

RESOURCE PERSONS

PROF. SHEETAL SHARMA

Dr. Sheetal Sharma is a keen researcher and hard core academician, currently working as **Professor & Dean-Academics** IILM Academy of Higher Learning Lucknow. Her qualifications are - MBA, PGDBM, UGC-NET (JRF) & PhD from University of Lucknow.



She has been contributing to the field of academics for more than 15 yrs. Her core areas of interest are- **Human Resource Management, Organizational Behaviour & Cross Cultural Management**. She has contributed quality research papers to various reputed journals and designed study materials for country's reputed universities. Her jointly authored book titled "**Personal Growth and Training & Development**" has been released and received commendation by **Former President of India, Prof A.P.J Abdul Kalam** and has also been received **Book Award Year 2009-10 by ISTD (Indian Society for Training & Development)**. She possesses hands-on expertise in **imparting comprehensive management knowledge and expertise in organizing Conferences, Seminars, Brainstorming Sessions, FDP's & MDP's**. She has conducted several workshops on various issues such as Training and Development, Women Empowerment, Interview handling, Performance Management, Team Building, and Management Decision Making.

PROF. SACHIN SRIVASTAVA

Prof. Sachin Srivastava is working as an Associate Professor at IILM-Academy of Higher Learning, Lucknow in the area of Marketing. He has done his Bachelors in Pharmacy and MBA in Marketing. He has over 15 years of work experience comprising of MNC's in Pharmaceutical industry, Retail Industry and is associated with IILM since 2010. His area of interest is Consumer Behaviour, Business Processes, Healthcare management, Data Analytics and Marketing Research. He has conducted various FDPs and MDP on "Pricing Models" in August, 2018 at Udaipur, organised by ICWAI Management Accounting Research Foundation, New Delhi.



He has six research publications to his credit in national journals and presented papers in national and international conferences. He is actively involved in teaching courses like Strategic Management, Strategic Leadership, Strategy beyond Markets, Marketing Management, Sales & Distribution Management etc. He has also kept interest in subjects like Human Values and Professional Ethics.

PROF. VIBHUTI GUPTA

(PROGRAM DIRECTOR)

Dr Vibhuti Gupta is an experienced and committed academic with a demonstrated history of working in the higher education industry. Her academic qualification includes Ph.D, MPA (Gold Medalist), PGD-HRD (Topper), Proficiency in French, from University of Lucknow, Masters Diploma in Software Engineering and UGC-NET qualified. She is currently working as Associate Professor (OB and HRM) at IILM Academy of Higher Learning, Lucknow. She has rich experience in lecturing, Negotiation skills, Conflict resolution techniques and Organizational Development. She has successfully attended and conducted, various National and International, Seminars, Conferences, FDPs, and MDPs. She has also presented papers in national and international conferences and seminars and has research publications in journals of repute to her credit.



For any information/clarifications please contact

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PROGRAM DIRECTOR

Dr. Vibhuti Gupta

Associate Professor

IILM Academy of Higher Learning
Gomti Nagar, Lucknow



IILM LUCKNOW & INDIAN INDUSTRIES ASSOCIATION

Organise

MANAGEMENT DEVELOPMENT PROGRAMME

on

MANPOWER RETENTION AND MOTIVATION STRATEGIES

**Thursday, May 09, 2019
3.00-7.00 P. M.**

:: VENUE ::

**IIA Bhawan
Vibhuti Khand
Gomti Nagar, Lucknow**

INTRODUCTION

To hire, motivate and retain people are some of the toughest challenges that any organization face in the fast changing world. The solution to the challenge lies to effective people management. In addition to several other strategies to deal with the above, coaching and mentoring and strategic leadership has an important role to play. It therefore becomes imperative to develop an appreciation towards people policies and practices at workplace.

