

OSCAR MURPHY LIFE STRATEGISTS

Partners you on a Mission to



through

Changing **A**ttitudes *Reaching* **E**ffectiveness

On a Mission to Empower!

Oscar Murphy Life Strategist has embarked on a mission to **Help Empower Life Potential** in every human being. Life potential can improve by optimizing the Learning Potential that is already present in every individual. **OMI's** purposeful programmes help people transform and **change** for the **better**. **OMI** is your dependable resource that gets you to move from awareness to action. We are committed to your cause, your desire, your belief, your mission and your positive expectations.

Oscar Murphy Life Strategist is specialised in conducting a wide range of behaviour modification processes. These attitudinal change programmes like:

- Building A Winning Team
- Train the Trainer – to be right on top
- Awakening the Entrepreneur
- Coaching for Leaders
- Creativity & Innovation that Works Wonders
- Assessment Centres – the Way Forward
- EQ Leadership
- Stargates sales –the psychology behind successful sales
- Customer Service Leadership
- Inter(nal) Viewing to hire the Best
- Awareness to Action leadership
- Diversity Training – overcoming the cross cultural barriers
- Welcome-'U'-N-'I' Kates for communication excellence
- Present or Resent – A Presentation Skill Enhancer
- Distress to De-stress – The Stress Relief relaxation
- Making Strategies Happen
- Core Competency mapping
- Performance Review
- Competency Mapping
- Executive Coaching on Leadership Effectiveness
- Workplace Coach Certification

are aimed at inspiring and empowering the participants. These programmes tap on the experience, **knowledge, skills, attitudes and habits** of people and are customised to address the specific needs of:

- Corporate Executives
- Management Staff and Corporate Leaders
- Families-Parents (Husband & Wife) / Children (students)

OMI's expertise in behavioral science, in terms of knowledge and coaching experiences, enables to cultivate the right mindset and values throughout the entire learning process.

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Behavioural Training & Development

Our highly power packed; fun filled, interactive efforts include **Experiential Learning Sessions, Behaviour Analysis and Competency Mapping, Personal and Business Coaching** and the like. **Oscar Murphy Life Strategist** as a professional team develops, design **competency driven behavioral training** programs for companies and organisation's to **create the right** foundation for **dynamic teams**.

As a professionally full-fledged training organization we are competent to **customize** a very wide range of training interventions to suit the **specific needs** of our clients.

Attitudinal Change Process Workshop

Oscar Murphy Life Strategist has a unique approach to make things happen in terms of **Behaviour Modification dimensions**. To **Help Empower Life Potential**, both Awareness (knowledge) and Implementation (actions) needs are addressed through **Learning and Unlearning modules** and **"Inside-Out Training."** This is unlike the routine **"Outside-in Training."** This Outmoded approach operates outside the individual's environment of needs to know, and how it can best be learned. "Inside-Out Training" starts **"inside"** the individuals measuring their **strengths & needs**, using powerful **self assessment tools** and **psychometric tests**.

People & Performance Survey

OMI helps every individual to develop his confidence and discover innate **potential, talents** and **abilities**. We seek to challenge the individual to discard the negative nature of a defeatist's **attitude** and to **adopt** the **life-changing**, energy-giving properties of a **positive mindset**. We aim to empower them for greater heights and unleash them to **reach** their full **potential** through the process of **self-discovery**.

Our tool is designed to help managers of an organisation understand how it fits into the wider strategic process of performance management and how the information and data generated contributes to Human Resource Optimisation.

Psychometric Analysis

A **kaleidoscopic view** to the many colours of the **persona**; your innate **competencies, skills** and **attitudes** are revealed through our **scientific** and **reliable assessments**. **The Assessment World.com** is a superlative eye opener to various dimensions of your personality. It has an array of over **150 testing products** and our best-selling seventeen products are currently available online to interested individuals. These have been employed successfully by Organizations, Students and Individuals across the globe to give accurate findings.

Training Need Analysis Consultants

OMI helps its clients with manageable and practical solutions to improve **training effectiveness** .By taking a collaborative approach and forming **long-term relationships** with our **clients**, we develop a deep understanding of **training needs** that enables us to repeatedly satisfy requirements. We customise programs to suit the needs of the clients with regards to all aspects of the **training cycle** by our expert consultants.

