



Phi EDGE
Talent Enhancers

CATALYZING BUSINESS PERFORMANCE

WWW.PHIEDGE.IN

Who are we?

- 8 years old strategic HR consulting firm
- 3 partners bringing in 70+ years of people expertise across sectors/geographies and business domains
- A team of 25 employees + many more associates and counting
- Clients across industries and pan India

OUR BUSINESS VERTICALS



PHI EDGE'S 3D APPROACH

01

Diagnosis: A detailed and in-depth study to sharply define problem statement

02

Design: Customised and practical long term solutions

03

Delivery: Work closely along with company managers, implement and track outcomes

Our interventions has lead to...

15% increase in productivity

17% improved engagement

20% reduced attrition

98% client retention

Some of our successful interventions

Assessment/development centres

HR audit/diagnostics

Coaching/mentoring for leaders

Vision/mission/Values

Improving Engagement-Survey

Competency framework/matrix

360 degree review/feedback

Job Evaluation

Successful planning for leadership pipeline

Organisation restructuring /JDs

Building performance management

HR hand book-Policies/processes

THE FLAGBEARERS



Anoop Ramachandran
Director

Anoop has 22 years of experience in HR across various sectors namely financial services, FMCG & Manufacturing. He has also done his DLL&LW and ICWA (Inter). He has worked in the capacity of Head- HR for Bajaj Auto Finance and Future Generali Life Insurance Company for 9 years. He has also worked at senior level positions (namely VP-HR) in Canara HSBC Life Insurance company & Max New York Life for more than 6 years. His initial years of contribution in HR was with L&T, Asian Paints, Guinness UDV etc. During his tenure, he has spearheaded a lot of OD interventions and has played an active role in framing organisation strategy resulting in top line and bottom line profitability. He was among the top 100 HR professionals in India and has won the Gallup Great Place to Work Award for Bajaj Auto Finance through structured interventions. He has led many interventions namely development centers, competency mapping, job evaluations, organization design, digitalized HRIS, set up organizations from scratch. He is an alumnus of Symbiosis Institute of Business Management and IMD-Switzerland.



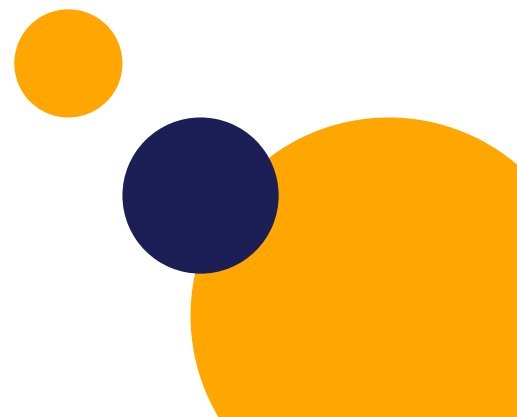
Vibha Anoop
Director

Vibha has 22 years of work experience in the field of organisation and people development including 8 years of experience in successfully heading the HR consulting practice. Prior to starting her consulting firm, she has held senior leadership roles with Godrej & Boyce (as Head-HR) and Aditya Birla Group (as Programme Director). In the last 22 years of her career, she has personally led many large-scale interventions for MNCs/ Indian Corporates and promoter driven Indian organisations. She is a founder of Phi Consulting Services through which she has pioneered and delivered the CORE HR (end to end HR) for many clients across industries and geographies in India. She is an alumna of Symbiosis Institute of Business Management.



Amitabha Sen
Director

Amitabha Sen has more than 26 years of industry experience in HR. He has worked in diverse industries, ranging from industrial manufacturing, FMCG, Banking and Finance and in large-scale retail. He has gained deep experience and expertise in strategic HR areas like Talent Acquisition, Performance Management, Job Evaluation, Employee Relations, ERP, Organisational Structuring and Organisational Development, Employee Development and Coaching. Amitabha brings with him the exceptional experience of handling complex HR issues in large organization and bringing in many progressive HR practices. He is keen to work with companies who want to shape the future of their workforce through advanced, practical HR solutions and make sure these are executed well to bring long-lasting impact. He has worked in senior and top management positions with Cos like British Oxygen, Asian Paints, McDonald's, Kotak Mahindra Bank and D'Mart. He is an alumnus of the Tata Institute of Social Sciences, Mumbai.





