start-ups
- Distributed business formats such as retail, healthcare, hospitality
- Tenured organisations with specific bottleneck teams

Sales Gymnasium

Improve your sales productivity using the power of data analytics, performance management and motivational psychology

1

SALES ANALYTICS

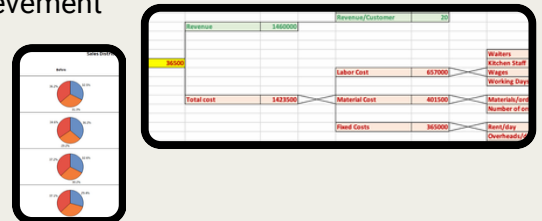
Conduct deep analytics on sales data to identify opportunities and focus areas (More than 50 analysis conducted as a minimum)



2

ALIGN METRICS & TRACK

Link all sales metrics to input metrics and actions to ensure high control and target achievement



3

PERFORMANCE REVIEWS

Efficient, data backed reviews, where managers problem solve to release barriers and make sales happen (no toxicity please)



4

TRAIN & MOTIVATE

Identify and solve the demotivation factors, making a highly aligned, energetic and effective sales machine. Bridge skill gaps to enable output



WHAT'S THE GUARANTEE

On impact

- Improve sales productivity by 10-30%
- Higher NPS from clients
- Happier employees with no stress sales process

On our approach

- Conduct deep analytics on sales data and find opportunities to grow and de-bottleneck
- Problem solve on customer use cases and design experiments to reignite
- Track and review precisely
- Train the team, build high motivation

Applicable to

- Remote and on-ground sales teams
- High growth start-ups
- Distributed sales network
- Business where influential selling is involved

SERVICE LINES

Attrition Gymnasium

Boost business growth and reduce costs by controlling attrition. Realise the full potential of the people asset and gain competitive advantage through better innovation, ownership and results orientation

Attrition Gymnasium is a comprehensive framework for reducing attrition developed by GreyShoots team of business coaches, clinical psychologists and functional experts



- Psychological safety
- Work life balance
- Trust & Respect
- People care
- Manager's behaviour

Meet psychological needs of employees



Make business easy for employees

- Simplify approvals
- Cross functional collaboration
- Reduce NVA work

Meet growth needs of employees



- Larger responsibilities
- Long term career path
- Training & Up skilling
- Compensation benchmarking

WHAT'S THE GUARANTEE

On impact

- Reduce attrition by 20-40%
- Higher productivity
- Saving of new hire and training cost (hiring new employee is 5x more expensive than retaining)

On our approach

- Understand reasons of attrition through 360 deg assessment
- Create turnaround through
 - Implementation of top pain relieve actions
 - Bring visible change in leaders' behaviours
 - Demonstrate care and build trust

Applicable to

- Team sizes larger than 50
- In office, Remote or on-field teams
- Frontline teams such as Retail, hospitality, IT services
- High growth start-ups
- Functional teams - Sales, Tech dev, Customer service, Ops

SERVICE LINES

Execution Toolboxes

Each toolbox is a high power intervention which creates immediate value to business, increasing team productivity by 5-10% and **improve target achievement by 10-20%**

These are hygiene practices successful organisations master

KPI TOOLBOX

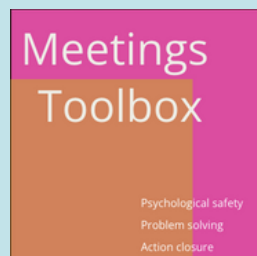
Measuring right metrics, with industry benchmarks and clear linked actions, is a success mantra



- 4-6 weeks incisive intervention
- Define input metrics to each output metric
- Introduce best practices templates and trackers
- Virtual PMO

MEETINGS TOOLBOX

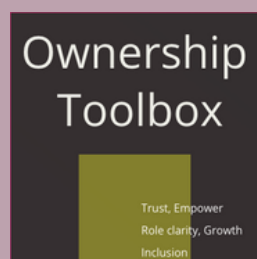
Enable high impact decisions and drive results through effective problem solving and safe dialogues