Training Design & Delivery Consultants

With a vast background in **business/people management**, coaching, counselling, mentoring and performing, the **OMI** team has all the **skills** and **experience** needed to make himself an excellent facilitator, trainer and development consultant. **OMI** has wide range of **experience** as a **training** and **development** consultant specialising in the **people management field**.

Training Effectiveness Evaluation Consultants

At the transitional stage, the new values are reinforced through ongoing application sessions. **OMI** goes a step further by following through until **old habits** are **unlearned** and **new habits** are **formed**. At the same time, **OMI** also works with the individual's immediate environment to ensure that he is operating in an optimal framework of support.

OMI will only consider its mission accomplished when behaviour has been modified. New values are personalized and **new habits** become part of the individual's **character**. This has been done with constant follow up for **training evaluation**.

Professional Certification & Diploma in T & D

This course provides a **comprehensive** and in depth **Knowledge** in understanding the concept of learning and unlearning and all aspects of **Human behaviour**. A professional enrolling for this course develops the capacities to strengthen their career trajectory within their current work and apply these capacities to new opportunities and career paths within the broad field of training and development.

Competency Mapping & Development

OMI has specialized in the area of **Competency based People Processes**. We have more than ten years of experience in the areas of Human Resource development and Business Process Interventions. The Intervention is designed with the focus of understanding the **capability gaps** in the organization in terms of Individual and Band Competencies for Leaders, Managers and Associate Manager Bands etc.

Leadership & Team Work Improvement

OMI helps Build **Interpersonal Relationships, Teamwork, Leadership Skill, Self-confidence, Communication Skill, Problem Solving & Decision Making Skills, and Strategizing, Risk taking, Trust and Motivation. Team building & leadership** activities are made up of well researched behavioural games or tasks and psychometric analysis for groups to **learn** these behavioural games or tasks. The **psychometric analysis** conducted during the game or tasks combined with the reflection and discussion on the activity helps participants to understand how they can work **effectively** with team members. This helps transfer of learning in the behaviour from workshop to workplace to ensure **improvement in teamwork**.

Coaching & Mentoring help at all levels

Coaching goes beyond the empathetic listening of a counsellor. **Coaching** eliminates the tendency to conform to the standards and expectations of a mentor. Coaches believe in the **potential** of an individual and respect his **uniqueness**. They allow and encourage individuals to **grow** and **develop** according to their **strengths** and **abilities**, giving systematic guidance and holding them accountable to their progress until they have reached their final **goals**. Whenever possible, **OMI** also imparts to these **individuals coaching skills**, so they in turn can coach others. **Tapping on the power** of multiplication, more people can be helped and nurtured!

Psychometric Assessments:

Self Awareness through Behavioural Theories

Recent times have seen individuals/ professionals around the globe increasingly use psychometric assessments for innumerable reasons. These assessments give the user the unique advantage of assessing one's personality, and understanding specific **behavioural attributes** within a short timeframe, in a non-intrusive manner and within a legal framework. Psychometric assessments are **objective** and **scientifically** designed instruments that assess one's ability in general or specific areas, **personality** and one's typical **behavioral style**.



Psychometric Assessments for Organisations

Hire for Attitude-Train for Skills is the motto of dynamic organisations today. Psychometric assessments are crucial not only to find the right person for the right job but also identify the right training & development techniques to ensure easy and effective learning by the individual once he's been selected.

Psychometric analysis mirrors an individual's personality as well as helps identify his **job based competency**. It also provides an objective tool to assess the training and development needs of people as well as their learning styles before any kind of development plans, thus bridging the gap between job expectation & job performance.

This fact alone makes this **battery of psychometric assessments** a must-have for organisations seeking ways to **develop resources that are not just storehouses of knowledge but powerhouses of excellence**.

Psychometric Assessments for Individuals

One size does not fit all, we are individuals differing from each other by leaps and bounds....**Our dreams, drives, desires, motivations, cultures, passions, behaviours, thinking and attitudes** are all different from one another.

