

1,000 managers assessed.

300 developed.

46% now certified

Great People Managers™.

And attrition dropped 3% among certified managers — while it rose 2% elsewhere. Here's how →

The Challenge: Scaling Leadership in a Workforce Giant



A global leader in business services — specializing in workforce management across industries — faced a critical inflection point:

- 1** Rapid scale meant manager quality varied enormously across teams
- 2** No standardized way to measure or develop leadership effectiveness
- 3** High attrition among frontline and mid-level teams draining operational stability
- 4** Senior leadership wanted a culture of innovation — but managers were managing, not enabling
- 5** No clear leadership pipeline for the next generation of leaders

The question: How do you build leadership excellence — at scale?

The Methodology: Precision at Scale



Tailored Workshops

Not one-size-fits-all. Skill gaps identified per manager → targeted sessions per cohort.

AI-Powered Nudges

Behavioral micro-habits delivered in daily flow — so development doesn't stop after the workshop.

Focused Action Plans

Each manager owns a curated implementation journey with clear milestones and accountability checkpoints.



What It Takes to Become a Certified Great People Manager™

1

Baseline Assessment

360-degree People Manager Effectiveness Survey — team members rate their manager across key behaviors

2

Gap-Based Learning

Personalized development plan targeting the specific behaviors that need to shift

3

Behavioral Practice

AI nudges + action plans = consistent practice in real work situations over 3-6 months

4

Impact Assessment

Second survey cycle — measurable improvement across team feedback scores determines certification

Six Months In. The Numbers Spoke.

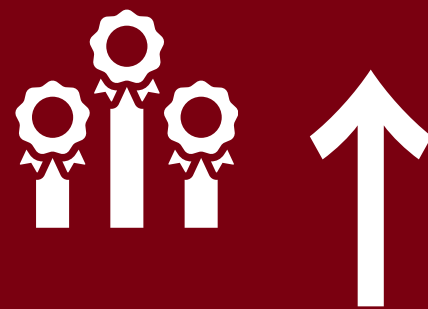


41% → 46%

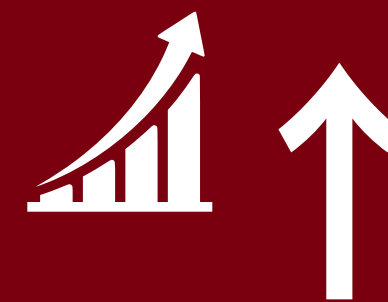
Certified Great People Managers™
in just 6 months

-3% ↓

Attrition among certified managers
(while non-certified saw +2%)



Certified managers outperformed
peers in team feedback scores



Higher learning hours among certified
teams — growth culture taking hold

The Leadership Certification Advantage:



**When managers have a
standard to aspire to —
everything improves.**

Certification creates accountability, recognition, and a shared language for great management. It shifts the question from 'are our managers good enough' to 'how do we grow them.'



Ready to define what 'great' looks like for your managers?

Great Manager Institute®'s AI-powered certification program helps organizations measure, develop, and recognise people managers — creating a lasting leadership standard.

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**

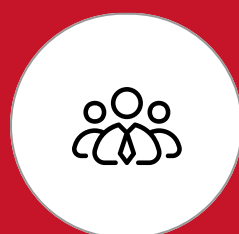
Lead ESG & Impact,
Moneyboxx Finance Limited





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.

