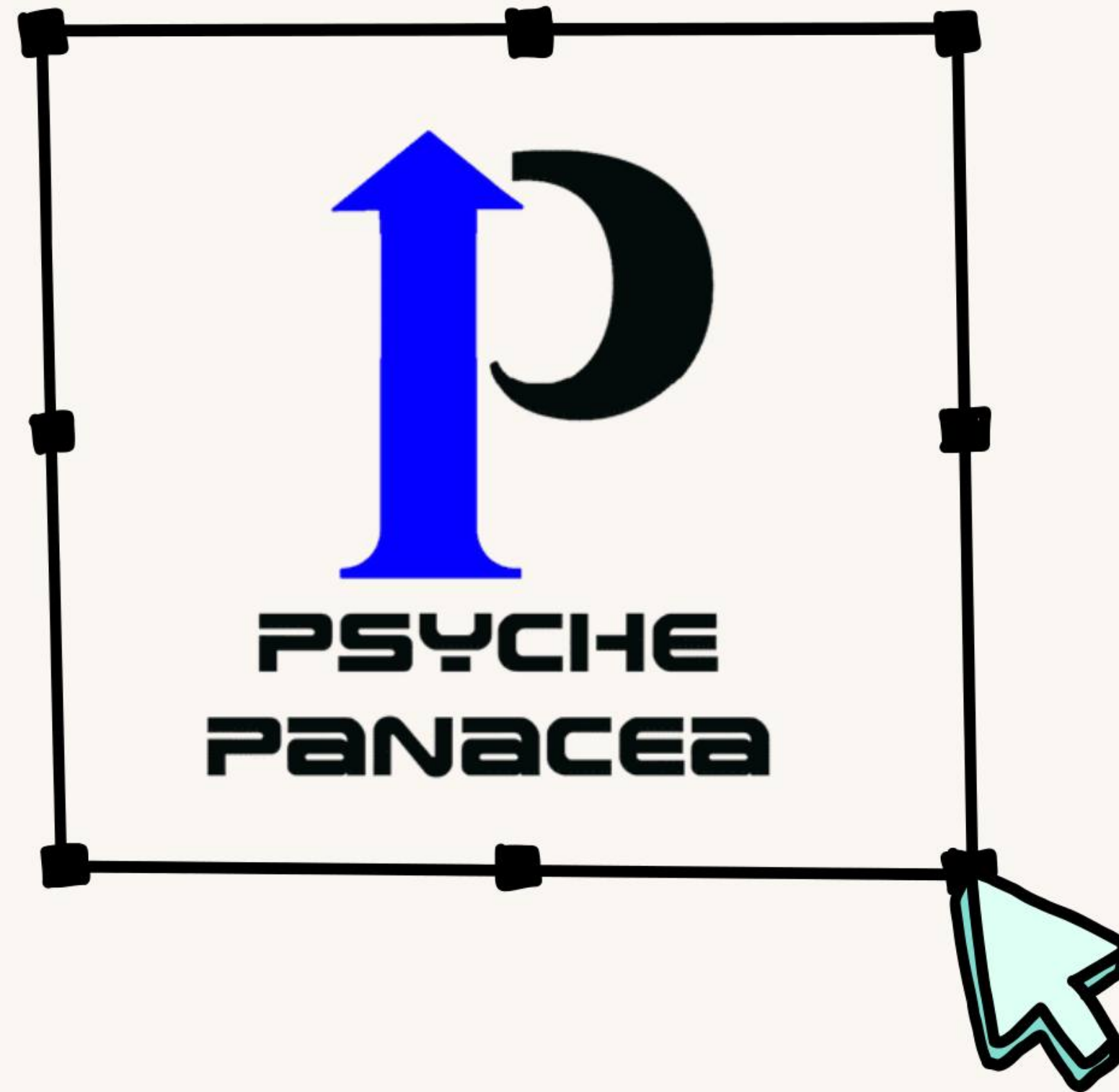


Primary Research + INSIGHTS



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Introduction

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 external trainers.



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 FRAMING

OBJECTIVE

Vision: To be the leading pan-India company with registered offices in major metropolitan cities like Bangalore, Mumbai, Chennai, Kolkata, and Delhi to have franchisee in South East Asia.

Goals:

- **Specialized Recruitment:** Diversifying 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.
- **Adapting** to Gen Z work habits.

BUSINESS METRICS

Specialized Recruitment: Three additional employees required for the role of Marketing, Consulting/Analytics, and Finance/Admin.

