



brighter beings
LEARN WHAT MATTERS



Emerging Leaders Program

**In-person Placement Training Program
for Premium Management Jobs**





Company Profile



Brighter Beings, an [initiative by IIM Alumni](#), offers high-quality personalized training on 'must-have professional skills' to prepare university graduates for excelling as professionals.

Our training includes hands-on modules around [Google Workspace](#), [Digital Communication tools](#), [CRM tools](#), [MS Office](#), [real-life case studies](#), and [placement preparation and assistance](#). The strength of our training lies in the fact that it is focused on enabling fresh graduates to adapt and perform in the ever-changing and dynamic work environment.



Emerging Leaders Program

Equipping You for Modern Workplaces

Modern workplaces are different.

They communicate differently. They are demanding. They are tech-driven. They are fast-paced. They are dynamic.

Thus, they need different competencies.

An ideal modern-day student, who is at the cusp of entering the industry, welcomes these changes and gears up to succeed in the organisation. Thus, an upskilling push becomes essential to acquaint students with modern professional practices at the start of their careers.

Recognizing this need, we endeavor to be a support and a catalyst in the upskilling journey for aspiring students that will transform them into high-performing

Future Ready Professionals.



Program Modules

The Emerging Leaders Program has been **carefully curated** based on **continued discussions with industry experts** who are at the forefront of their functions in their respective organisations.

The program is divided into 4 modules. We call them the **4 Ls of transformation**.

Module I: Language (35 Hours)

Professional Email Writing (10 Hours)

- Practice of 8-10 most frequently occurring email writing use cases in industry.

Searching & Organizing Information (20 Hours)

- Searching the right information on business, economy, financials, people, key contacts, demographics, etc.
- Organizing: Summarization, slide templates, report structures.

Business Vocabulary (5 Hours)

- Key terms used in different functions and industries.

Module II: Logic (40 Hours)

Working with Business Data (10 Hours)

- CAGR, Growth Rates, Trends, Time Series Analysis, Insights, Summarising & Reporting

Business Statistics (10 Hours)

- Usage of Mean, Median, Standard Deviation, Distributions, Scale and Sample Testing





Charts & Graphs (5 Hours)

- Type of charts & their applications

Data & Narrative (5 Hours)

- Summarising numbers in text

Data Based Interviews (10 Hours)

- Guesstimations, Case-Based interviews

Module III: Laptop (45 Hours)

Advance Google Workspace (10 Hours)

- Hands-on practice in integrating different GW apps

Advance Excel / Sheets (15 Hours)

- Hands-on practice for data analysis and data visualization on Google Sheets

Leveraging AI Tools (10 Hours)

- Hands-on practice for different use cases using ChatGPT and other prominent AI tools

CRM Tool: Hubspot (10 Hours)

- Hands-on practice in using CRM software

Module IV: Locus (40 Hours)

Key concepts in Marketing, Finance, Operations & HR (20 Hours)

- Domain interviews preparation

Key Concepts in the Startup World (5 Hours)

- Getting acquainted with the right metrics

Job Search & Applications (10 Hours)

- Searching right opportunities and applying

Resume Curation (5 Hours)

- Resume iteration based on the selected job profiles



Execution Plan

- ◆ This is a completely hands-on program done with a cohort of not more than **20 students**.
- ◆ The total duration of the program is **150 hours** and will be delivered in **12-15 weeks**.

Program Requirements

- ◆ Participant **Laptops**



HEAR FROM OUR PROGRAM PARTICIPANTS

The program has been receiving highly positive feedback from students across different institutions. They have particularly liked the teaching methods and relevance of the content.



Delivered by experts



Hands-On



Interactive

The practical knowledge gained from the sessions was undoubtedly very useful.

Aryan Sharma
Workshop Participant

The analytical skills acquired from the teachings were very helpful to me during interviews.

Anuprita Singh
Workshop Participant

I highly recommend Pawan Sir's mentorship to anyone who wishes to obtain a competitive edge in management placements.

Asmita Verma
Workshop Participant

This workshop gave us useful knowledge that we can use in a variety of situations in our careers.

Suryansh Guleria
Workshop Participant

The session was a total hands-on practice session and was really engaging and fruitful.

Ridhi Jindal
Workshop Participant

The session gave us useful skills that would improve our ability to use spreadsheets and conduct data analysis.

Sagar Arora
Workshop Participant

It is one of the most exceptional courses that I have done in my whole MBA.

Manpreet Kaur
Workshop Participant

All the hands-on activities and the new things that we learned made the workshop very informative.

Aditi Guleria
Workshop Participant



Glimpses

from our past workshops



Contact Us

for more details



[brighter.beings](https://www.instagram.com/brighter.beings)



[brighterbeings](https://www.linkedin.com/company/brighterbeings)



+91 95012 78410



explore@brighterbeings.com



www.brighterbeings.com



Coworkio Workspace
SCO 142-144, First Floor,
Bridge Market, Sector 17C
Chandigarh - 160017