

Business Concepts

Presenters:

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Assignment 4



About:

Psyche Panacea, founded in 2001 by Deepa Vats, is a leading organization that delivers soft skill training programs and consulting services to over 300 listed companies, supported by a team of more than 150 trainers.



Consulting Services Provided :

Behavioral Trainings

Developing individual attitudes, interpersonal skills, and emotional intelligence to improve workplace behavior and interactions.



Employee Engagement

Strategies and activities designed to improve employee motivation, commitment, and connection to the organization.

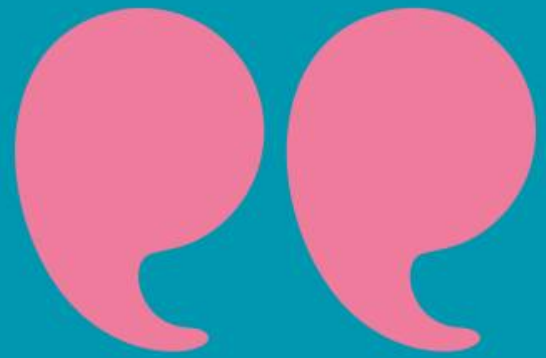


Outbound Trainings

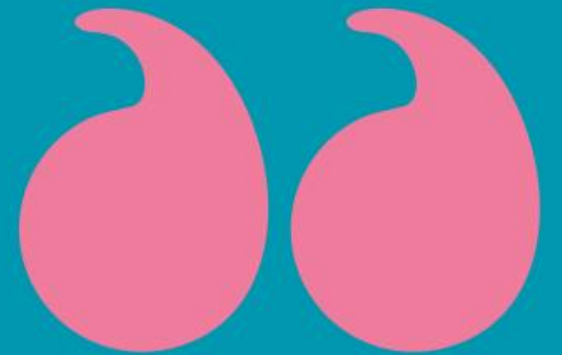
Experiential learning programs conducted outside the workplace, focusing on building trust, teamwork, and leadership through interactive activities



