



brighter beings
LEARN WHAT MATTERS



Digital Skills for Modern Workplaces

**Employment-Oriented Hands-On Training
for University Graduates**



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.



Our Offering

Digital Skills for Modern Workplaces

Equipping Students 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.

This program is a hands-on workshop aimed at training university graduates on Workplace Digital Technologies and preparing them for these modern workplaces.

It makes them 5X more productive by enabling them to communicate effectively, work collaboratively, and perform efficiently by using these technologies in their day-to-day university life. It also improves their employability quotient significantly as these skills give them a huge advantage when applying for jobs at new-age companies.

Do join us to get introduced to the world of modern-day tools and technologies and transform your students into

Future Ready Professionals.



Training Modules

I. Overview of Digital Technologies Landscape (3 Hours)

Being well-versed in Digital Technologies can enhance the productivity of graduates manifold as it aids in building and maintaining relationships with all stakeholders, collaboration, and increasing efficiency within teams.

This module will introduce the participants to the widely accepted and used tools in the industry. The major topics covered would be:

- What are Digital Technologies
- Broad categories of technologies
- Business function mapping with different technologies
- Future of Work: Key Trends

II. Mastering ChatGPT and the AI Tools (3 Hours)

In an increasingly AI-driven world, harnessing AI tools effectively has become pertinent for graduates for career advancement and staying competitive in diverse industries. This module will cover:

- Introduction to AI and its use in business
- Keys to maximising ChatGPT's potential
- Key use cases for ChatGPT for MBA graduates
- Hands-on Exercises on ChatGPT



III. Handling Data using Google Sheets and MS Excel (6 Hours)

This module empowers participants with data management and analytical skills. The sessions will be aligned as follows:

Session I. Hands-on practice on Google Sheets

- Basic functions: Sum, Average, Min-Max, Count, Conditional Formatting, Filter and sorting, and Data Validation.

Session II. Visualizations with Google Sheets

- Charts & Graphs

Session III. Hands-on practice on Google Sheets:

- Advance Functions: Pivot, VLOOKUP, HLOOKUP, SLICER

Session IV. Google Sheets Integrations

- Automation using sheets



IV. Streamlining Business Operations with Google Workspace (4 Hours)

In order to equip the students with practical knowledge to harness the full potential of Google Workspace, this module has been designed as a perfect mix of interactive sessions and hands-on activities.

The topics covered would be around Google Workspace Tools like Drive, Forms & Surveys, Google Calendar, Google Meet, Google Slides, Google Docs, and deploying different tools together to automate processes.

V. Business Automation using CRMs (6 hours)

This module would cover the following:

- Different stages of customer journey and the use of CRM in each stage
- Types of CRMs and the hygiene factors while using CRMs
- Hubspot Hubs: Sales Hub, Marketing Hub, Service Hub, Automation Hub
- Reports & Analytics in HubSpot
- HubSpot Certifications Overview and CRM Job Roles

VI. Real Time LinkedIn Profile Optimisation and CV Curation (2 Hours)

To thrive in the digital age, where a strong online presence is crucial, this module empowers students to craft impressive LinkedIn profiles and resumes. These tools can make them more appealing to potential employers and open up job opportunities. Moreover, it aids in expanding their professional network.

VII. Mastering Email Marketing and Communication (6 Hours)

Emails remain a fundamental mode of business communication and marketing. Effective email writing ensures clear and concise communication, fostering strong professional relationships and conveying a positive impression to recipients.

This module will provide essential guidance around the following:

- Essential email etiquette
- Hands-on practice in email writing for different situations
- Email Formatting and Styling through tools like Mailchimp
- Working with MailChimp (Campaigns Management, A/B Testing, Reports & Analytics)



Expected Outcomes

from the program



After completing this program, participants will:

- Become familiar with tools and technologies deployed at modern-day workplaces
- Gain efficiency-enhancing hands-on experience in using these technologies
- Understand where to use which technology to optimize, automate or delegate the work
- Equip themselves with skills required for employment in high-growth corporate roles

The outcome of this program is a [high-performing corporate-ready university graduate](#) who has exposure to the latest work-efficiency tools and can deploy them to deliver results.

Deliverables

- ◆ [Hands-on](#) Practical Learning
- ◆ Individual [Review](#) and Feedback
- ◆ [Interview](#) Preparation
- ◆ Optimised [LinkedIn Profile and Resume](#)



Execution Plan

- ◆ This is a hands-on workshop done with a cohort of **30-40 students**.
- ◆ The total duration of the sessions in the workshop is **30 hours** and will be covered in **two weeks** time.

Infrastructure Required

- ◆ Participant **Laptops**



HEAR FROM OUR WORKSHOP PARTICIPANTS

The workshop 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