Current Employee: 1

Target Employees: 4

Current Annual Revenue: 90 Lakhs

Revenue Target: 5cr per annum in next 5 years

Current Key clients: 3-5 clients

Target Key clients: 10 clients



SCOPE

- Establish more **Employee Assistance Programs (EAP)** across various companies.
- **Introducing** the services for the **Information-Technology companies.**
- Expand into hard-**skills based training** topics.
- Increase **OutBound Trainings (OBT)** and **offsite** projects.
- Perform **impact assessments** for companies with continuous behavioral training requirements.
- Providing **campus-to-corporate** training and conducting **inclusivity** and **gender sensitivity** sessions.

BOUNDARY CONDITIONS

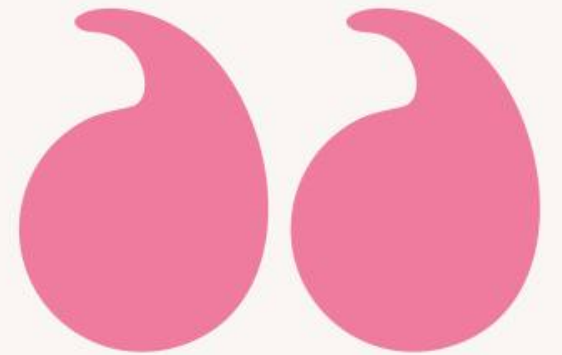
- The **retainer fee** will remain at or above **60%**.
- All employees, regardless of role, must be able to make **cold calls** to clients for follow-up.
- All employees, regardless of role, must be willing to attend **onsite training sessions** when required for coordination.
- **Over-qualified** employees (with more than 2 years of experience) are not required.



