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**ANSWER**  
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## The Importance of Training Today

Today's business scenario is marked with certain characteristics – It is changing very fast and is truly global – This requires a complex and diverse set of skills and competencies in various areas – Most of the time these skill sets and competencies are not available automatically and need to be developed through meticulous analysis of Training needs and competent execution of the training.

Today's organization must understand that unless staff development is taken up seriously, a scientific TNA is drawn up and implemented – performance improvement will never come and shall most certainly restrict the organization acquire its cutting edge.

## About Us

The Center for Personal Transformation is a leading training, HR and Management consulting organization which is committed to transform individuals and organizations through Human Potential Enrichment. We provide training programmes, workshops and consulting services that dramatically enhance personal and organizational performance and effectiveness in the areas of sales, motivation, leadership, teamwork, creativity, communication, Life Mastering skills and a host of other areas. Our speciality is implementing proven programmes in organizations, getting results, having enjoyment, and empowering people to take action on what they have learnt and producing results far beyond anything that they ever experienced before.

The Center for Personal Transformation is an ISO 9001:2008 Certified Organisation.

## What Sets Us Apart

We at The Center for Personal Transformation have trained over 1 lac Executives and Managers in diverse areas from close to 300 organizations over the last 10 years. Most of these programmes have had huge impact on the participants and their respective organizations and have been instrumental in triggering many performance turn-arounds.

This has been possible for us because of enormous passion, tremendous energy, deep commitment to our clients' needs, an intense urge to make a real difference, an outstanding pool of talented trainers, rigorous research, continuously experimenting with newer and more contemporary methodologies, ability to customize the programmes as per the clients' requirements and generating outstanding results ongoingly.

We at The Center for Personal Transformation understand your training needs better than anyone in this country.



## About Our Founder

**Soumitra Chatterjee** is one of the nation's foremost authorities in motivational training, leadership development and the science of peak performance. He is the founder of The Center for Personal Transformation, an ISO 9001:2008 organisation which is committed to helping people and organizations achieve outstanding results. Soumitra trains CEOs, MDs, Presidents, top executives & outstanding sportspersons. He coaches management teams of more than 300 companies and several Fortune 500 companies and management, faculty and students of over 150 premier engineering colleges and B-schools all over India. Over the last 10 years through his best selling audio coaching products and public speaking engagements and live seminars he has impacted the lives of close to 5 lac people. He is author of Executive Reinvention—Making the Impossible Happen and 2 other best selling books and the editor of a national leadership magazine titled "**Peak Performance**".

Soumitra has also coached the Senior Bengal Cricket Team and has been awarded the Rotary Award for Human Potential Enrichment. He has been widely acclaimed in the press and the electronic media all over India. He is the recipient of the 'Rotary Award' for his contribution to Human Potential Enrichment.

## Our Unique Methodology

CPT's unique training methodology is fully customized. The methodology depends on the demography to be trained – the duration – the subject of training, the number and geographic spread of the participants, the issues to be addressed and the outcome and impact that is expected – The methodology also depends on individual trainer preferences.

We use a variety of methodologies - from Inspirational story telling, to In-house management games and exercises, to out-bound games and experiences, films, dancing, meditation, music aided visualization exercises, dramatics, et al.

- In our high energy leadership courses we have fire walking, karate style board breaking, glass walking, etc.. We also have mountaineering, river-rafting, discovery trips etc. for out bound programmes.
- For communication workshops we use a lot of video aided role playing – where participants are videographed – which are played back and their flaws corrected.
- In certain areas we also use e-learning and video-based lectures, sometimes through video conferencing so as to reach a bigger, multi-locational audience.
- For senior management programmes we use a lot of business simulations, group discussions, case studies, pre and during course work etc.
- In some courses we also offer one on one coaching and counseling with a participant for a period of 60 days after the course.

## All programmes are customized

CPT is committed to deliver beyond customer-expectations – Our executives will interact with your HR manager to find out your exact requirements – sometimes these interactions happen a number of times, till CPT's content development team is completely satisfied – as a result the impact of every single programme of ours is unmatched and the outcomes are truly extraordinary.

## Extraordinary Resource Pool

CPT boasts of some of the finest training talent from the country. Under the able and passionate leadership of its founder Soumitra Chatterjee, who himself is considered one of the foremost exponents of leadership and peak-performance in India, the CPT training team is a blend of youth and experience – a common thread that binds the team is "Transforming lives, Reinventing Organizations, Generating Breakthroughs Ongoingly." – In fact this is also our statement of being.

## Cutting Edge Research

Our research team constantly upgrades the training content by incorporating the latest and most updated trends and technologies.