BUSINESS CHALLENGE

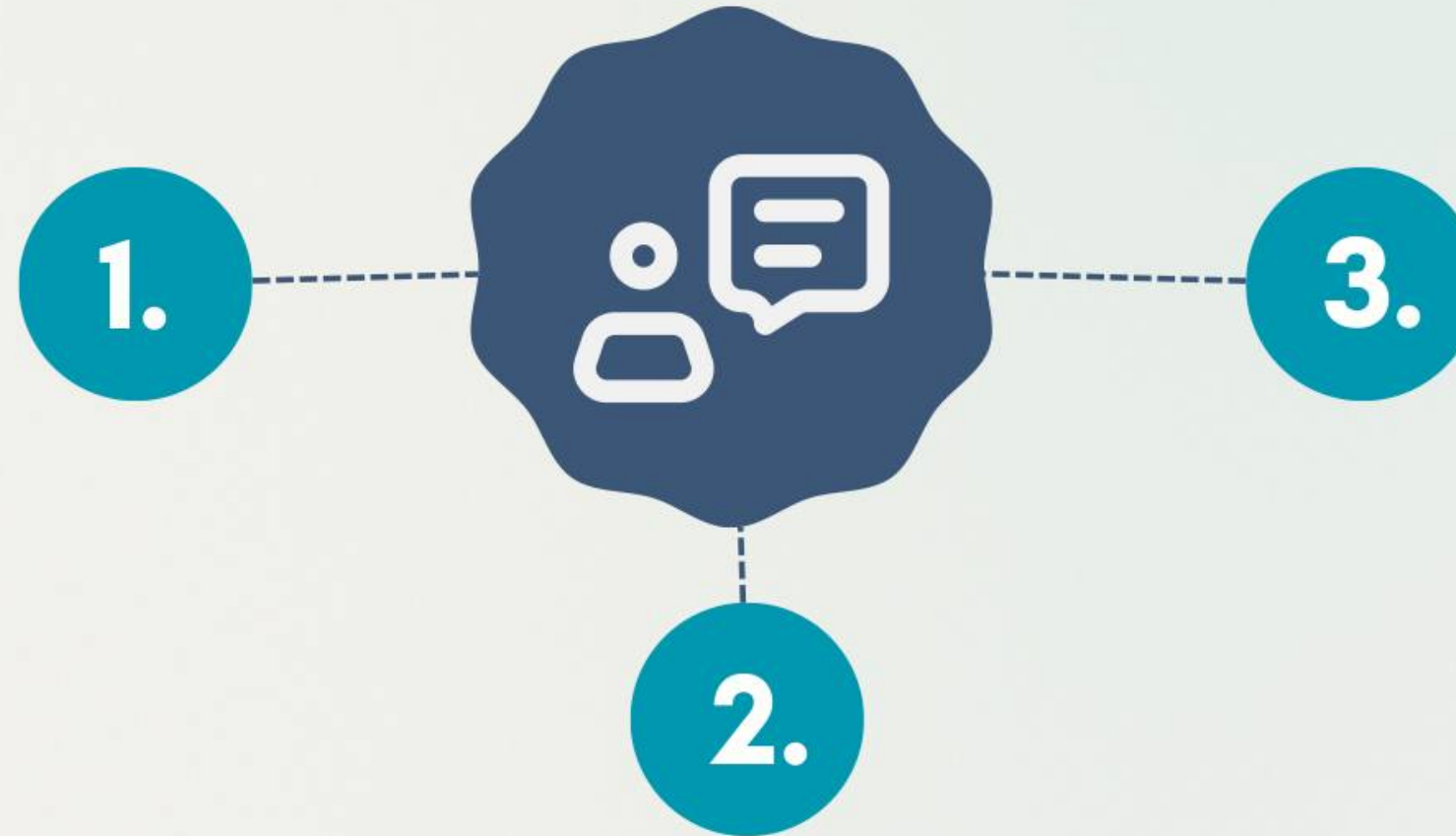


Psyche Panacea primarily gets business through word of mouth and existing contacts, but due to a shortage of employees, the company is unable to meet the growing demand from potential clients.



INSIGHTS

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.



Psyche Panacea's extensive network offers an opportunity to build stronger stakeholder connections through collaborative events.

Psyche Panacea's lack of role-specific training limits employees' understanding of the company's needs, impacting their ability to perform effectively.

How Might We Questions :

1. How might we ensure that candidates possess the necessary skills, knowledge, and attitude for the job role, so that the company operates more smoothly?

2. How might we leverage current employees during the onboarding and training of new hires, in order to reduce dependency on the owner?

3. How might we ensure that our employees stay well-informed about current market trends and remain up to date through relevant training?

4. How might we ensure that each employee's role is clearly defined, enabling them to focus on their core responsibilities?

5. How might we provide employees with the resources they need to perform their roles effectively, ensuring alignment with the company's standards and values?