BUSINESS CHALLENGE

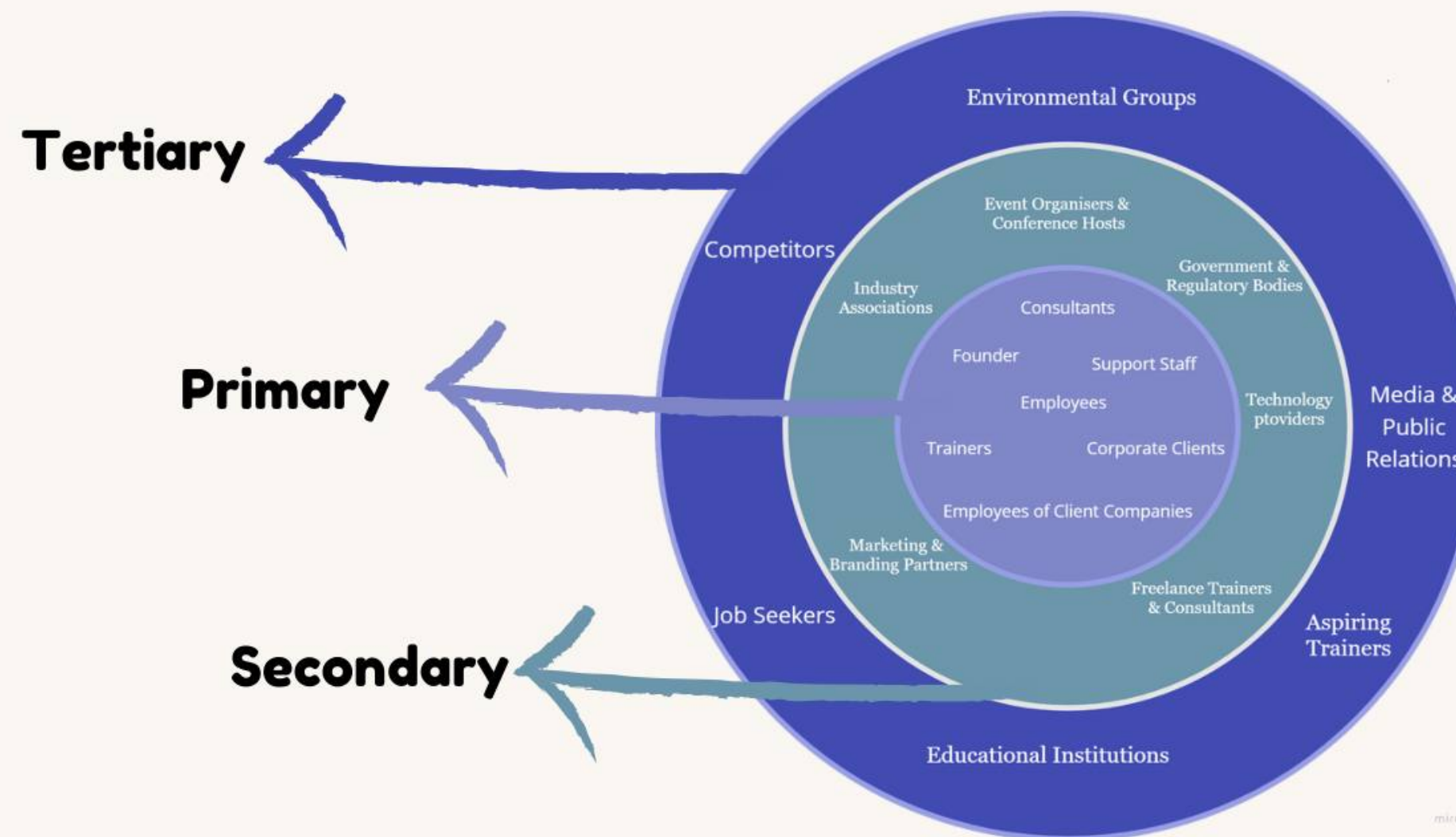


Psyche Panacea primarily gets business through word of mouth and existing contacts, but due to a shortage of employees, the company is unable to meet the growing demand from potential clients.



Primary Research Plan

≡ Stakeholders list	≡ Selection Criteria	🔖 No. of interviews	≡ Areas of exploration	≡ Tools Used
Long Term Employee (E)	2+ year tenure with Psyche Panacea	1	Company culture, Career progression, Job satisfaction, Retention factors	Google meet Interview
Ex-employee @ Psyche Panacea (Ex Em)	Exited Psyche Panacea 4 years ago.	1.	Exit reasons, Company strengths, Improvement areas, Alumni network	Google meet Interview
Independent Trainer (IT)	Hasn't worked with Psyche Panacea	1,	Experiance, External help, Logistics, Client Aquisition,	In-person Interview
Client (HR Representative) (C)	Directly worked with Psyche Panacea.	1.	Service satisfaction, Needs assessment, Feedback,Relationship	Google meet Interview
External Trainer (T)	Led 5+ trainings with Psyche Panacea.	2.	Training effectiveness, Client collaboration, Session customization, Feedback, Logistics	Google meet Interview
Associate professor @ FLAME University (M)	Head of MDP @ FLAME University	1.	What is MDP, Experiance, External help, Logistics, Client Aquisition,	In-person Interview





THEMES

THEMES

(1) Employee Readiness and Development.

"First time I attended a meeting I had no idea I should have taken notes. Even after onsite training I had no idea what to do, especially after meeting directors, Hods, etc" -E1

"For designing? I didn't know what colours, fonts, templates to use so I didn't know how to make it more "simple" " posts, social media -E1

"I feel much more confident in my abilities because of my time here. I learnt alot, especially being out interacting with clients in person." -Ex em

"My personal growth is the reason I stayed with the company. Since you had to do variety of tasks I started learning myself. I learned everything about the industry from this internship. -E

(2) Role Alignment with Skills

"After the internship ended, i was offered a PPO for the position of a Marketing Associate. It was hard for me to do the targeting and all as its new for me" -E1

"After starting I realised its really difficult to do marketing and you have to learn about the work. I did do my MBA in HR and Marketing more creative and energetic. -E1

"We put postions on indeed and make notes of the candidates. The interview and selection is made by ma'am. I would prefer someone more creative and energetic. -E1

"A employee that is just for sales and marketing to attract the right clients and can easily connect and understand the employers needs." -E1

"My work was mostly calls and negotiations, which I am good at. I caught on quickly without being trained" -Ex em

"I told ma'am I want to shift to a HR position because thats the career path i want. The only position that was open when I started was marketing so I just went with it." -E1

"I get regular feedback from ma'am about my videos. The standards are different for different clients or social media platforms" -E1

"Since we have some big projects coming I would like another employee that can support me. Right now I have to make calls, designs, and it gets messy up." -E1

(3) Evolving Training Expectations

"After reaching the hotels the HODs would ask what to do, where to go and I would have no idea. I wouldn't know alot about the places, monuments either." -E1

"one stop solution for corporate large pool of diverse trainers - eg counselling, yoga, children softskills, behavioural trainings. (plus point) CI

training need iden- digitization - digitized system - KMI - important for performance management CI

