

Psyche Panacea

End-to-End Employee Journey Transformation

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DESG323-Business Design



Who are they?

Psyche Panacea is a leading organization that delivers training programs and consulting services to over 300 listed companies, supported by a team of more than 150 trainers. Founded by Deepa Vats in 2001 after she completed her MBA in HR, the company now operates with a core team of two employees. Psyche Panacea primarily focuses on providing soft skills training to manufacturing plants. After Covid severely impacted the company, their sales dropped to the levels they experienced when they first started. However, by 2024, they managed to recover, making it their most profitable year to date. Psyche Panacea aims to empower organizations and individuals to unlock their full potential, driving sustainable growth and success.

Key Clients: Hero MotoCorp, Anthem Biosciences, JCB Core

Competitors: Franklin Covey, Star Consultancy, Blue Sky Consultancy

Product Offerings: Behavioral training, employee engagement, and Offsite/Outbound training sessions

Monthly Demand: 10–15 training sessions, each lasting 1–2 days

Retainer Fee: 60% of client payments are retained by Psyche Panacea, with 40% allocated to the trainers.

Website: <https://www.psypanconsulting.com/>

Mission

To provide innovative consulting and training solutions that help businesses navigate challenges, optimize performance, and foster continuous improvement.

Vision

To empower individuals and organizations to unlock their full potential and achieve sustainable growth and success.

Goals

- To be the leading pan-India company with registered offices in major metropolitan cities to have franchisee in South East Asia.
- Role specific the Hiring Process
- Fostering Long-Term Employment: Avoiding quick turnover by retaining long-term employees.
- Targeting Employee-Oriented Companies that invest in the long-term growth of their employees.
- Improving Relationships with Non-Delhi NCR Companies: Strengthening ties with companies where face-to-face interactions are rare.



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.

Key Stakeholders Interviewed

We interviewed a range of stakeholders to gain deeper insights into Psyche Panacea and support our efforts in addressing the business challenge. These included current employees, former employees, independent trainers associated with Psyche Panacea, HR heads of the Key Clients, HR specialists, and the Head of the Management Development Program (MDP) at FLAME.

1. Unstructured Onboarding

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

2. Lack of Role - Specific Training

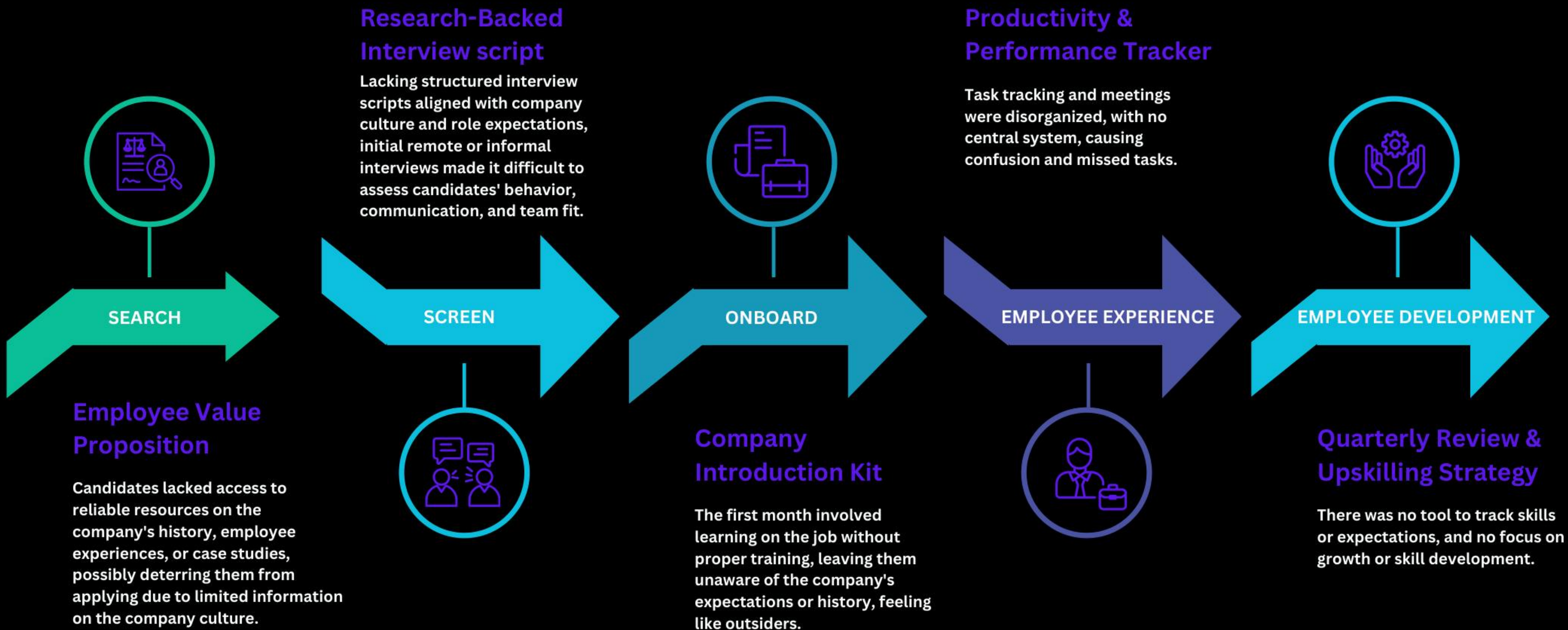
Psyche Panacea's lack of role-specific training limits employees' understanding of the company's needs, impacting their ability to perform effectively.