Ideas



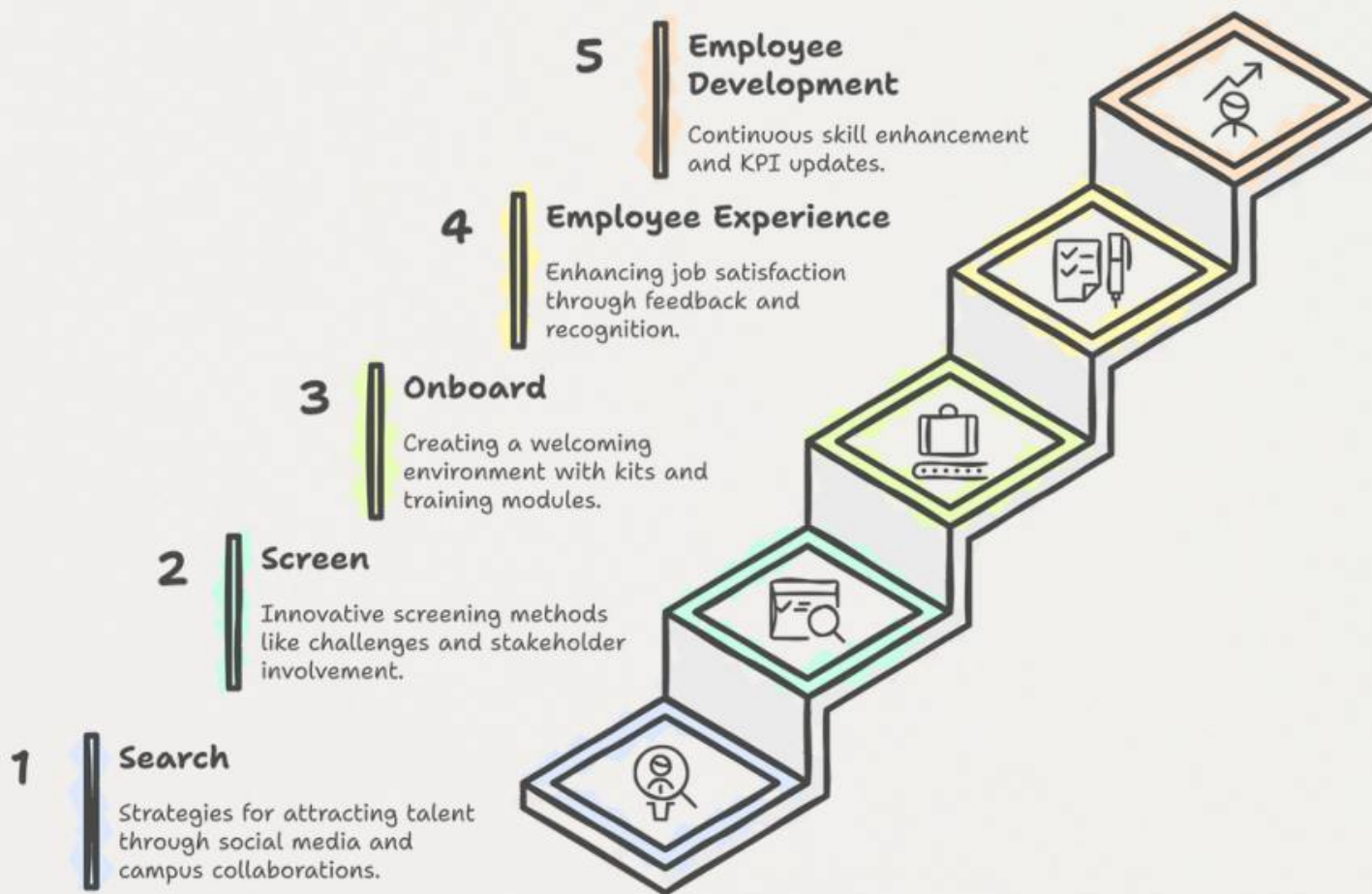
BUSINESS IMPACT →

— USER IMPACT →

Business Impact Grid

CONCEPT BUCKETING

Process :



1. Search

- Invest in LinkedIn to hire employees with the desired skills.
- Increase social media presence to showcase the work done and the experience of current employees.
- Manually identify relevant candidates on LinkedIn.
- Utilize a pre-existing set of quotations for each type of role, based on real-life citations that the company has encountered.
- Position the company as a launchpad for flexible career growth and promote employee success stories.
- Collaborate with various campus placement cells to identify talent requirements. (For roles requiring multiple skills, students can be selected from universities offering major and minor combinations.)

2. Screen

- Replace traditional resumes with a 24-hour challenge to solve a real-life problem related to the job.
- Involve direct stakeholders in the screening process.
- Conduct a one-day test where the company sends candidates outbound and observes them.
- Assign 15- to 20-minute smaller tasks to candidates to evaluate the application of their skills.

CONCEPT BUCKETING

3. Onboard

- Gamify training tutorials where employees must unlock a skill to proceed to the next level.
- Prepare a kit featuring brand merchandise (e.g., various creative ideas).
- Utilize current employees to train new hires.
- Identify gaps between job roles and experience, and provide pre-made training modules to bridge the gaps.
- Share handbook notes and advice passed down from seasoned employees to new ones.
- Create a scrapbook showcasing stakeholders, their fun facts, and past experiences.
- Compile a document outlining company-specific requirements (e.g., for marketing: fonts, colors, and design types).
- Prepare case studies based on the company's past experiences to help employees learn from them.

4. Employee Experience

- Assign new hires a challenging task to help them learn quickly by failing in a controlled environment.
- Provide employees with a comprehensive list of tasks and timelines to reduce confusion and increase job satisfaction.
- Maintain a diary to document what went well and what didn't, and encourage employees to share their insights with the team.
- Check in with employees quarterly to gather feedback and evaluate Net Promoter Score (NPS), identifying what makes them stay and why they would recommend the company to others.
- Recognize employees' achievements on a monthly basis.

5. Employee Development

- Update the KSAs (Knowledge, Skills, and Abilities) and KPIs (Key Performance Indicators) of roles quarterly, and train employees to address unmet requirements and skill gaps. For training use linkedin and coursera tutorials.
- Bring in external trainers to equip employees with new roles and skills.

CONCEPT CREATION FROM THE BUCKETS

1. Search

- Leverage LinkedIn posts and engaging Reels to showcase the company's Employee Value Proposition (EVP) and highlight success stories of former employees.
- Updating the Careers page on the company website to clearly reflect the EVP and feature compelling success stories of past employees.