OBJECTIVES

- To build necessary skills to be more effective in dealing with people at work place and contribute to organizational effectiveness
- To know the reasons why people leave organization?
- To understand the cost to company associated with high attrition rate
- To become a mentor and coach by knowing the competencies, how to develop and deliver them
- To develop effective communication skills needed for a mentor
- Strategic Leadership
- Building an enabling environment in organization through culture of performance

CONTENTS

- Importance of organisational effectiveness and reasons for low organizational effectiveness
- Attrition and its effect on organizational effectiveness
- Finding out the reasons for people leaving the organization
- Crafting effective strategies to retain people
- Role of Mentoring and Coaching
- Developmental role of mentoring and coaching
- Understanding best people management practices at work place with respect
- Role of Strategic leadership and motivation in creating high performance work cultures

TAKE AWAYS FROM THE PROGRAM

- Improving Employee Retention
- Tips for creating performance oriented work culture
- Utilizing Strategic Leadership leadership skills strategically

METHODOLOGY

We plan to apply the following depending on the requirement:

- Discussion
- Case Study
- Role Playing
- Simulation/Management Games
- Experience Sharing

FEE DETAILS

Important Dates	Fee: IIA Delegates	Fee: Non- IIA and Corporate Delegates	Group Discount
Early Bird: Upto April 30, 2019	Rs. 1180 (Rs.1000+ GST 18%)	Rs. 2360 (Rs.2000+ GST@18%)	NIL
Non Early Bird: May 1-7, 2019	Rs. 1770 (Rs.1500+ GST@18%)	Rs. 2950 (Rs.2500+ GST@18%)	10% if three or more delegates participate from the same organization.

Note: Limited Seats! Registration on First Come, First Serve Basis, only.

Last date for Registration : May 7, 2019

BANK DETAILS

Payment to be made in favour of
"Indian Industries Association"

Bank : Punjab National Bank
Branch : PNB, Vibhuti Khand
Gomti Nagar, Lucknow-226010
Account No : 3926002105000804
IFSC Code : PUNB0392600

FOR REGISTRATION FORM, PLEASE CLICK

<https://forms.gle/bhSC8iNBPUeDhNnH6>

Tentative Itinerary

Time	Particulars
2.30-3.00 PM	Registration Formalities
3.00-4.00 PM	Manpower Retention
4.00-5.00 PM	Coaching and Mentoring
5.00-6.00 PM	Strategic Leadership
6.00 PM onwards	Networking Tea

About IILM Lucknow

IILM Academy of Higher Learning, Lucknow, a national name in management education, was established in the year 2004, under the aegis of the Ram Krishan and Sons Charitable Trust, Lodhi Road, New Delhi. The trust is running various premier management institutions by the name 'IILM' in various cities like New Delhi, Noida, Greater Noida, Gurgaon (now IILM University), Jaipur and Lucknow. The Lucknow campus offers a two-year full-time Post Graduate Diploma in Management (PGDM) Programme, which is approved by AICTE, Ministry of HRD, Govt. of India, and also the Master of Business Administration (MBA) Programme affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow. It has recently launched B.Voc (BFSI) program for undergraduates which is duly approved by AICTE and is affiliated to AKTU. In addition to the above courses, IILM offers Management Development Programs (MDPs) and consultation to organisations at a nominal fee. The Management Development Programmes help enhance professional skills of your valued personnel. The MDPs can be tailor made, specific to the client's requirements. IILM offers MDPs in the broad areas of HR, Finance, Marketing, Communication, and Operations. IILM is also engaged in Consultancy activities wherein solutions are offered to help organisations effectively manage organisational problems.

About IIA

Indian Industries Association (IIA) is an apex body of MSME working exclusively for the promotion and development of this sector since 1985. More than 8000 industries are the members of IIA in Uttar Pradesh, Uttarakhand and Delhi through district level Chapters of IIA. Apart from lobbying for creating congenial policies and environment for industries with the Government at Centre and State level, IIA is providing services to Industries in solving their problems, helping in business development, providing information and organising Training programme/Seminars/Conferences/Workshops etc. IIA Management Development Centre (IMDC) has been set up at IIA Head Office in Lucknow with the objective to plan, design and organise need based programmes for the development of the owners and employees of any enterprise. These programmes are organised by IIA independently or in collaboration with other professional institutions/organisations. Indian Industries Association (IIA) by virtue of its structure and functioning is connected with the enterprises at the grass root level through its Chapters. As such, IIA is in a better position to understand the developmental needs of the Human Resources employed in these enterprises without much of efforts compared to anyone else.