



## The 2016 Brandon Hall Group Excellence Awards for Learning and Development for 2016 announced.

An Indian training company TMie2E Academy Pvt Ltd and Indus IndBank jointly Win **Gold**

**TMie2E Academy Pvt Ltd**, a leader in innovative workplace learning and performance in collaboration with Indus Ind Bank, one of India's leading private sector banks won a coveted Brandon Hall Group GLOBAL **Gold award** for excellence in the **Best Results of a Learning Program** category. The win was announced on 7th September 2016. The winners are listed at <http://www.brandonhall.com/excellenceawards/past-winners.php>

### About the Award Winning Project:

With increasing competition in India's banking sector, it has become imperative for every bank to focus on customer acquisition and retention. The same is possible only with the strong Feet-on-Street (FOS) that market retail banking products. While the productivity of the FOS is a challenge, India has a very high attrition rate up to a high of 70% in some banks. With this challenge, the HR teams are often not able to staff at the sanctioned numbers for the full life or generate the required business outcomes mandated by the sanctioned numbers.

TMI, along with the Bank, was clear that a completely new approach to the problem was required and the study done by TMI helped in identifying the real issues. Once the real issues were discovered, the only rational way forward was to ensure **"role clarity along with job readiness to perform key tasks"**.

Demystifying the job by breaking it down into small digestible tasks, teaching them to perform the tasks step-by-step in a structured, standardized way, enabling them to practice this in a non-threatening environment turned out to be the key. It was best to limit them to learn all the key tasks that will help them meet their targets. This learning was delivered using **Job Instruction Method**, popularised by Toyota. A few test batches in different zones across the country, tracking of their performance, feedback from their seniors etc. were used to fine tune the design and coverage of the program. The award was given because there was a **significant difference in productivity between those trained and those who were not trained.**

### About Brandon Hall Group Excellence Award:

"Winning a Brandon Hall Group Excellence Award means an organization is an elite innovator within Human Capital Management. The award signifies that the organization's work represents a leading practice in that HCM function," said Rachel Cooke, Chief Operating Officer of Brandon Hall Group and head of the awards program. **"Their achievement is also notable because of the positive impact**

**their work in HCM has on business results. All award winners have to demonstrate a measurable benefit to the business, not just the HCM operation. That's an important distinction. Our HCM award winners are helping to transform the business."**

The award entries were evaluated by a panel of veteran, independent senior industry experts, Brandon Hall Group analysts and executives based on the following criteria: fit the need, design of the program, functionality, innovation, and overall measurable benefits.

Excellence Award winners will be honoured at Brandon Hall Group's HCM Excellence Conference January 24-27, 2017, at the PGA National Resort in Palm Beach Gardens, Florida

## **About IndusInd Bank**

Commencing its operations in the year 1994, the Bank enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country including MCX, NCDEX, and NMCE. IndusInd Bank has been ranked 13th in the BrandzTop 50 Most Valuable Indian Brands 2015, as adjudged by WPP and Millward Brown. IndusInd bank boasts of more than 1000 branches and over 1,800 ATMs spread across India. The Bank also has representative offices in London, Dubai, and Abu Dhabi.

## **About TMI e2E Academy**

**A TMI group company and an NSDC partner , TMI e2E Academy is one of the leaders in India in Skilling of graduates on the " demand driven " model. With over 1 Lakh youth trained till date, TMI e2E adopts the Job instruction method to train youth for productivity on the job which leads to success in the first job. With over 30 large corporate employer contracts and pan India operations, the company has expertise in BFSI, retail, manufacturing, Agri and Pharma. TMI e2E is also the first company that has built a mobile technology-based hiring platform for MSMEs.**

## **About Brandon Hall Group**

Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition and Workforce Management.

With more than 10,000 clients globally and 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organisations and provides strategic insights for executives and practitioners responsible for growth and business results.

## **About TMI Group:**

TMI has been in the forefront of Human Capital Management for close to 25 Years. Long before CSR spend was mandated, TMI was already working with its clients to bring about real change in the community through Training and Placement services. TMI group consists of TMI Network, C&K Management, and TMI e2E Academy Pvt Ltd. Each of these companies is uniquely positioned to serve a particular part of the Employee lifecycle. Our services include Recruiting (Blue-collar to CxOs, Turnkey and Special Project Hiring, Diversity Services, Employer Branding, E-Learning, HR Technology, HR Consulting and Staffing.

### **T Muralidharan**

Chairman

TMI GROUP

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## More About TMI e2E Academy Pvt Ltd.

TMI e2E Academy Pvt. Ltd. (TMI e2E) is a part of the two-decade-old TMI Group, which offers end-to-end HR services. TMI e2E Academy Pvt. Ltd. bridges the gap between the corporate world and academia. We are part funded by the National Skills Development Corporation.

"e2E" stands for Education to Employment. As the name suggests, the Academy aims at bridging the gap between education and employment through the following activities:

- Making young graduates - especially B.A., B.Sc., B.Com and other graduates from semi-urban and rural India - employable and provide them with wider employment choices in the Indian Corporate sector, by leveraging TMI access to some of the largest employers in the country
- Providing Job oriented training interventions to help custom fit graduate job aspirants to available positions which require specific skills. This will be done as per employer specifications and the cost of training will be borne by the job seeker and the employer. This will help, not only in getting the right first job but also in retaining the job.
- Bringing together Campuses, Training Agencies, Employers and Recruiting firms on to a common platform, optimizing resources and thereby providing affordable recruiting, training and employability enhancement services.
- Setting up career counselling centres in graduate campuses helping graduates make informed choices of employers and job roles that are aligned with the strengths of the individual and also by sensitizing the corporate employers to the key retention issues such as fair compensation, nurturing work culture etc. Thus increase retention rates in the jobs