A single assessment reflects a certain aspect of an individual's persona and can be compared to a **magnifying glass**.

A battery of assessments provides a **kaleidoscopic view** into the **many colours** of an individual's persona by taking into account both **hereditary and environmental influences**. Both these aspects play a crucial role in shaping an individual's **Behaviour, Attitude & Thinking**.

The Battery 5 aims at equipping you to Help people unleash their inherent power and strengths to lend wings to their dreams & ambitions.

Weakness Fixing Prevents Problems, Strength Building Speeds Up Success

How the Battery 5 works?

Successfully used over **thousands of enlightened individuals over the globe** now, **The Assessment World's** Battery of psychometric assessments is a **powerful combination of hereditary and environmental measures** that help an individual understand his **strengths** and weaknesses to address the **diehard Habits, glue like Mindsets and concrete-wall like Attitudes**. Gaining an understanding of these helps individuals in wide arenas such as **personnel selection, individual development, enhancing interpersonal relations, understanding group dynamics, leadership training, executive coaching, student coaching, personal development, performance improvement, marriage counseling, conflict resolution, teamwork, career consultation, organisational climate survey and for research purposes** etc.

Battery 5 - Beneficial For

HR Professionals - Employee Relations, Training & Development, People Management, Organisational Management, Coaches & Mentors, Counselors, Trainers, Facilitators, Consultants, Psychologists, Recruiters, Professors and the like.

THE ASSESSMENT WORLD



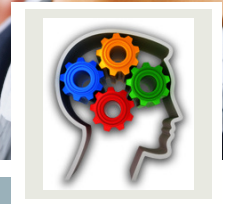
The FITS Assessment is a *hereditary measure* which assesses the individual on distinctive characteristics which have been categorised into the 4 comprehensive personality styles.

Studies show that “personality can propel a person of fairly average intelligence and education to great heights, or can make the smartest person feel like a failure.” Thus, success remains largely a question of leveraging on personality strengths in the immediate environment.

Awareness of the unique combination of our personality characteristics will help us to gain a better understanding of how we behave, think, react and respond to any life situation. This knowledge has far reaching benefits for individuals and employers.



Research shows that personality plays a large part in the underlying components of behaviour in the workplace



The F.I.T.S. Assessment *A Personality profiling inventory*

Personality plays a big part in how we view others, gather information, tackle problems, and organise our lives.

It determines our life experience, shapes our performance and consequently, determines our success or failure.

Based on Carl Jung’s research on the ‘Psychological Types’, the potent Personality Style Assessment product helps *discover your inherent personality style* and *assists you in learning the art and science of influencing others*. In addition, valuable tips on *recognising other personality types* are given. Flex your style to maximise impact while interacting with different personality types.

With a conscious awareness, organisations can decide how to help train and develop their people to optimise their strength and improve their productivity and performance.

Corporate can reap the benefits of this powerful test which results in:

- Improved **productivity and performance**.
- Assigning tasks **best suited** to employee personality types.
- Accurate direction of **effective training and development** programs to **optimise employee strengths**.
- An understanding of strengths and weakness of each personality type to **create competent teams with balanced talent mix** for efficient completion of specific assignments.

By understanding and flexing your personality type, you can:

- **Adapt** to varied personality types and exert a **greater control over situations/people**.
- **Improve interpersonal interaction** by structuring and flexing communication.
- **Improve Team working abilities** by recognising and adapting to the different personality types.
- **Seek and Approach situations/tasks/opportunities** compatible with identified strengths.

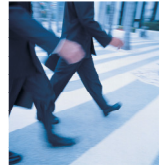


People Performance Competency 20

The Complete Competency Mapping Product

This environment-driven complete competency mapping product based on Boyatzis's model provides an in-depth Strengths, Weaknesses, Opportunities & Threats (SWOT) analysis.

The twenty competencies are initiative, innovation, risk taking, flexibility & adaptability, planning, analytical thinking, quality focus, oral communication, relationships, sensitivity, customer focus, team work, business awareness, authority & presence, motivation, developing people, resilience, learning orientation, decision making and achievement. *Such a detailed understanding makes the strengths of the individual conspicuous and helps identify capability of the candidate in meeting the challenges thrown open by the job.*



Evaluating competencies is imperative for optimising potential and unlock superior performance.