"Training has to be different. It's not like academics you can't run the same course with some little changes for the next 2-3 years." -IT

"The demand for MDPs is highest in manufacturing luxury & finance, yet ongoing professional development remains essential across all industries." -N1

"Working with large international consulting firms offers advantages such as digitalized processes, automated reporting, and structured operations, making coordination smoother." -N1

"Modern learning experiences require trainers to go beyond lectures, incorporating interactive methods such as case studies, role-playing & technology driven simulations." -N1

trainings revised departmental wise - based on the needs identified by annual KPIs CI

(4) Flexibility in training delivery

"While consulting firms stream line processes and ensure trainers to stick to structured content and outcome-based delivery, it can sometimes limit creative freedom in designing personalized experiences." -T2

"Unlike organisations with a fixed team of in house trainers we operate with a flexible model, leveraging a network of experienced contractual and freelance trainers who are brought in as the need based on the specific requirements of each project." -T

"Psyche Panacea offers more flexibility by allowing me to contribute to the program design, unlike many consulting firms that provide pre-designed content with minimal trainer input." -T2

"Custom programs are developed after receiving client briefs ensuring faculty resources align with the company's specific training objectives." -N1

"We had to keep going back and forth alot with trainers and clients to make sure everyone is on the same page." -Ex em

"Working directly with clients give me full control over marketing, designing, and delivering training, whereas consulting firms typically control content creation and bring in trainers for facilitation purely." -T2



THEMES

(5) Relationship Management

the customer relationship management of psyche panacea is really good → they are also always open to feedback.
→ should have FOC training.

known psyche panacea from 15+ years → through a kids winter carnival → did many of these successful programs that attracted

Our collaboration with Psyche Panacea is mutually beneficial - while they provide us with access to a wider client base, we contribute by executing large scale team building activities, creating a synergy that allows both parties to expand their reach & expertise.

"Since there were fewer employees, everyone got very close. Most of us are in touch even now."

(6) Operational Efficiency & Support

"My association with Psyche Panacea spans over 3-5 to 4 years, during which I have worked on multiple projects, though my involvement was reduced recently due to increased direct client engagement and long-term assignments."

"Psyche Panacea handles logistics well, often providing additional resources beyond the initial requirements ensuring smooth execution of training sessions!"

"As a premium company we adhere to high operational standards, including well-structured pricing, carefully curated experiences, and quality assurance. This exclusivity means that we collaborate only with partners who align with our approach, making strategic alliances rather than engaging in volume-based partnerships."

"Including Logistics, Everything you have to take care of. So if my travel, stay and equipment is taken care off, I would prefer that."

"Logistics planning is crucial for large-scale training sessions; for programs involving extensive props and activities, I bring in additional facilitators or MBA students for support."

"Long term projects require less coordination as most of the things are decided at the beginning itself. It reduced a lot of the negotiations and drama."

trainers → more reflective and to the point mostly focused on their own content.
→ help you find a solution more customer focused.

"Initially, you have to do the process of business development. Meet the HR people, sit on their head, constantly meet them. It's like a sales process."

(7) Growth Opportunities

"To strengthen relationships with trainers and industry partners, organizations should facilitate regular in-person interactions. Hosting networking sessions, review meetings and collaborative discussions can foster stronger professional connections and ensure alignment on evolving training methodologies."

"An effective HDP is one who both the organization and its employees see measurable improvement in skills, strategy & performance outcome."

"The ability to scale and watch international consulting standards depends on business magnitude - larger firms have more resources due to their client volume, while growing firms must focus on strategic expansion."

DPE must evolve with technological advancements, integrating AI, data analytics, digital tools to enhance training outcomes."

"Feedback is both qualitative and quantitative, but the most critical metric is the Net Promoter Score (NPS), which indicates whether participants would recommend the training to others."

"Real-time participant feedback, post-session evaluation, and direct client interactions drive continuous improvement in training content and delivery."

"With hybrid work environments, cross-functional collaboration has become an essential area of training to bridge gaps between teams and ensure seamless communication."

"Psyche Panacea to scale, it should strengthen its trainer network by hosting regular forums, engaging in strategic networking, and expanding its partnerships in niche areas like design thinking and assessments."

(8) Pricing Strategies

believes psyche panacea should be more flexible with their prices.
→ companies care about quality and content.

"For trainers, the ideal work model depends on financial incentives - higher pay allows for more independence in designing and executing programs, while structured consulting work provides stability with fewer responsibilities."