## **Unmatched Clientele**

CPT is deeply respected across the client fraternity - our close to 300 corporate and 150 institutional clients bear testimony to this – We understand your requirements better than anyone in the fraternity.

## **Great Return of Investment**

Against every single programme of ours, our clients receive a high Return of Investment. That is because of our world class quality, customization to your requirements, ability to consistently generate and measure specific, measurable and time-bound improvements on identified performance indicators.

## **Our Modules:**

### **Leadership development and motivation**

- Awaken Your Giant Within
- Organizational Leadership
- Communication Strategies for Leaders
- Personal growth through Inner Exploration
- Personal growth through Emotional Intelligence
- High Performance Leadership
- Self-awareness for Managerial Excellence

### **Professional Skills Development**

- Creativity and Innovation
- Advanced writing skills
- Inter-personal effectiveness and Team-building
- Setting priorities and Time management
- Business etiquettes
- Achieving Work Life balance for Managerial excellence
- Conquering stress and managing health
- Effective coaching skills for Managers
- HR for Non-HR
- Conflict Resolution

## **General Management**

General management programme – MDP

- For Middle Management
- For Senior Management

Enhancing Managerial Effectiveness

Management with Integrity

Finance for non-finance executives

Finance for HR managers

Strategic cost management

## **Communication Skill**

Communication and Presentation skills

## **Sales & Marketing**

Basic and Advanced selling skills

Enhancing sales - force performance

Negotiation skills clini

## **Finance & Accounting**

### **Production & Quantitative methods**

Supply Chain Management

Project Management

## **Organizational Behavior**

Leadership & Change Management

## **Personal & HR**

Interviewing skills for organizational effectiveness

Strategic HRM

## **Other Modules**

Safety & HAZOP

Corporate Transformation

CSR – Corporate Social Responsibility

## **Some of Our Corporate Clients**

### **Airlines:**

- Indian Airlines

### **Banking:**

- Allahabad Bank
- Bank Of India
- Punjab National Bank
- Syndicate Bank
- UCO Bank

### **BPO:**

- Acclaris Business Solutions Private Limited
- Saviance Technologies
- Pecon

### **Cement:**

Ambuja Cements

- ACC Concrete Limited
- Grasim Cements
- Lafarge India Limited
- Rajashree Cements
- Vinay Cements

#### **Chemicals & Fertilizers:**

- Paradeep Phosphates Limited
- Dendrites Adhesives, Kolkata

#### **Coal:-**

- Coal India Limited
- India Carbon Limited

#### **Engineering:**

- ALSTOM Projects India Limited
- Inspectorate Griffith India Limited
- KND Engineering Technologies Limited
- Larsen & Toubro Limited
- McNally Bharat Engineering Company Limited

#### **Fast Moving Consumer Goods:**

- ITC Limited
- Britannia
- National Dairy

#### **Glass & Ceramic:**

- La Opala

#### **Healthcare & Pharmaceuticals:**

- Albert David Limited
- Merind India Limited

#### **Hospitality:-**

- Oberoi Grand
- Apeejay Surrendra Group

#### **Hospitals:**

- B.M. Birla Heart Research Centre
- Bhagirathi Neotia Woman & Child Care Centre
- Calcutta Medical Research Institute
- Wockhardt Hospitals

#### **Information Technology:**

- CSC India
- IBM India
- Keane India Limited
- Mahindra Satyam
- MOL Information Technology India Pvt. Ltd.
- Infosys
- Tata Consultancy Services
- ITC Infotech
- Vision Comptech
- Tech Mahindra
- UshaComm
- Wipro Technologies
- Xenolith Technologies Pvt. Ltd.

#### **Insurance:**

- Reliance Life Insurance Company Limited
- ICICI Prudential Life Insurance Company







- Kotak Mahindra Old Mutual Life Insurance Limited
- ING Vysya Life Insurance Company Limited
- Life Insurance Corporation of India
- HDFC Standard Life Insurance Company Ltd.
- National Insurance Company Limited

**Petroleum:**

- Bharat Petroleum Corporation Limited
- Castrol India Limited
- Hindustan Petroleum Corporation Limited
- Indian Oil Corporation Limited
- Oil & Natural Gas Corporation

