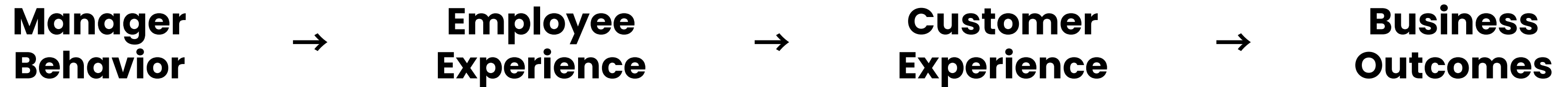


You can't deliver a great customer experience with disengaged employees.

Here's how 800+ managers at a global manufacturing giant proved it
— with a 35+ point NPS jump →



The Link Most Organizations Miss



Most CX initiatives focus on process, technology, and training.
But the real multiplier? Whether employees feel heard, valued, and developed by their managers.

A global manufacturing company with 800+ people managers decided to test this hypothesis — systematically.

Their objective: Build a Customer-First Culture from the inside out



The LTD Framework: Listen. Thank. Develop.

Three rituals. Eight hundred managers. One cultural shift.

Walkie Talkie

(Listen)

Managers actively walk the floor, create space for honest conversations, and listen before deciding. Psychological safety follows.

Wah Bhai Wah

(Thank)

Structured recognition rituals that make acknowledgment a habit—not a once-a-year event. Recognition is a powerful driver of retention

Udaan

(Develop)

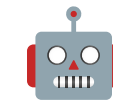
Every team member has a clear growth path, discussed regularly. When people see a future, they invest in the present.

Rolling This Out Across 800+ Managers



Data-first

Started with a full diagnostic — not assumptions — to map where each manager needed to grow



AI-powered nudges

Personalized behavioral prompts pushed to managers based on their specific gaps — in their workflow



Iterative design

Feedback loops baked into the program — not just at end, but mid-way through to course correct

The Impact: Employees. Teams. Customers.



81%

of managers showed
measurable performance
improvement

13+

point jump in GPTW scores
(internal culture signal)

35+

point rise in customer NPS
(external business signal)



For Every CHRO Trying to Move NPS:

Assess the employee experience first.

You cannot build a customer-first culture on a foundation of disengaged employees.

The manager is the operating system of your organization's experience — internal and external.

When managers listen, thank, and develop — their teams show up differently for customers.



Your NPS starts with your managers.

Great Manager Institute® helps large organizations build the Listen-Thank-Develop culture that moves both employee and customer metrics — measurably.

Know more →

From the Leaders Who've Experienced It



Partnering with Great Manager Institute® helped us reduce attrition by 23–24% at AVP and VP levels.

— **Santanu Banerjee**
CHRO, Bajaj Allianz Life



We introduced the Connect, Develop, Inspire© Framework to enable our mid-senior leaders to evolve from Operation Managers to People Managers.

— **Priyanka Mishra**
Head – TM, Learning & DEI,
Blue Star



Our association with Great Manager Institute® has helped us benchmark and validate the leadership practices we are building within the company.

— **Sushant Dash**
CEO, Tata Starbucks



Great Manager Institute® has played an important role in enhancing leadership skills at Hilton.

— **Sabu Raghavan**
VP, HR, South Asia, Hilton



Here's what managers have to say



It was quite surprising to see that the role models referred to closely match my nature. It also provides insights into how I can improve my performance.

— **Sajith Abdul Azeez**

Head of Operations – PT&D UAE,
Larsen & Toubro Limited



The Manager Effectiveness Profile gave me clear, data-driven insights into my leadership strengths and areas for improvement. It helped me become more self-aware and provided actionable guidance to enhance my decision-making, team management, and overall effectiveness as a manager.

— **Dipen Ghosh**

Manager,
N K Realtors Private Limited



The Manager Effectiveness Profile provided a clear and balanced view of my leadership strengths and growth areas. It reinforced the importance of building trust-driven accountability while continuously refining development and engagement practices.

— **Punniyakotti GS**

Associate Vice President,
Lumina Datamatics Limited



My Manager Effectiveness Profile gave me a clear mirror into how I show up as a leader — not just what I do, but how it lands with others. The biggest insight was understanding the gap between intent and impact, and where small behavioral shifts could significantly improve team trust, clarity, and accountability.

— **Rajitha Tammineni**

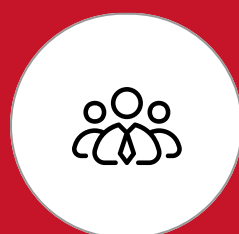
Lead ESG & Impact,
Moneyboxx Finance Limited





Great Managers to Work With® don't just lead. They create lasting impact.

Based on India's largest study on people managers, **Great Managers to Work With®** consistently drive stronger people outcomes.



2x more likely to stay in the same organization



2x more likely to get promoted

Recognized Great Managers to Work With® are 2x more likely to stay in the same organization than non-recognized managers.

Recognized Great Managers to Work With® are 2x more likely to get promoted than non-recognized managers.



Recognizing and developing Great Managers to Work With® today strengthens retention, accelerates growth, and builds the people leaders of tomorrow.