Strategic HR

THE BRIDGE

Business Profitability Through People ROI

You will lose your product innovation and technology superiority almost immediately as your competition will copy and will better it fast. But they can't replicate your people/ intellectual assets easily. Come! Let us build it together fast to get the "EDGE"

Issues faced

Increasingly people costs are spiraling and CEO/ promoters are concerned on the people cost as a percentage of revenues/ profits as it erodes shareholder value and people productivity

Suggested solutions

What?

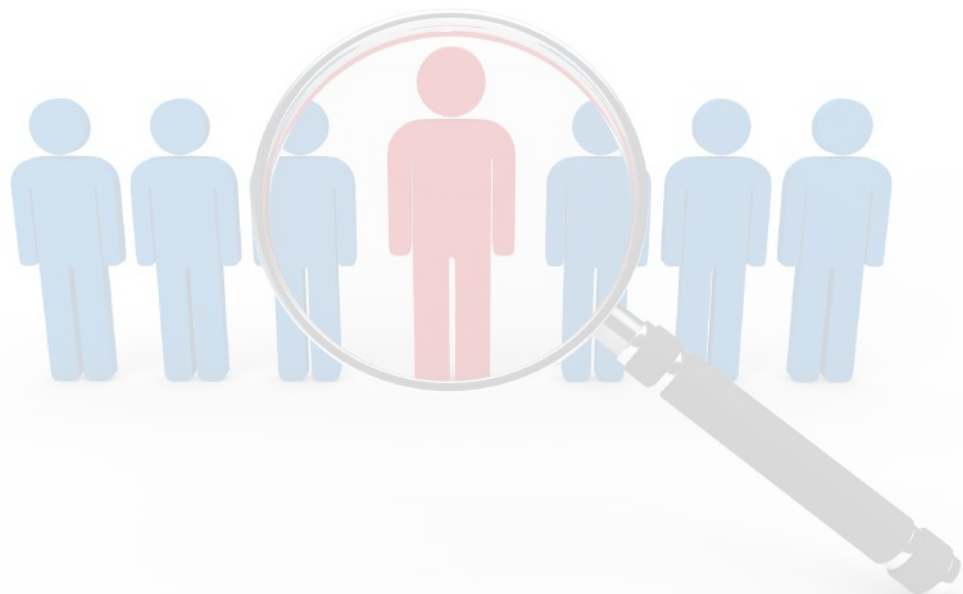
- Organisation design
- Bringing focus on results
- Delivering superior performance
- Continuous development
- Leadership development and managing talent pipeline

How?

- Re-calibrate roles and organisational structures
- Re-work on aligning individual to organisational goals
- Bringing in a performance culture/pay for performance
- Re-skilling and training basis the core business skills
- Leadership coaching/ career counselling/ 360 degree feedback/ development centre

Desirable outcome

- Reduce people cost
- increase people productivity
- Retain people advantage over the competition
- Structured working environment





Strategic HR

ENGAGEMENT-X

Building organisation brand and growth

A high level of employee engagement and a powerful employer brand are the bastions of successful organizations and rightly so. They take it seriously and make continuous investment thus improving their employee engagement and thus employer brand. Employer brand leads to better and sustained business performance. Where are you? Come! We will help you to lead the journey and gain the "EDGE"!

Issues faced

It is well known that an engaged work force is more productive. Increasingly it is getting difficult to engage the employees. The situation gets tougher since a higher percentage of employees are millennial. However, engagement needs to be measured to improve

Suggested solutions

What?

- Online engagement survey
- Identify employee pain points
- Design HR policy hand book
- Identify and design other engagements
- ROI/ Improvements

How?