2. Screen

- Create casual yet role-specific interview scripts to reflect company culture while assessing basic skills. Shift initial interviews to in-person to better evaluate behavior and conduct.
- Consider onboarding interns with a Pre-Placement Offer (PPO) route instead of direct hiring to assess fit

3. Onboard (2)

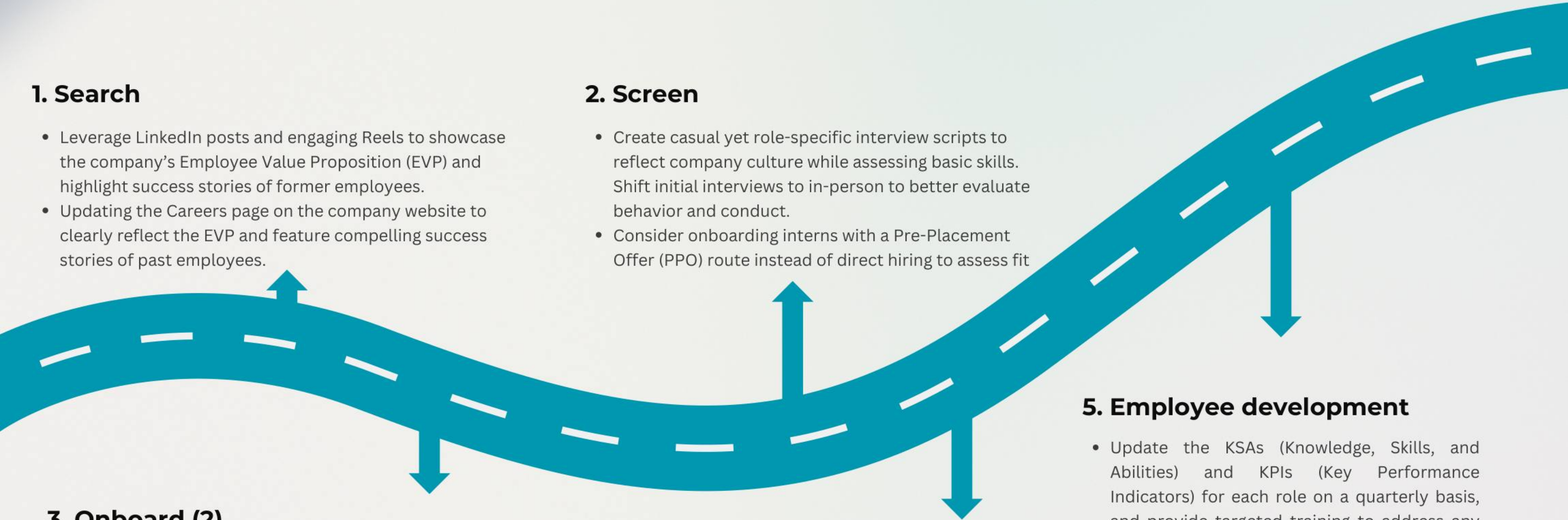
- Preparing a comprehensive onboarding kit that includes branded merchandise (like t-shirts, mugs, notebooks, files, welcome snacks, tea, and coffee), along with a detailed employee handbook, a scrapbook introducing key stakeholders with fun facts, company-specific requirement documents, and case studies highlighting past projects.
- Create a compilation of skill-specific tutorials that employees can access whenever a gap is identified between their current abilities and job role requirements.

4. Employee experience

- Implement a software tool that organizes tasks, meetings, notes, and sprints while efficiently assigning work, sending regular reminders, and generating reports – helping reduce confusion and improve overall employee satisfaction.
- Introduce a weekly progress diary for employees to reflect on their performance, highlight what went well, what didn't, and prepare for constructive review discussions.

5. Employee development

- Update the KSAs (Knowledge, Skills, and Abilities) and KPIs (Key Performance Indicators) for each role on a quarterly basis, and provide targeted training to address any gaps—leveraging platforms like LinkedIn Learning and Coursera for effective upskilling.



1. SEARCH : LINKDIN POSTS AND UPDATED WEBSITE

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.



P: Potential Partners

- In-house creative/content team or freelance storytellers to shoot and edit the reel
- Current employees to feature in the video and provide real, human soundbites
- Website design team to update the careers page with quotes, imagery, and case studies
- Campus placement cells from design, psychology, and management colleges for distribution

WE PROPOSE CREATING A STORYTELLING-BASED LINKEDIN POST PAIRED WITH A REEL THAT INTRODUCES THE JOURNEY OF THE COMPANY, ITS CORE PHILOSOPHY, AND EMPLOYEE EXPERIENCES. THIS WOULD BE SUPPORTED BY A REFRESHED WEBSITE CAREERS PAGE, WITH EMPLOYEE QUOTES, PERKS, AND PROJECT SNIPPETS TO MAKE THE SPACE FEEL WARM, SAFE, AND EXCITING.

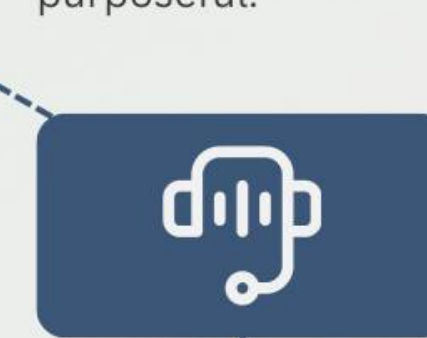
P: Potential Impact

This strategy showcases the team's journey, ethos, and lived experiences—addressing candidates' desire to know “what kind of people work here” and “will I fit in?” The post acts as a window into the company culture, increasing trust and emotional connection.