3. Extensive Network

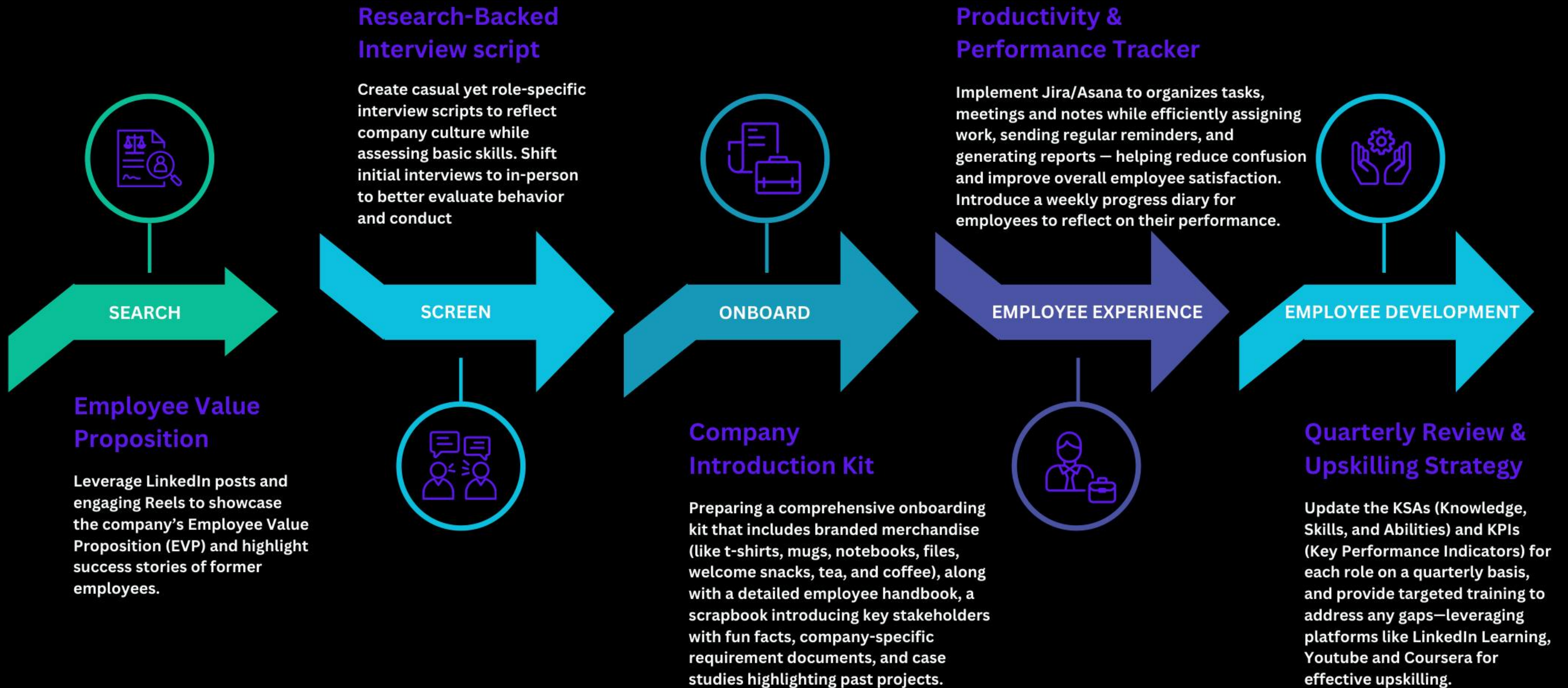
Psyche Panacea's extensive network offers an opportunity to build stronger stakeholder connections through collaborative events.