"One of the primary challenges we face is commercial negotiations. Even when we provide competitive and well-structured pricing, some proposals do not materialize due to budget constraints on the client's end, leading to rejections despite the quality of our offerings."

"There is everybody trying to take their cut. So finally, the trainer is left with very little."



THEMES

INFERENCES

Employee
Readiness and
development

1 The onboarding process doesn't adequately prepare employees for their actual job.

Role Alignment
with skills

2 A gap exists between job roles and employee skills.

3 Being the sole employee increases workload, making it harder to focus on core job responsibilities.

Evolving
Training
Expectations

4 Outbound training participants seek holistic experiences beyond just the trainings.
(Exploring the city)

Flexibility in
Training
Delivery

5 Trainers have less flexibility when companies provide specific module requirements.



THEMES

INFERENCES

Relationship Management

6 Psyche Panacea has maintained strong long-term relationships with customers, trainers, and long-term employees.

7 Psyche Panacea's diverse network is a valuable asset for both trainers and clients.

Operational Efficiency and Support

8 Logistics is a major hassle for independent trainers, and Psyche Panacea manages it seamlessly.

9 Larger consulting firms, with more employees and capital, can take on bigger projects preferred by trainers.

Pricing Strategies

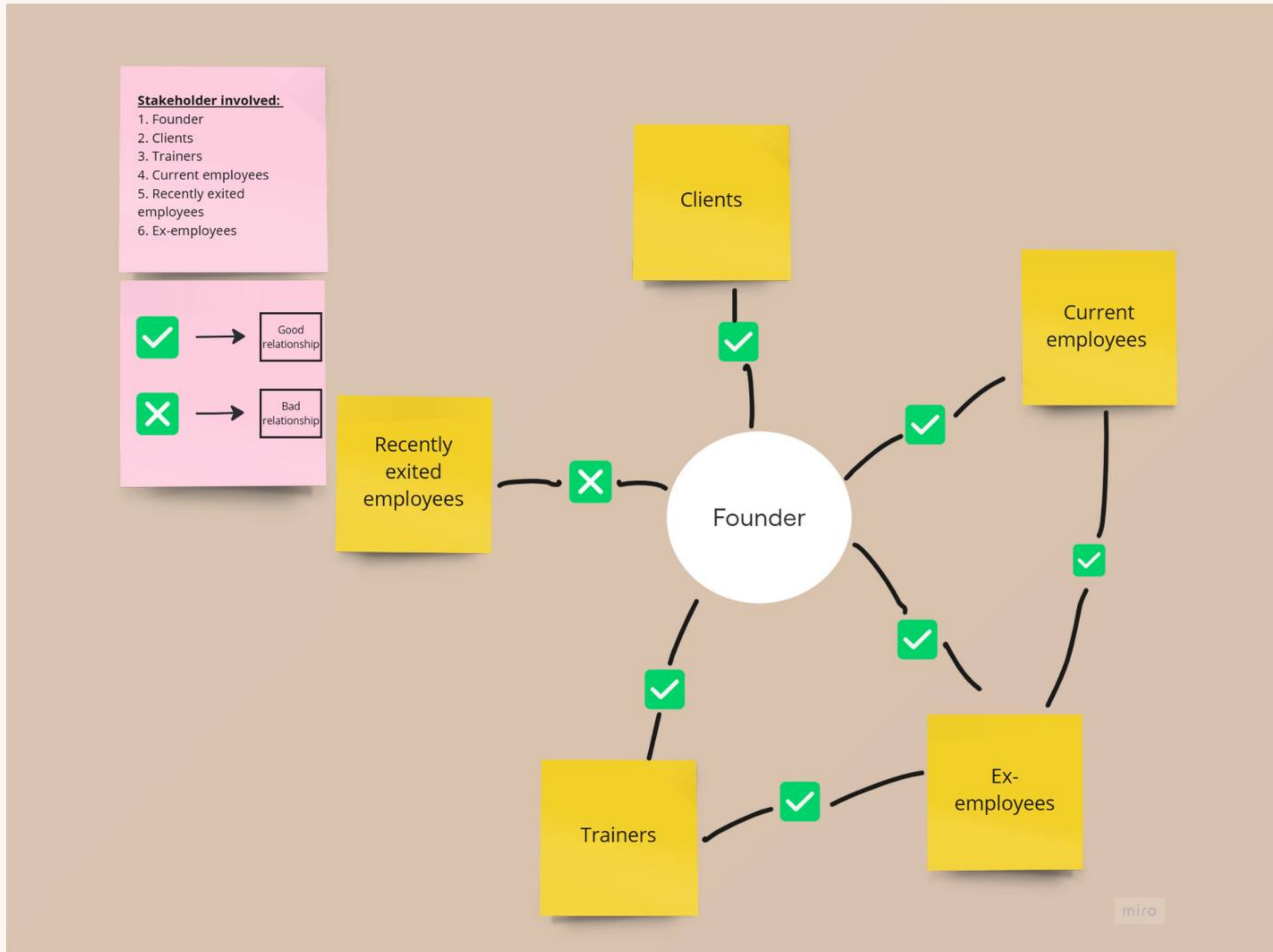
10 Companies prefer lower pricing, but trainers appreciate that Psyche Panacea allows premium pricing when needed.