This approach is expected to organically attract aligned talent, reduce mismatched applications, and build a talent pipeline based on shared values. Over time, it also strengthens the employer brand, positioning Psyche Panacea as a people-first, value-driven studio that prioritizes emotional resonance as much as professional growth.

C: Customer Offering

A dynamic, human-first recruitment campaign that lives on LinkedIn and the website — presenting Psyche Panacea as a space where creativity meets care, and where potential hires can see their journey mirrored in the stories shared. The Careers page reinforces this with clear info on perks, growth paths, and work culture, making the job search feel personal and purposeful.



U: USP

Unlike traditional job descriptions, this format brings in narrative storytelling, emotional relatability, and authenticity—making the company feel like a creative safe space, not just a workplace. It allows candidates to visualize themselves as part of the journey, increasing emotional engagement and intent to apply.

2. SCREENING: PPO HIRING

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.



CONSIDER ONBOARDING INTERNS WITH A PRE-PLACEMENT OFFER (PPO) ROUTE INSTEAD OF DIRECT HIRING TO ASSESS FIT.

C: Customer Offering

For candidates, this process offers an engaging, transparent, and comprehensive interview experience, allowing them to showcase their true potential beyond a resume.



P: Potential Partners

1. Universities and College Placement Cells: They can help identify promising intern candidates who may be a good fit for the PPO program.
2. Mentors and Managers: Internal team members who can provide guidance and evaluations to interns during the PPO period.
3. HR employee or freelancer: Professionals who can assist in structuring the PPO program to ensure it aligns with industry best practices.
4. Talent Development Experts: These professionals can design a structured evaluation process during the PPO period to assess interns' skills and cultural fit.
5. Interns: who would be joining the organisation.

P: Potential Impact

1. Better Talent Fit: A PPO route allows the company to assess interns over time, ensuring they are a strong cultural and skill-based fit before extending a full-time offer.
2. Reduced Recruitment Risks: Interns who receive a PPO have already been vetted, reducing the risk of poor hiring decisions and mismatched hires.
3. Lower Hiring Costs: Instead of a full-scale recruitment process, the PPO model allows for a more cost-effective approach by leveraging interns for an extended period before making a full-time hire.
4. Enhanced Retention: Interns who convert to full-time employees after experiencing the company culture firsthand are more likely to stay long-term.
5. Building a Talent Pipeline: The PPO route creates a steady pipeline of pre-vetted, trained talent, which is especially beneficial for a small-scale company looking to expand.

U: USP

The PPO strategy offers a unique, low-risk approach to recruitment by providing a "trial period" for both the company and the intern. It allows the company to evaluate candidates' cultural fit and job performance over a longer period before committing to a permanent hire, while interns get a clearer view of the role and organization. This creates a mutually beneficial relationship that increases retention and improves the quality of hires.

3. SCREENING: ROLE-SPECIFIC INTERVIEW SCRIPTS

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.



P: Potential Partners

1. Prospective interns, who will be considered for the new screening process.
2. Current employees, who will evaluate attitudes and assess cultural fit.
3. University placement departments, who will serve as the bridge between the interns and Psyche Panacea.

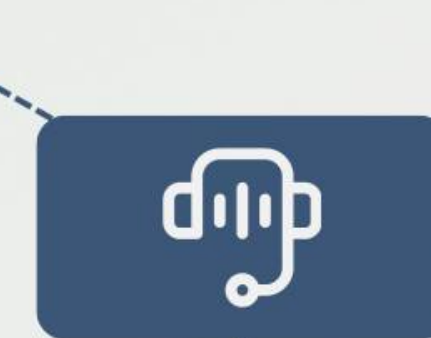
CREATING CASUAL YET ROLE-SPECIFIC INTERVIEW SCRIPTS TO REFLECT COMPANY CULTURE WHILE ASSESSING BASIC SKILLS. SHIFTING INITIAL INTERVIEWS TO IN-PERSON TO BETTER EVALUATE BEHAVIOR AND CONDUCT, AND INVOLVING MORE STAKEHOLDERS.

P: Potential Impact

1. Enhanced Talent Selection & Fit: The new screening process ensures better alignment between candidates' skills and company culture, leading to more informed hiring decisions.
2. Improved Candidate Experience & Employer Branding: Casual, role-specific interviews and the PPO model enhance candidate engagement, making Psyche Panacea more attractive to top talent.
3. Stakeholder Collaboration & Involvement: Involving multiple stakeholders ensures a holistic, transparent recruitment process with shared alignment across all parties.