INSIGHTS

Psyche Panacea's Original Employee Journey



End-to-End Employee Journey Transformation



Interactions and Feedback from the Owner

After the first Interaction with the Owner



It was so good to have this interaction with you girls. Lots of thought provoking questions.... Forced me to introspect and foresee the future growth and strategies and goals and vision which I didn't really put my mind to it.. I m glad u put this across to me.

11:52 pm

Do share the questions it will help me streamline my process too..

11:52 pm

Thats so nice thankyou so much

11:59 pm ✓✓



Exploration Stage

Factor 2



Presenting Findings from Primary Research.

The owner was initially a bit surprised by some of the negative feedback, but after speaking with us and understanding that it could help her identify and address these challenges, she became eager to find solutions.



Showing Our Concept Ideas

Feedback included suggestions such as updating the key skills mentioned in the job descriptions, adjusting specific wording in the posts, gaining a clearer understanding of JIRA's functionality, and reducing the pricing of online courses by offering more free content. All of these inputs were incorporated into the final prototypes.

Factor 3

Factor 4



Final Prototype

what do u think about these

4:56 PM ✓✓

OMG 🤔😂😂😂👍

4:59 PM

Speechless

4:59 PM

All Concepts in Detail

Leveraging LinkedIn

We leveraged LinkedIn posts and engaging Reels to showcase the company's Employee Value Proposition (EVP) and highlight the success stories of former employees. These posts also featured the current achievements of ex-employees to inspire potential candidates. In addition, we highlighted the company's EVP, shared insights into the organizational culture, and told the founder's journey to help candidates connect more personally with the company and its mission.

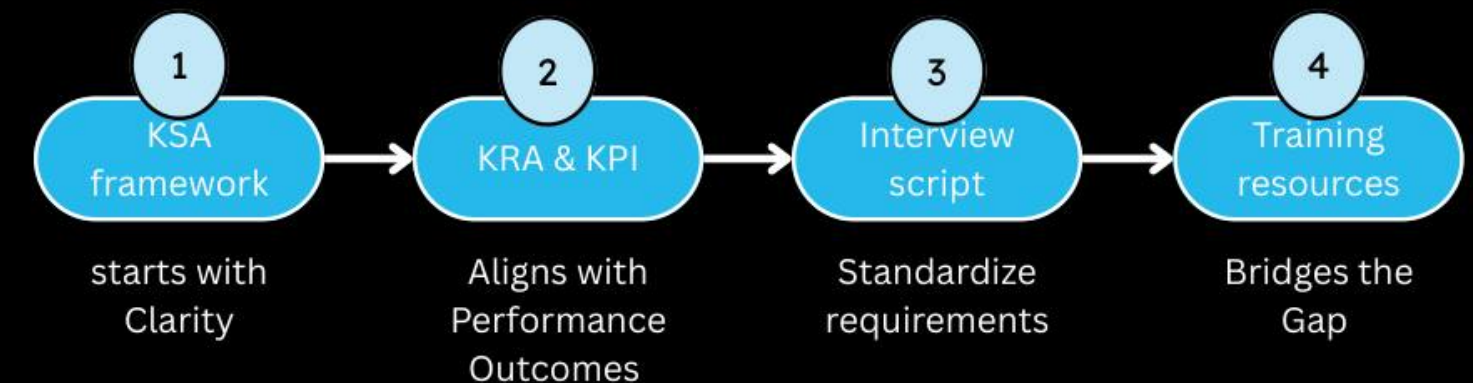
Quarterly Review & Upskilling Strategy

To address Psyche Panacea's unstructured onboarding and lack of role-specific training, a detailed analysis was conducted for the HR Analyst Intern role using the KSA (Knowledge, Skills, Attitude) framework. SMART-based KRAs and KPIs were created with measurable outcomes to guide performance. Recognizing that interns may initially lack certain capabilities, a curated resource bank of free, targeted learning materials was provided to bridge training gaps. This solution not only enhances role clarity and performance but also reduces training inefficiencies. Our value proposition is to equip Psyche Panacea with a streamlined, skill aligned onboarding process that improves workforce readiness, retention, and long-term effectiveness.

Screen

The interview script for the HR Analytics Intern role at Psyche Panacea is a focused and effective tool that aligns directly with the role's KRAs and KPIs. It will evaluate candidates on their HR knowledge, data skills, and cultural fit, ensuring only well-suited individuals are selected. The structured yet conversational format promotes deeper responses and fair assessment.

