

GREAT  
MANAGER  
INSTITUTE™

*Lifetime Digital Coach & Profiler  
for People Managers*

# Great People Manager Study™

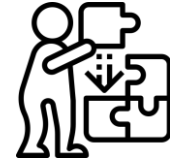
**We know that employees  
join organizations & leave managers**



**An organization's Employer Brand is significantly  
impacted by the quality of their People Managers.**

# The Market Need

Companies realize the need to be great workplaces. They want to deliver the best possible experience for their employees.



**MANAGERS ARE THE LINK.**

Despite having the same organizational policies, two employees in the same organization may have different experiences.

# About Great Manager Institute™

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.

At Great Manager Institute™, our vision is to create a world where every individual gets an opportunity to work with Great People Managers. We are building a global digital institute for personalized education and certification of People Managers. The Great People Manager Study™ is a step towards that vision.

**The awards, in association with Forbes India, will recognize the Top 100 Great People Manager™s.**

This 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.

# Through the Great People Manager™ Study, we aim to help companies to



Understand  
Employee Experience



Evaluate Manager  
Expertise



Know Their  
Employer Brand

# The Framework

What do these Great Managers do to deliver such consistent experiences? Can we draw common principles underlying their varying styles?  
The answer is **yes!**



## Connect

- Fair Treatment
- Information Sharing
- Approachability
- Candid Communication
- Feedback Seeking
- Reliability
- Care for Individual
- Work-Life Balance

## Develop

- Involvement in Decisions
- Feedback Sharing
- Development Focus
- Guidance
- Career Growth

## Inspire

- Personal Best
- Expectation Setting
- Recognition
- Fun & Celebrations

Read about the Copyrighted Framework [here](#).



# The Process Flow

- **Full-Scale Survey of Entire Organization**
- Personalized Assessment and Reports of Selected Managers (optional)
- Manager Orientation Session (optional)
- **Reports: Organization Reports + Business Units + Manager Profile Reports**
- Managers get access to a **Personalized Digital Coach & Profiler**
- **Recognition & Awards in association with Forbes India**

**Forbes**

[More information](#) on the Personalized Digital Coach & Profiler.

# About the Great People Manager™ Study

- Eligibility - More than 50 employees, at least 2 years of Operations in India
- Methodology – Full-Scale Online Manager Perspective Survey
- 18-statement questionnaire on – Connect, Develop, Inspire© Framework
- No Submission required by HR team
- No Application Fees

- Managers who get shortlisted for the People Practice Evaluation (Round 2 of the Study) will be honoured with a 'Level 1 Completion' Certificate
- Organizations with a large percentage of Great People Managers will be honoured with a 'Recognition of Managerial Greatness' Certificate
- **The Great People Manager™ Awards, in association with Forbes India will recognize the Top 100 Great People Manager™s.**

[More information](#) on the Great People Manager™ Awards.



# Report Descriptions

## Organizational Report

- Organization Reports                      INR 80,000/-
- Business Unit Reports                      INR 62,500/-
  
- ✓ Organization's People Manager Effectiveness Index©
- ✓ Statement-Wise Scores (Comparison with Benchmark)
- ✓ Demographic-Wise Scores (Comparison with benchmark)
- ✓ Key Areas of Focus
- ✓ Key Demographics of Focus
- ✓ Key Drivers for employees in the organization
- ✓ Verbatim Employee Comments (All)
- ✓ Organizational Best Practices

## Manager Profile Reports

- Manager Profile Reports                      INR 1,500/-
  
- ✓ Manager's Individual People Manager Effectiveness Index©
- ✓ Statement-Wise Scores (Comparison with Organizational Benchmark, Peer Group)
- ✓ 3 Strengths Compared to Benchmark
- ✓ 3 Areas of Improvement Compared to Benchmark
- ✓ Key Drivers for Employees in Team
- ✓ Verbatim Employee Comments (All Reportees)

Subscribe to reports, [here](#).

# Session with Managers

**Manager Orientation - Pre-Survey Session with Managers (1 Hour) INR 30,000/-**

1. Understanding the importance of being a Great People Manager – 10 minutes
2. Importance of act of Data when it comes to People Management and Team Engagement- 15 minutes
3. How Data can lead you to become a Great People Manager™ - 10 minutes
4. Introduction to the Great People Manager Survey – Interactive- 10 minutes
5. Q&A Session- 15 minutes

**'Style is the New Skill'- Post-Survey Session with Managers (2 Hours) INR 50,000/-**

1. Understanding '*Style is the new Skill*' – 40 minutes
2. The Framework to measure Style - 20 minutes
3. Can Data help us Quantify Managerial Styles and Unique Profiles? - 20 minutes
4. Organizational Insights from the Study- 10 Minutes
5. How to read your Manager Profile Reports - 5 Minutes
6. Self-Assessment Activity - 10 Minutes
7. Q&A Session - 15 minutes

Book a session, [here](#).

# Special Points about the Study

## Ease for Project Coordinator

- Intelligent Portal ensures easy management of Survey by the Project Coordinator
- 18 statements followed by demographic questions and open-ended comments ensure survey completion in only 5-10 minutes per employee
- Use of tools such as WhatsApp for Business ensure high participation with low efforts from the Project Coordinator

## Brand Value Addition for those Recognized (Companies and Individuals)

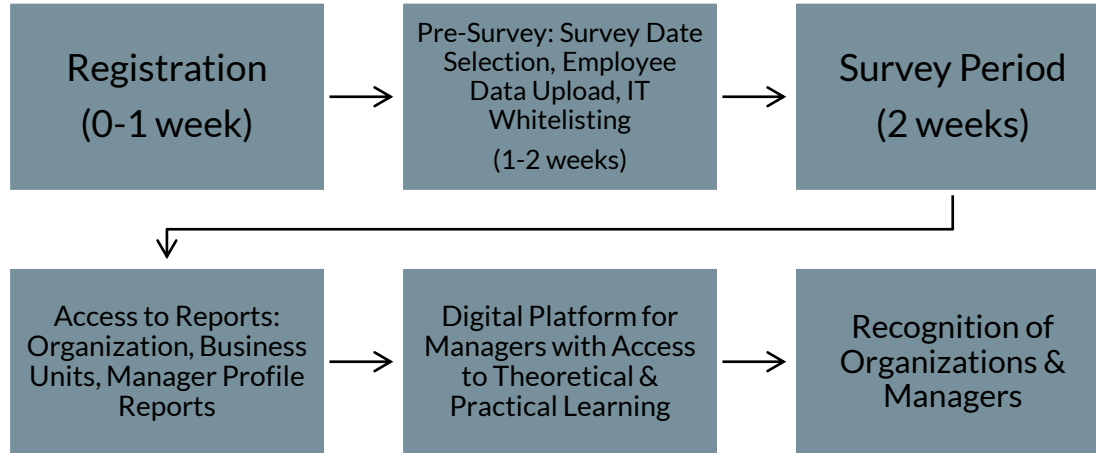
- Published in Forbes
- Invite to Great Managers League
- Access to Additional Branding Packages

## Insights and Reports

- Helps in Profiling Managers
- Global Benchmarks for Organizations and Individuals
- Relevant Recommendations

# Way Forward

## Timeline



Registration Form: [Here](#)

More Information: [Here](#)

## Recognition

TOP 50  
COMPANIES WITH  
GREAT PEOPLE  
MANAGER™S

TOP 100  
GREAT PEOPLE  
MANAGER™S

# THANK YOU!

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[Know more.](#)