Competencies provide a clear and **integrated set of dimensions against which performance** can be described and measured.

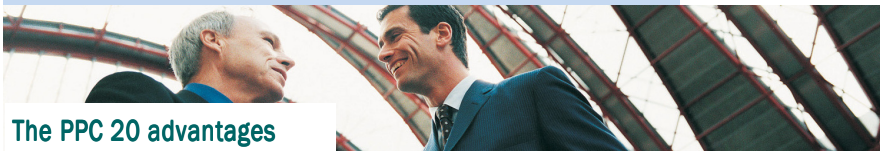
A well-designed competency framework can be used as the foundation of an organisation's talent management strategy, providing the link between human resources and tangible business outcomes.



Experience Matters

Apart from being **extensively used as selection tool** to identify right candidate, the PPC 20 provides the organisation with a well-defined **development approach by identifying gaps** between requisite skills level as demanded by the role and that which is actually possessed by the individual.

The PPC-20 is a **user friendly application** which helps the management gauge the present level competencies for each assessed and then evaluate the individuals on the role level competencies vis-à-vis required proficiency levels. This benefits **both pre and post recruitment HR processes.**



The PPC 20 advantages

Corporate

- The competency assessment process is **quick, scientific and focused towards delivering strategic business objectives**
- Business can now relate the potential of an individual to the performance delivered, which in turn will help the management to create an **Integrated Performance Management System**
- Enables **allocation of right individuals to the roles** to enhance business performance
- Helps identify gaps in terms of skills and attributes within business units, divisions and groups
- Enables to identify **learning priorities** for each individual to determine learning paths and **bridge the gaps.**

The PPC 20 Advantage to Professionals and Students

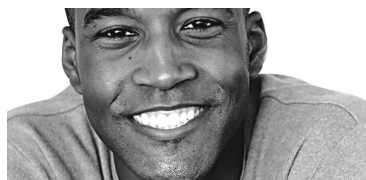
- To **recognise and utilise your unique aptitudes to choose careers / jobs** based on your strengths through better self awareness
- Higher confidence
- Can **actively seek opportunities in line with your strengths** and weaknesses

The 4C Factors of Behaviour

A Comprehensive Behavioural Analysis System

Success at work whether in **leading a team** or being a productive team member comes from **self-awareness** and constant **self-development**.

These can be accomplished by hereditarily acquired as well as environmentally conditioned skills, attitudes, motivations and preference.



BENEFITS OF THE 4C FACTORS OF BEHAVIOUR

Based on **William Moulton Marston's 4 quadrant behavioural model**, this assessment system can help to identify motive behind communication, discover people's inspiration, maximise personal assets and improve weaknesses, identify stressors and reduce conflict. This reflects the style adopted for accomplishing a specific assignment.

Through the results of this assessment it is possible to **identify ideal environmental factors**, which will **trigger higher productivity and maximise satisfaction** in every aspect of life.

The 4C Factors of Behaviour assesses individuals on heredity parameters that steer them to behave the way they do. It gives an insight into the **intrinsic motivation, preferences and traits** of the assessed individual.

Recognise Your Motivator & Your Preference Behaviour to Create Satisfying Opportunity

This profile indicates 4 dimensions of the candidate's behaviour, **Controlling, Convincing, Conforming and Consistent**, in order to assess various aspects like drive to overcome barriers, ability to persuade etc.

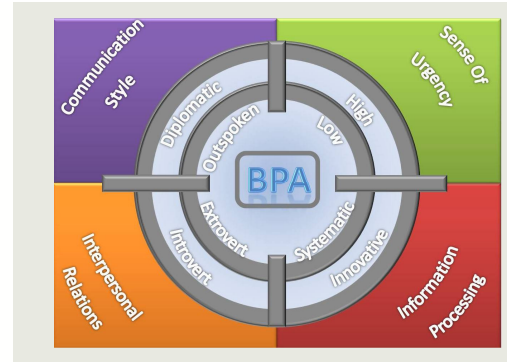
It categorises individuals as **"People Oriented"** or **"Task Oriented"**, which in turn reflects their style of getting work done. It also helps find out if an individual is an **"Initiator"** or **"Responder"** to the environment and people.