- Design and implement online feedback to feel employee pulse
- Prepare strategy to improve overall engagement
- Benchmark and re-calibrate HR policies and processes
- Re-design policies/processes around career planning and development/R&R/ C&D/ L&D etc.
- Final engagement survey with improvement index

Desirable outcome

- Feel the pulse of people through a survey
- Identify the areas of improvement
- Benchmark best practices
- Address the same if it increases organization productivity directly or indirectly





Strategic HR **SEED 2 ROOT**

Phase I: Set-up

Phase II: Stabilization

Entering India is challenging but staying invested and growing is much more profitable. Come! Partner with PHI EDGE to start your people journey to growth

Issues faced

MNCs and start-ups face huge set-up and stabilization problems in India during start-up and growth phase. There are umpteen license compliances which can be state specific. Attracting, developing and retaining talent can be a challenge in this fastest growing economy in the world where it is a “war for talent” even for well-established companies. Organizations are challenged to find a good team of local HR professionals to set-up companies and manage people issues successfully

Suggested solutions: Seed 2 Root (Phase I: Setup)

What?

- Licenses/Registration/clearances/Documentation/Authorization for company formation
- Procurement of land-purchase/lease with all documentation
- Shop floor management/quality/safety/streamline production processes
- Critical manpower to jump start production/operations including payroll management and labor compliance

How?

- Obtain licenses/registration/clearances for company formation
- Providing options for selection of land and final selection/supply of water and electricity along with availability of other amenities/tax payments/agreements and contracts/ensuring zero disputes etc.
- Set-up the DWM work flow including quality, safety and skilling
- Hiring HODs and key staff/auditors and CA/entering into agreement with contractors for supply of contractual workmen (temporary)/contract labor license/payroll setup as per tax laws and labor compliance e.g. PF/PT/ESIC etc.

Suggested solutions: Seed 2 Root (Phase II: Stabilization)

What?

- Cultural Alignment
- Labour Compliance checklist and management and set up committees
- Organisation Design/ Succession and career planning
- Compensation & Benefits structure
- Performance Management System and Training
- Recruitment & Selection
- HRIS

How?

- Align expats and Indian staff on the new culture by conducting detailed workshops for both parties for a better understanding/ respect/ alignment- delivered by our associate- "BRIDGES"
- Benchmarked HR Policies/ formats/ processes post discussion with stakeholders
- Prepare compliance checklist and managing compliance including PF/PT/ESIC/LWF through vendors ensure complete compliance as per minimum wages act/ bonus act/ S&E act/ Factories Act/ POSH/ Grievance handling cell/ Domestic inquiry etc.
- Organization structures/ Manpower plan/ JDs/ grades/ Building talent pipeline
- Benchmarked compensation structures including Payroll management as per tax laws/ Reward & Recognition including increments and up gradations
- Set up the entire performance management system (Organisation goals/ Goal setting for all employees and departments/ review mechanisms/ Training on PMS/ Measuring achievements and setting up a reward mechanism (Bonus/ increments/ upgradations)/ Training strategy and implementation basis training needs
- Manage Recruitment & Selection/ Induction & Joining formalities/ Employee Lifecycle management
- Set up HRIS and administer daily

Desirable outcome

- Set-up the company with licenses and approvals
- Set up all benchmarked systems and processes (global standards/ local implementation) compliant with all labor laws.
- Recruit, develop/ build, retain talent to have the people edge over the competition through OD interventions.
- Ensure MNC and Indian employees are culturally aligned
- Slowly align HR policies/ processes with global norms.



CORE HR

Issues faced

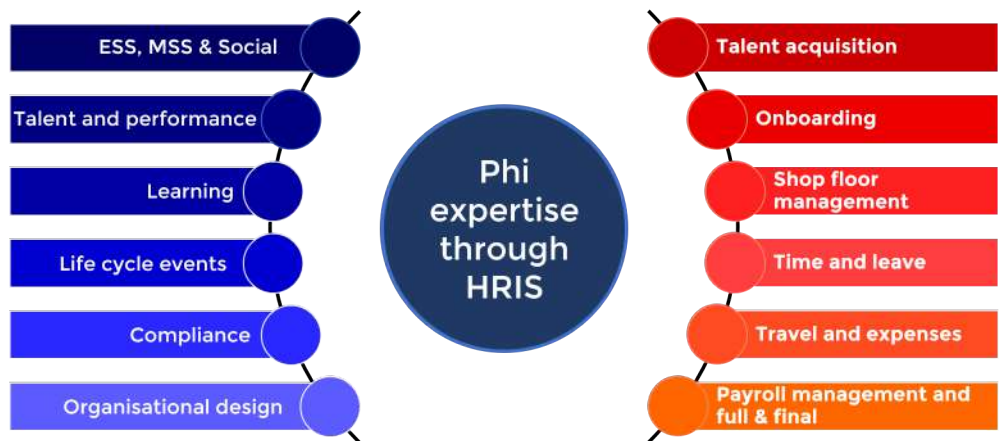
MSMEs are not able to hire and retain experienced HR professionals to design and implement benchmarked end to end HR processes and systems as well as digitalise it