C: Customer Offering

For the candidates: The process offers a fair, transparent, and engaging experience, where candidates can showcase their true potential beyond resumes. With role-specific interviews and in-person assessments, they are evaluated on skills and cultural fit.



U: USP

This strategy matters because it shifts hiring from traditional methods to a more dynamic, real-world evaluation process that prioritizes cultural fit and skill alignment. By incorporating in-person interviews, role-specific tasks, and ongoing assessment through Pre-Placement Offers (PPO), it ensures that candidates are not only skilled but also a strong match for the company's values. This approach creates a more transparent, engaging experience for candidates and allows companies to build a loyal, adaptable workforce while reducing hiring costs and turnover.

4. ONBOARD - PHYSICAL ONBOARDING KIT

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.



P: Potential Partners

- In-house designers to create branded kit elements (T-shirts, mugs, notebooks)
- Printing vendors for physical production
- Founders or managers to write welcome letters
- Operations team to assemble the kits and handle delivery logistics

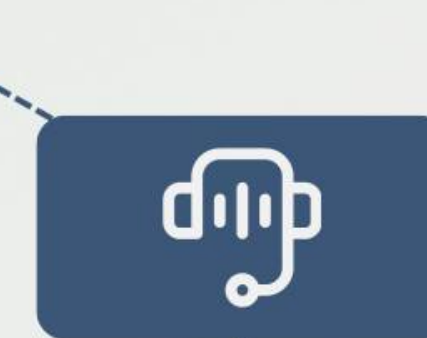
A TANGIBLE, THOUGHTFULLY DESIGNED ONBOARDING KIT THAT INCLUDES BRAND MERCH, SNACKS, A HYBRID HANDBOOK-SCRAPBOOK, AND PERSONAL NOTES. THIS IMMERSIVE WELCOME RITUAL MAKES NEW HIRES FEEL VALUED, EMOTIONALLY SAFE, AND CONNECTED FROM DAY 1.

P: Potential Impact

This kit-based onboarding experience creates a tactile, emotionally engaging first day. It sets the tone for a human-first workplace, while building brand affinity through every detail. It's expected to increase early-stage excitement, lower anxiety, and improve retention by making people feel seen, welcomed, and part of something meaningful from Day 1.

C: Customer Offering

A physical onboarding kit that includes brand merchandise (t-shirt, mug, files) personalised notes, sweet and spicy snack packs, coffee/tea sachets and a welcoming setup for Day 1. Along with it, a clearly designed Handbook + Scrapbook hybrid introduces them to the company's values, culture, case studies, and expectations.



U: USP

Unlike generic onboarding templates, this kit creates an immersive, sensory welcome rooted in emotion and identity. It's not just "stuff"—it's a thoughtful gesture that transforms the idea of joining a company into joining a creative family.

5. ONBOARD - LEARNING LIBRARY

I: Insights

Psyche Panacea's lack of role-specific training limits employees' understanding of the company's needs, impacting their ability to perform effectively.

A CURATED, SKILL-BASED LEARNING LIBRARY FOR NEW EMPLOYEES—TAILORED BY ROLE AND TEAM NEEDS. THIS RESOURCE HUB WILL HELP PEOPLE IDENTIFY AND CLOSE SKILL GAPS INDEPENDENTLY, ENCOURAGING A CULTURE OF CONTINUOUS LEARNING RIGHT FROM THE START.

C: Customer Offering

A curated compilation of skill-based tutorials and role-specific guides organized by tools, domains, and project examples. Housed in a shared internal space, this resource becomes an onboarding companion and long-term reference.



P: Potential Partners

- Team leads to help define role-specific skill needs
- Employees to contribute tutorials or resource links
- Instructional designers or freelancers to format the materials
- Web team to create a clean, searchable portal

P: Potential Impact

This learning library allows new employees to fill in gaps without shame or hierarchy. It empowers self-paced growth and allows team members to onboard with more independence and precision. It's also a living tool that can evolve with the team—fostering a continuous learning culture from Day 1.

U: USP

This is not just a document dump—it's a personalised, evolving growth toolkit. It blends autonomy with alignment, helping employees grow confidently without needing to ask for help every time. A tool that grows with them.

6. EMPLOYEE EXPERIENCE : TASK TRACKING SOFTWARE

I: Insights

Psyche Panacea's lack of role-specific training limits employees' understanding of the company's needs, impacting their ability to perform effectively.