Growth Opportunities

11 Unlike independent trainers, Psyche Panacea collects compulsory feedback after training to drive improvement.

12 Psyche Panacea can strengthen its relationship with trainers by hosting joint workshops to explore emerging topics.

RELATIONSHIP MAP





INSIGHTS

1.

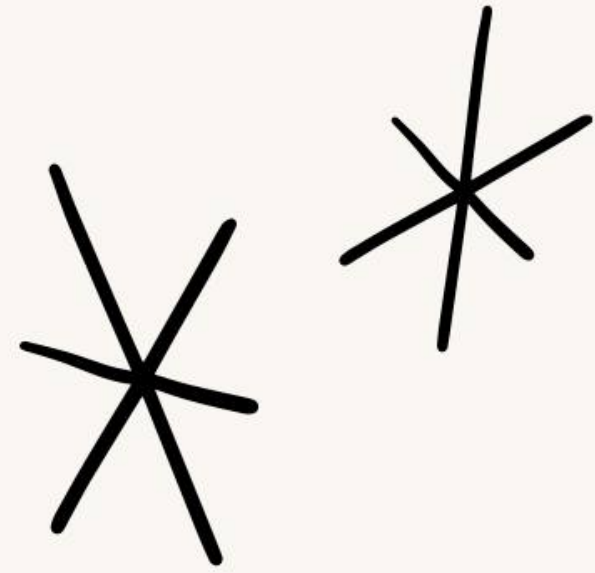
Psyche Panacea's unstructured onboarding process presents an opportunity to address the skill gap between employees' skill sets and their actual job roles.

2.

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

3.

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



The Team



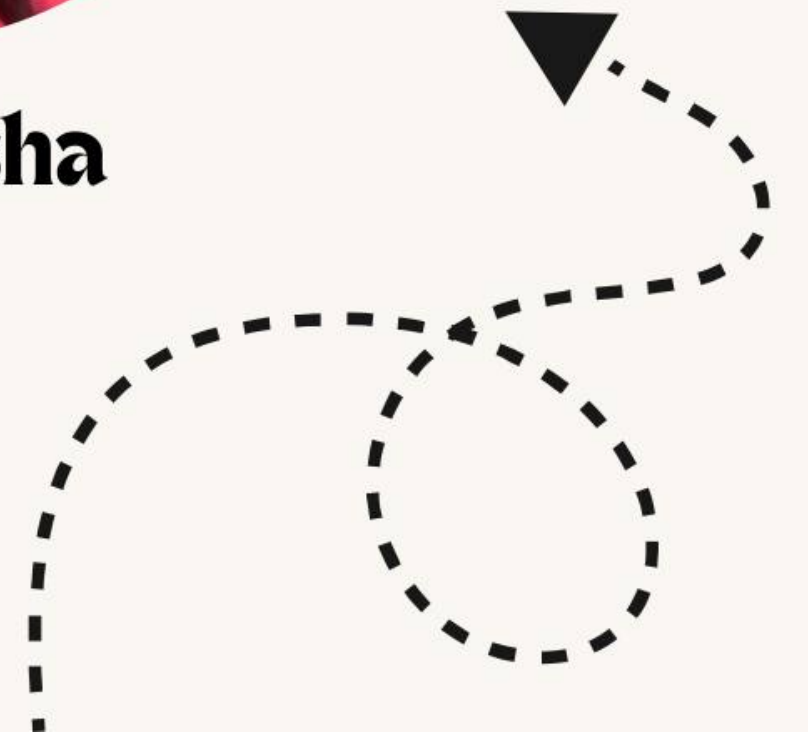
Anna Vats



Samridhi Oberoi



Ameesha



**THANK
YOU!**