Suggested solutions

- Core HR methodology



- Phi Edge's expertise through HRIS



Desirable outcome

Design, execute and manage end to end HR riding over HRIS

TALENT ACQUISITION

Issues faced

- Dealing with multiple search firms for hiring talent for different levels/different functions/different industries
- Resumes are just downloaded and line manager has to do the job of screening the resumes and detailed interview to evaluated basis skillsets and fitment
- Very high rates charged
- Often candidates are not sold on to the career before coming for interview

Suggested solutions

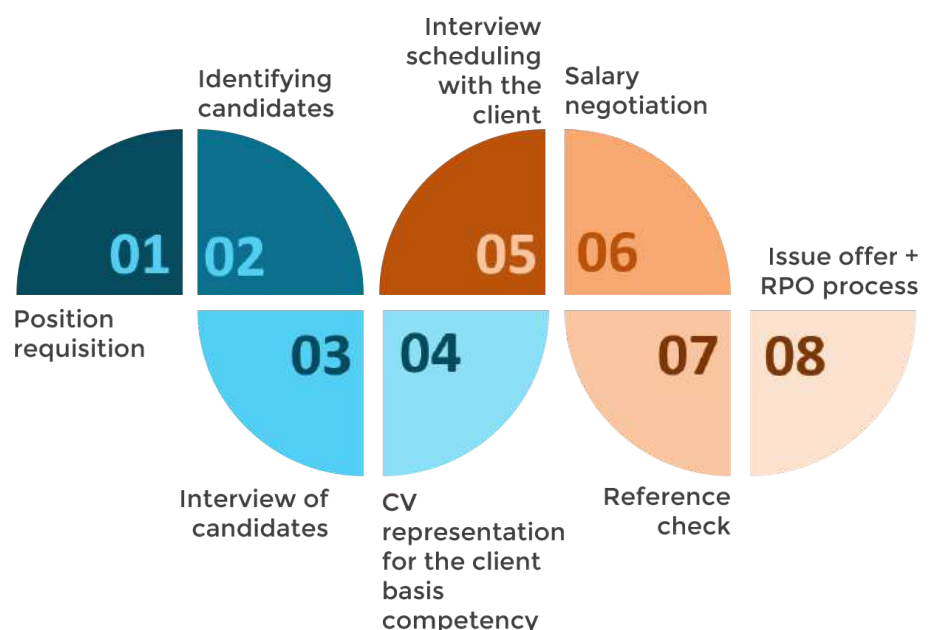
How?

- A team of highly specialized recruiters to understand clients' business requirements
- Seasoned and experienced professionals across functions and industries to ensure the sourcing of the right fit
- Use of digital media platforms/referrals to get the best fit
- 24/7 delivery team at client site (CORE) understand the role better and faster and hence quick closures.
- Extensive candidate data built over 8 years + extensive use of job portals, social media, other innovative sources.
- Psychometric profiling of candidates (sr. roles) for better fitment
- The expertise of bulk hiring and headhunting of CEO/CXO/Sr. management

What?

- CEO/CXO/Sr. Management Hiring
- bulk hiring
- Headhunting
- Search

Recruitment process- Our Differentiator



Desirable outcome

Good talent joins fast at reasonable rates and line manager saves a lot of recruitment time

OUR ESTEEMED CLIENTS



Phi Edge is all about.....



Client Understanding



Result Oriented



Expert Team



One Stop Solution



Execution Focused



Trust and transparency



Flexibility



Presence Pan India



Personal Attention and Relationship

Awards and recognition

Anoop Ramachandran

- Most influential HR Leaders in India by Times Ascent and world HRD Congress in 2017
- Great Place to work" for Bajaj Auto Finance in 2017

Vibha Anoop

- Most successful women entrepreneurs in 2017- Consultant Reivew

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