- 4-6 weeks incisive intervention
- Convert meetings from review to problem solving
- Coach leaders to chair
- Roll out efficient meeting structure

OWNERSHIP TOOLBOX

Deliver on promises and targets by building high ownership teams who execute with excellence



- 6-8 weeks incisive intervention
- Align roles, targets, behaviours, values
- Coach leaders to trust
- Drive inclusion

Masters of Execution

An innovative approach to up-skill middle managers with guaranteed impact

High performance  Execution skills



- Middle managers are the engine to drive execution and results in an organisation
- Building skills in this layer creates disproportionate benefit. Mid-managers who are unable to execute, shall lead to stunted growth, higher attrition levels and cost inefficiency
- Given the scale of mid-management layer, Implementing skill development efforts is a challenge
- Traditional approach of Classroom trainings and online LMS have limited impact for learning execution skills for mid-managers

WHAT'S THE GUARANTEE

On impact

- Improved target achievement rates from 85-95% to 95-100%.
- Create holistic leaders who achieve results without being toxic and while maintaining team well-being
- Achieve higher retention rates
- Build your leadership succession pipeline

On our approach

- Execution is a skill which can only be learnt on-the-job
- Our unique approach of Micro-coaching allows a cycle of learning, applying and re-learning to cement behaviours and skills
- Business coaches deliver behaviour change based on principles of psychology and deep execution expertise

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HOW DOES IT WORK

Assessment and skill gap identification

- **Individual assessment done** across 11 dimensions via online tool
- **Reportees and manager feedback** taken to generate scorecard

Create learning plan and sign-off

- Low scoring skills are prioritised and **learning plans drawn from best practices**
- Sponsor, participant and coach **sign off success metrics**

Learning plan implementation through micro coaching

- Coach and coachee **implements learning plan through virtual connects**
- Coaching checks done on fortnightly basis to steer
- **Assessment redone to see impact** on scores

SERVICE LINES

Our think tank



PUNEET MALHOTRA

- Founder and Chief Advisor
- 21 years business experience in large organisations such as McKinsey & Co, Suzuki, Vedanta Group and in tech led start-ups such as Oyo and Lenskart
- Led large teams in project execution, customer service, sales, brand launch, business expansion and learning and development
- Passionate about people psychology and human leadership approach

AMAN KHAJANCHI

- 30 years of experience in IT and Consulting sales, having worked for organisations like Microsoft, Oracle, Hewlett-Packard, and HCL Technologies
- Specialises to optimize sales performance, drive lead generation, expand markets, and achieve profitability
- An Executive Coach, working with C-suite professionals to clarify their goals and define action plans to achieve results



NALINA SURESH

- A certified coach, Nalina takes multiple roles such as CHRO, Executive Coach, Transformational Coach and Director across multiple professional services. She is also an entrepreneur
- About 30 yrs of experience in companies such as Godrej, GE, PWC, Mahindra and others
- Working with C-suite, she has been driving assessment and preparing leaders for next level roles amongst other agenda

PRERNA DEWAN

- A trained psychologist specializing in mental health for children and young adults with a postgraduate degree in Clinical Psychology
- Bring change in mindsets and behaviors through experiential exercises and narratives to ensure that the client gains a deeper understanding of their cognitive and emotional landscapes, integrating Cognitive Behavioral Therapy (CBT), expressive art therapy, and other modalities
- She envisions a workplace where people thrive together, guided by respect and interdependence



AJIT VIDYADHARAN

- Ajit Vidyadharan by default is a Performance Excellence Enabler, a Self-Mastery Happiness Coach by choice, and a Sales Trainer & Coach by profession.
- Ajit's guiding philosophy is, "Happy Internal Customers ensure Profitable External Customers."
- He has delivered 1,030 learning interventions, Trained / Coached / Groomed 14,201 individuals (Workers, Managers, Leaders).



LET'S CONNECT

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