The value proposition for Psyche Panacea is clear: this script enables smarter, role-specific hiring, reduces onboarding gaps, and improves intern performance; leading to stronger talent retention and faster impact.



All Concepts in Detail

Productivity & Performance Tracker

We implemented a comprehensive Jira structure for the "Sales Impact Journey for Salesforce" project, designed for Psyche Panacea and scheduled to run from May 2025 for 4–6 months. The setup includes six clearly defined epics, user stories in the "As a [role]" format, granular task breakdowns, an optimized Kanban workflow, automated status updates, and integrated Confluence documentation. This approach reflects our strong commitment to effective project management principles. These enhancements were incorporated following valuable feedback from our Project Management professor, Saurabh.

Company Introduction Kit

1. **Refreshments and Merchandise** : Our thoughtful welcome package includes snacks (Doritos and healthy trail mix), beverages (coffee and green tea), a branded bottle, scented candle, company t-shirt, and premium stationery. These items create an immediate sense of belonging and demonstrate our investment in new team members from day one.
2. **Stakeholder and Case Study Scrapbook** : The scrapbook introduces key team members (Agnelo, Achla, Manzer, Punkesh, and Jestin) alongside important case studies from Maruti Suzuki and Sahayog at Hero Gurgaon. It includes a "Sticky Notes from the Team" section with practical advice like "Ask all the questions in Week 1. It's not awkward, it's professional," plus a personalized "For You" page with insights and learnings through quotes from the team and company culture overview.
3. **Weekly Diary** : Our weekly diary features targeted prompts including key accomplishments, challenges encountered, areas for improvement, and guidance needed. This tool helps new team members document their journey and ensures weekly mentor meetings are productive and focused on addressing actual needs.
4. **Company Requirements Document** : The Company Requirement Document outlines all the rules and regulations established by Ms. Deepa, serving as a formal guide for professional conduct. In addition to clearly stated policies, the document also captures the unspoken expectations that are essential for any intern or new hire to seamlessly integrate into Psyche Panacea's work culture from day one. It ensures that every individual not only understands the operational guidelines but also embodies the values and behavioral standards that define the organization.

Cost Breakdown

Onboarding Kit

Item	Estimated Cost (₹)
Custom Weekly Diary	₹200 - ₹400
Stakeholder Scrapbook	₹300 - ₹600
Company Requirements Doc	₹50 - ₹150
Basic Refreshment Kit	₹150 - ₹300
Branded Merchandise	₹300 - ₹700
Basic Stationery Supplies	₹50 - ₹150
Assembly & Packaging	₹50 - ₹100
Total per new hire	₹1,100 - ₹2,400

Software and Miscellaneous

Item	Estimated Cost (₹)
Jira Premium (3 users/year)	₹32,400 - ₹50,400
Template Design & Setup	₹10,000
Online Courses (Training)	₹5,000 - ₹15,000
HR Professional for Interview Scripts	₹8,000 - ₹20,000
Total Implementation	₹55,400 - ₹95,400

Total Breakdown - Yearly

Component	Total Estimated Cost (₹)
Onboarding Kit (per new hire)	₹1,100 - ₹2,400
Jira & Implementation (3 users)	₹47,400 - ₹75,400
HR Professional (Interview Scripts)	₹8,000 - ₹20,000
Online Courses (Training)	₹5,000 - ₹15,000
Overall Total	₹61,500 - ₹1,12,800



Learnings and Takeaways from the course.

Through a semester of intensive Business Design, we moved beyond theory by actively applying a wide range of design thinking methods, including deep user research and strategic business tools, all within the Double Diamond framework.

This human-centered approach, emphasizing user empathy and diverse perspectives, culminated in a real-world client project that demonstrated our ability to create impactful and viable solutions in today's industry.

» How do these concepts help Psyche Panacea solve their business challenge?

These initiatives directly address Psyche Panacea's core challenge by creating a stronger pipeline of qualified, motivated employees and improving retention. Showcasing EVP and ex-employee success stories on LinkedIn and Instagram helps attract more aligned candidates beyond word-of-mouth, expanding reach. Personalized interview scripts and in-person evaluations ensure better hiring decisions, reducing mismatches that frustrate both clients and leadership. The onboarding kit builds early engagement and clarity, making new hires feel prepared and connected, which lowers early attrition. Jira streamlines work allocation and transparency, improving efficiency and reducing miscommunication—a key concern for client satisfaction. Weekly progress tracking and quarterly upskilling plans ensure continuous growth, keeping employees capable of handling complex client needs. Together, these actions improve both employee satisfaction and client confidence, enabling the company to scale its team sustainably and meet rising demand.

Thankyou