A CENTRALIZED SOFTWARE SOLUTION THAT STREAMLINES EMPLOYEE EXPERIENCE BY ORGANIZING TASKS, MEETINGS, NOTES, AND SPRINTS—AUTO-ASSIGNING RESPONSIBILITIES, SENDING REMINDERS, AND TRACKING PROGRESS THROUGH REGULAR REPORTS. IT REDUCES CHAOS AND FOSTERS CLARITY, COLLABORATION, AND ACCOUNTABILITY WITHIN TEAMS.

C: Customer Offering

A cohesive team experience through a shared, intelligent workspace that mirrors Psyche Panacea's values of trust, clarity, and collaboration. It makes day-to-day work more manageable and creates an environment where employees feel supported, not overwhelmed.



P: Potential Partners

- Internal ops or project management team to define workflow logic
- A product design/dev team to customize or choose an existing tool (like Notion, Asana, Jira, etc.)
- Team leads to pilot and co-create feedback loops
- Analytics support for dashboard/reporting systems

P: Potential Impact

This tool offers real-time visibility into tasks, timelines, and ownership, reducing confusion and bottlenecks. With regular check-ins and reminders, it supports smoother sprints and meetings, while also building accountability. Over time, it strengthens team collaboration, speeds up delivery, and increases employee satisfaction by reducing task-related friction.

U: USP

Unlike traditional spreadsheets or scattered communication, this tool combines everything—tasks, sprints, meetings, and notes—into one human-centered, intelligent platform. It simplifies without stripping autonomy, and encourages proactive contribution instead of passive execution.

7. EMPLOYEE EXPERIENCE : REFLECTIVE DIARY

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.

A GUIDED WORK JOURNAL THAT ENCOURAGES EMPLOYEES TO REFLECT ON THEIR WEEKLY WINS, CHALLENGES, AND QUESTIONS—DESIGNED TO PREPARE THEM FOR BIWEEKLY ONE-ON-ONE CHECK-INS WITH THEIR TEAM LEADS. THIS DIARY BRIDGES PERSONAL REFLECTION WITH STRUCTURED FEEDBACK, MAKING PERFORMANCE CONVERSATIONS MORE EFFECTIVE, COLLABORATIVE, AND EMOTIONALLY SUPPORTIVE.

C: Customer Offering

A guided diary that helps employees self-track their weekly journey, prepping them for meaningful conversations with their team lead. With sections for wins, struggles, questions, and learnings, it makes the check-in process smoother, more human, and genuinely useful for both sides.



P: Potential Partners

- HR and team leads to design the diary structure
- Content/copy team for tone-friendly prompts
- Product team for optional digital version with reminders
- Employee experience team to test integration in biweekly check-ins

P: Potential Impact

This diary acts as both a personal tool and a prep guide for employee-head check-ins. It improves meeting quality by surfacing weekly wins, blockers, and questions ahead of time—leading to more effective reviews, reduced performance anxiety, and a stronger feedback culture. Over time, it helps employees feel heard and seen, increasing motivation and retention.

U: USP

Unlike traditional reviews that feel top-down or vague, MyWeek gives structure to self-reflection and support. It builds a culture of proactive dialogue and self-led growth—turning performance reviews into collaborative, ongoing conversations rather than one-off evaluations.

8. EMPLOYEE DEVELOPMENT: QUATERLY KSA UPDATES

I: Insights

Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.

UPDATE THE KSAS (KNOWLEDGE, SKILLS, AND ABILITIES) AND KPIS (KEY PERFORMANCE INDICATORS) FOR EACH ROLE ON A QUARTERLY BASIS, AND PROVIDE TARGETED TRAINING TO ADDRESS ANY GAPS—LEVERAGING PLATFORMS LIKE LINKEDIN LEARNING AND COURSERA FOR EFFECTIVE UPSKILLING.

C: Customer Offering

For employees, this initiative provides clarity on role expectations and personalized, accessible training that helps them develop in their careers.



P: Potential Partners

- LinkedIn Learning & Coursera: Platforms for providing online courses and certifications to upskill employees in relevant areas.
- External Training Consultants: Experts in specific industries or roles who can design customized training materials to meet the needs of Psyche Panacea.
- HR Tech Platforms: Software solutions like BambooHR or Workday to track and update KSAs and KPIs for each role effectively.
- Internal Leadership: Managers and team leads who can contribute insights to revise KSAs and KPIs based on evolving business needs.
- Industry-Specific Experts: Professionals who can offer input on the latest trends and requirements in the HR consultancy field, ensuring the KSAs and KPIs remain relevant.
- Employees: who will be undergoing these training sessions and receive the assistance by bridging the gap between their current abilities and job role requirements.