**Power:**

- Calcutta Electric Supply Corporation
- DPSC Limited
- NTPC Limited

**Realty:**

- Ambuja Realty Development Limited

**Sports:**

- Cricket Association Of Bengal

**Shipping:**

- India Steamship Limited

**Tea:**

- Assam Tea Company
- Indian Tea Board
- Tea Association Of India

**Telecommunication:**

- Bharti Airtel
- Nokia-Siemens Network
- Vodafone - Essar Limited

**Textiles:**

- Jayashree Textiles
- Jute Corporation Of India

**West Bengal Government:**

- West Bengal Industrial Development Corporation

## Some of Our Institutional Clients

- University of Calcutta
- National Institute of Technology, Silchar
- Sydenham College of Commerce and Economics, Mumbai
- Veermata Jijabai Technological Institute (VJTI), Mumbai
- Shreemati Nathibai Damodar Thackersey Women's University (SNDT), Mumbai
- Dr Graham's Homes School, Kalimpong
- Central Board for Workers Education, Ministry of Labour, Government of India
- Birla High School, Kolkata
- Bhowanipore Gujarati Education Society College, Kolkata
- Central Glass and Ceramic Research Institute, Kolkata
- Haldia Institute of Technology, Haldia
- JIS College of Engineering, Kalyani
- Narula Institute of Technology, Kolkata
- Guru Nanak Institute of Technology, Kolkata
- Asansol Engineering College, Asansol
- Durgapur Society of Management Science, Durgapur







- College of Engineering & Management, Kolaghat
- Heritage Institute of Technology, Kolkata
- Techno India College, Kolkata
- Nexgen School of Management & Technology, Kolkata
- Bankura Unnayani Institute of Engineering, Bankura
- Government Engineering College, Jalpaiguri
- Government College of Engineering & Textile Technology, Srerampore
- Indian Institute of Chemical Biology, Kolkata
- Kalyani Government Engineering College, Kalyani
- Camellia Institute of Technology, Kolkata
- Institute of Chartered Accountants of India, Kolkata
- Institute of Company Secretaries, Kolkata
- Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata
- National Institute of Technical Teachers' Training & Research, Chandigarh



## Client Speak

"I liked the program very much. It has helped me a lot by giving me a better insight of myself and enhanced my capabilities to remain in an aura of positiveness at all times."

Saurabh Singh  
Prob. Officer  
Allahabad Bank, Kolkata

"Very practical examples and insights. Great coaching and great results!"

Utpal Bose  
Sr. Manager (Projects)  
Alstom Projects India

"The subject matter contained in the workshop was clear, concise and to the point. In this competitive market, these seminars keep you tuned in and The Center for Personal Transformation always shows the way to excellence. Thumps up all the way!!"

Sitaram Dhandhania  
Vice President (Marketing)  
Ajanta Gifts Pvt. Ltd

"The presentation was outstanding and the content was fresh and instructional with strong take-home value. Even the most timid of the participants came out of their shells and found a comfort zone to shine in. I highly recommend this program to all!!"

Aniruddha Mondal  
Sr. Manager (Customer Service)  
Hutchison (Essar) East Ltd.

"The seed of thought was injected in the participants, which brought a lot of passion & enthusiasm in their participation. It also helped them design their roadmaps with specific deadlines."

Kalyan Kar  
Managing  
Director  
Acclaris India



"Excellent!!! Amazing!!! I always had my goals, but in this workshop I finally learnt how to achieve them in the best possible manner and time."

**Soma Dey**  
Manager (HR)  
Acclaris India

"It was much more than I had expected"

**Dipak Nalk**  
Vice President (Sales)  
Wockhardt Limited

"Excellent. An eye opener to some basic truths that apply to individuals & organizations "

**Dr. R Sanghvi**  
CEO  
Ushacomm

"I would definitely recommend The Center for Personal Transformation to others. They did a workshop for the managers of our organization which I found out to be excellent. We had a wonderful experience with them."

**Tumpa Sarkar**  
Manager (HR)  
MOL India Pvt. Ltd



## Media Reports

"He (Prof. Chatterjee) transforms do no gooders into super achievers!" – The Hindustan Times

"Chatterjee's aim is to transform mediocrity into excellence" – The Times of India

"New age guru shows way to super success" – The Hindustan Times

"Prof. Chatterjee helps to convert their (the future managers) dreams into reality" - The Statesman

"People & organisations operate at unprecedented levels of performance, productivity & profitability after attending his workshops." - Express Pharma Pulse

"Hypnotherapy, Motivational Training and Transformational Leadership - It really helps" – The Times of India

Internal cleansing formula for the Excellence" - The Times of India

"Eminent motivational expert Prof. Soumitra Chatterjee of the The Center for Personal Transformation offers his expertise to the West Bengal Government for enhancing & Developing work culture in the state" - The Hindustan Times

"Now its mind over matter" - The Times of India

"Bengal probables' session with motivator." - The Telegraph

"Laugh away meltdown depression, says expert" – The Hindustan Times



### **The Center for Personal Transformation**

An ISO 9001:2008 Organisation

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