

### **About Great Manager Institute™**

Great Manager Institute™ is a global digital institute for personalized education and certification of People Managers.

At Great Manager Institute™ (GMI), our vision is to create a world where every individual gets an opportunity to work with Great People Managers. The organization helps them assess and evaluate themselves, and then go through a personalized learning and action planning session, thus getting the opportunity to be certified as a Great People Manager™.

Workplaces of the future are dependent on the value of people managers in an organization. Companies that nurture Great People Managers have high employer brand value, and better prospects of sustainable growth.

### **About Great People Manager™ Study**

Great People Manager™ Study is an annual study, one of the largest in this category, will help organizations to identify, recognize, develop and attract great people managers while positioning themselves as an employer of choice in the talent market.

The Study will recognize:

- Companies with Great People Managers™
- Great People Managers™

This involves:

- Application Process
- Full Scale Online Survey of the organization
- Access to paid reports – organization, business unit & manager scorecards
- Great People Manager™ Awards

### **Our Media Partner**

Forbes India to publish to results and findings of the Study in their March/April 2019 edition

### **Progress**

We have more than 200 Organizations who are in various stages of their application process for the Great People Manager Study 2018.

### **Ideal Target Audience for Great People Manager Study**

- All organizations with more than 50 employees, and more than 2 years of operation in India (Company and Managers are both eligible for awards and certification)
- All organizations with more than 3 employees (only Manager/Founder/Reporting individual authority will be eligible for awards and certification)

### **What will your clients get from participating in GMI Study?**

- Opportunity to get recognized in Forbes as Companies with Great People Managers™ (Companies only with 50+ employees and Years of Operation of at least 2 years)
- Opportunity for Managers (founders/co-founders/CXOs) to get recognized in Forbes as Great People Managers™ (team size should be at least of 3)
- All organizations will get access to Free Feedback Report from the Full-scale Online survey conducted in their organization over a period of 15 calendar days
- All organizations will have option to buy Premium Organization Report with Benchmarks (City Wise/Industry wise/etc.) to compare where do they stand in the industry and what to do next to improve Talent Retention
- All managers will have option to buy Manager Profile Report which will highlight the current sentiment level of his/her team, verbatim comments and recommendations to become better people manager and retain Talent.

[Click here to know more about reports.](#)

### **Proposed Terms from Great Manager Institute™**

1. Community Partner will receive mention in selected promotional content of GPMS 2019 created by GMI.
2. Community Partner will support GMI in ensuring larger outreach, participation in the Great People Manager Study 2019. Promotion can be done through emailers, presence in external forums, standee at events, social media posts, etc.
3. Community Partner will be eligible for First Revenue Sharing on all Billing (Reports and other Services) to any participant of GPMS 2019 (until April 2019), who has registered for GPMS 2019 through efforts of Community Partner. The value of the revenue share shall be 10%.
4. Community Partner will be informed in advance for any public event/workshop that GMI plans to conduct.

### **Rough Estimates**

- For a mid-sized organization (300 to 1000 employees)
- Average revenue expected per participant for GPMS 2019 Reports (INR 1,00,000/-)
- Average revenue expected per participant for Manager Certification Program (INR 3.5 Lakh to INR 17 Lakhs)
- Revenue Share Terms: 10% of total revenue generated by the participant till April 2019.

### **Target Audience:**

1. CXOs of organizations of any size
2. Manager groups (senior managers, first-time or young managers, aspiring managers)