The gamut of our actions is determined by the 4 fundamental forces or drivers in our behaviour. Thus, having far-reaching outcomes, this all inclusive assessment can be extensively put to use for varied assessment.



BEHAVIOUR PATTERN ANALYSIS

(AT WORK & OFF WORK)



Human beings have a huge repertoire of behaviours.

Specifics of a particular situation govern the way an individual presents him/herself in the situation per se.

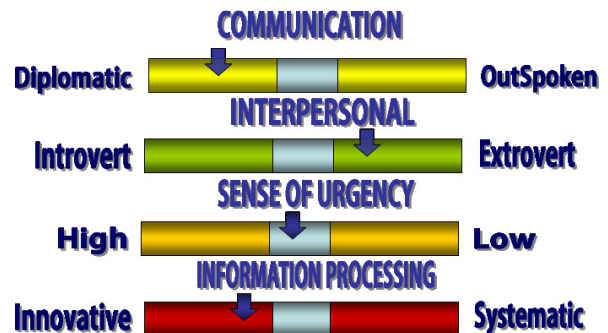
The fundamental tool captures behaviour which varies with external conditions.

This tool also brings to light the **operational range of behaviour** across situations based on B F Skinner’s research.

This increased self-awareness of our behaviour patterns *facilitates a process of self exploration* and an **analysis of various factors present in the differing environment** which induce similar/dissimilar behaviour.

Behaviour Pattern Analysis helps demonstrate the ability to flex or maintain consistent behaviour in various situations by identifying various patterns and styles that one assumes both at the work and on the personal front.

This psychometric system assesses the individual’s approach to communication, interpersonal relations, sense of urgency, information processing under varying conditions.



Corporate can now assess employees on their:

- ✎ Ability to modify their behaviour to suit the needs of current job situation
- ✎ Expected behaviour under work pressure
- ✎ Sense of urgency
- ✎ Penchant to systems and conventions or conversely to creativity and originality
- ✎ Approach to communication typically used



CPA HELPS IMPROVE RELATIONSHIPS!



A COMMUNICATION PATTERN ANALYSIS SYSTEM

- Helps you polish your negotiation skills for improved communication flow with your peers and colleagues
- Helps you build rapport with your peers and colleagues
- Helps you understand the mindsets and temperament of others effectively
- Helps you gain an insight about your loopholes in your communication.
- Brings to your forefront the necessary changes you can make during a conversation so that you may appeal to the person you talk to.
- Accurate assessment of training needs as a result of a better understanding of employee communication patterns
- Making the work environment more conducive to open communication and avoiding conflicts
- Identifying individuals with a flair for coaching and people development skills

Effective communication is an essential component of organisational success whether it is at the interpersonal, inter-group, intra-group, organisational, or external levels.

A vital ingredient of effective communication is being aware of the power you have to affect how the other person(s) will respond to you.



CPA

The environment and heredity based product brings to the limelight the fascinating styles of communication. Each of these styles can bring about a certain outcome or response when implemented.

Communication **P**attern **A**nalysis (CPA) would evaluate the way a person interacts, which is learnt from the environment and his/her upbringing.

Communication **P**attern **A**nalysis based on **Eric Berne's Transactional Analysis** assesses the impact of various factors like upbringing, environmental influences etc. that establish certain communication habits of the individual.

This assessment would help deal with others at work and off work in an effective approach. Understanding your style of communication, you can expand your ability to influence others positively.

Consultants' Profile

Mr. Sree Nidhi Sam Kris

Life Strategist, Business & Personal Coach

MA (Sociology & Psychology), MMIS, B.Sc (Statistics), DBM, GDHRM, MSASW

Managing Director- Oscar Murphy Life Strategists Pvt Ltd.

The **Master Coach** has an extensive background in the **Behavioural Sciences** of Psychology and Sociology apart from his rich and **hands-on experience** in **General Management**, Sales & Marketing and in human resource Training and Development functions.