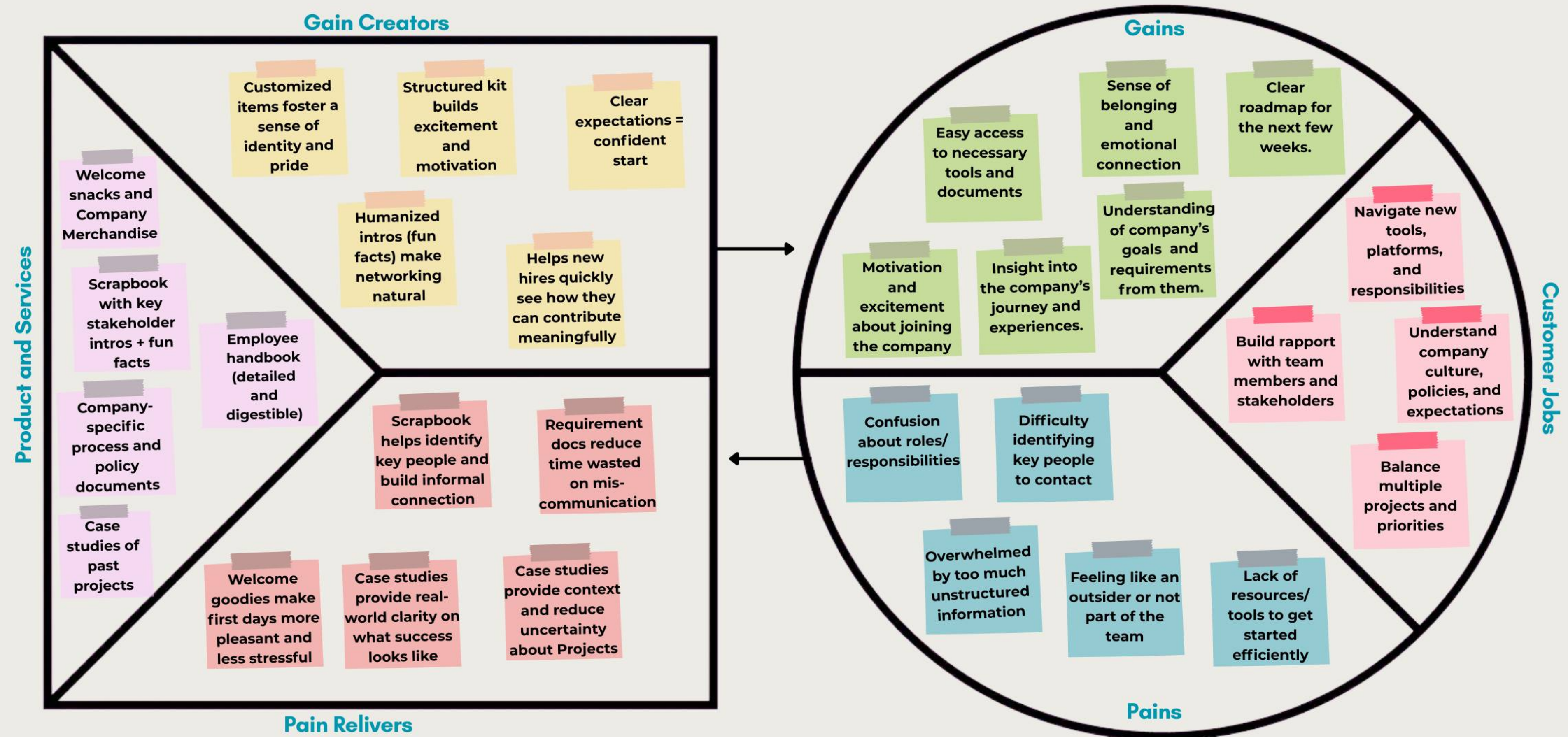
P: Potential Impact

- Improved Role Alignment: Regular updates to KSAs and KPIs ensure employees are aligned with evolving job expectations and company goals.
- Targeted Development: Employees receive personalized training based on identified gaps, leading to more effective skill development.
- Enhanced Performance: Clear, up-to-date KPIs guide employees toward achieving measurable goals, boosting productivity and accountability.
- Increased Employee Engagement: Ongoing training and skill development create a sense of growth and progression, fostering motivation and job satisfaction.
- Agility in Meeting Market Demands: By continuously updating role requirements and skills, the company stays ahead of industry trends and adapts quickly to market changes.

U: USP

This strategy ensures that Psyche Panacea's workforce is constantly evolving to meet business needs. By regularly updating KSAs and KPIs, and offering targeted, on-demand training through platforms like LinkedIn Learning and Coursera, the company ensures that employees are equipped with the skills required for success. It creates a culture of continuous learning and adaptability, driving both individual and company-wide growth.

VALUE PROPOSITION CANVAS: ONBOARDING KIT





Thankyou