He is an expert at putting to good use **scientific methods** and techniques like **psychometric analysis, behavioural observation, core competency assessment**, visualization, imagery, subconscious implants, mind control, self energy creation, progressive muscle relaxation, emotional literacy, Neuro - linguistic programming, multiple intelligence enhancements, detachment practice, transformational leadership, **self smart** and **people smart** techniques and the like.

The **Master Life Coach** is deeply involved in many projects across various organisations in different industries as well as **educational institutions**. He plays a lead role in many aspects of the **Organisational development** for his ever increasing list of loyal clients in helping them with interventions to improve creativity, innovation, team work, leadership, interpersonal relations, effective communication, overcome stress, crisis management, change management apart from helping families bond together.

Ms. Tay Chinyi, Helena

Executive Director, Oscar Murphy Life Strategists Pvt Ltd.

(Life Strategist, Behavioural Trainer, Coach and Change Catalyst)

Tay Chinyi, Helena is a leadership coach of **international** repute who has worked with individuals, groups, teams and organizations across levels and strata's. The breadth and depth of her professional training and business experience allows her to work in an **extremely focused** and efficient way, helping individuals and organisations who are challenged by the turbulence of transition that inevitably accompanies it. She is also a **Confidante** for individuals and families at times of need.

Chinyi has coached executive directors, managers and leaders in areas of **Strategic Consulting, Leadership, Team Development, Human Resource Optimisation, Performance Management, Coaching and Mentoring**.

Chinyi is **pragmatic** and **realistic**, bringing an intense laser-like focus to issues of importance to her clients, which allows them to make quicker progress. At the same time, she is **perceptive**, intuitive, **optimistic** and light hearted, which is essentially important in supporting her clients who are facing challenging professional and personal issues.

A magical touch to Chinyi's behavioural interventions comes from her contrasting strengths like **Analytical thinking - Creativity, Detail Orientation - Ability to see the big picture, Planning - Spontaneity and Systematic - Ability to thrive in chaos**. She blends these opposites brilliantly, bringing colour, energy, enthusiasm and passion into any project that she works on. She is able to swing on a continuum of such diverse characteristics making use of the most relevant one based on situational requirements.

Her international exposure over the years has brought her into contact with people from different cultures and backgrounds. This rich experience allows her to **handle diverse people** at any level from workers at the shop floor to managing directors, difficult children or parents to Senior citizens. Her interest in people and behaviour enables her to pitch at any level having ample **insight** into their needs and requirements. Her stay in Singapore, India and her journey around the globe has helped her realize the commonality between people in terms of **attitudes, thinking, emotions, behaviours** etc irrespective of differences in language, culture, lifestyles and a score of other aspects. This understanding clearly reflects in all her interventions in the form of her ease to move with people, develop quick familiarity with her surrounding and learn about their current situations.

Her Emotional Quotient being strong, she weaves this knowledge to form a **holistic approach** which combines her Business Acumen, lived experience and **psychological insight** to propagate and respect the divinity of each individual, recognising the uniqueness and the **infinite powers** in each and every one of them, and helping them to tap into their innate potential. This attribute makes her very special and loved by all participants as they experience higher levels of ownership and responsibility.

Client List

<p align="center">Manufacturing</p>		<p align="center">Electronics</p> <p align="center">TOSHIBA</p>
		<p align="center">Travel Logistics</p>
		<p align="center">Accessories</p>
		<p align="center">Real Estate</p>
<p align="center">Automotive</p>	<p align="center">Education</p>	<p align="center">Telecommunications</p>
<p align="center">IT</p>	<p align="center">Mining</p>	<p align="center">Pharmaceuticals</p>
<p align="center">Engineering</p>	<p align="center">Banking</p>	<p align="center">Eisai</p>

Changing **Attitudes** *Reaching* **Effectiveness**

- ✓ Behavioural Training & Development
 - ✓ Attitudinal Change Process Workshops
 - ✓ People & Performance Surveys
 - ✓ Psychometric SWOT Analysis
 - ✓ Training Needs Analysis Consultants
 - ✓ Training Design and Delivery Consultants
 - ✓ Training Effectiveness Evaluation Consultants
 - ✓ Professional Certifications & Diploma in Behavioural T & D
 - ✓ Competency Mapping & Development
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