Background
Proactively responding to the chaotic business environment has become an absolute necessity for companies in the contemporary business era. The new business world offers challenges as well as opportunities. People-centric management is seen at the heart of business strategy by leading Indian as well as global companies so as to competitively confront the new realities through superior performance. The changing business environment underscores “people first and customer second” dynamics. There is a constant focus on improving the deliverables of line as well as human resource (HR) managers. Support from IT, Artificial Intelligence and machine learning is an area of constant challenge. This scenario necessitates finding ways to preserve the Human of the Human resources, besides align issues in people management with business goals with a view to building and enhancing organizational capabilities and performance. It is believed by many that the only sustainable solution to fight the present downturn is to change the organizational culture and align employee behavior with the desired culture. Thus, attempts are being made towards knitting customers’ expectations to employees’ mental maps, attitudes and behaviors, leading to organizational performance excellence. Propulsion towards these goals warrants that corporate policy makers rearrange people-management architecture. These configurations often involve unlearning the old ways of managing people and discovering and building on new people-management interventions to facilitate attainment of the exponential performance. This management development program aims to sensitize line as well as HR professionals in discovering the latest global developments in people management and communication interventions in the digital age.
This will help in understanding the adoption of appropriate interventions for value-creation and attaining competitive advantage.

Objectives
- The program is aimed to promote the following objectives:
- Analyzing the competitive business scenario and need for people focus
- Grasping the latest developments in the area of people management at the global level and in India
- Appreciating the need to promote systemic, attitudinal and behavioral changes as responses to today’s chaotic business environment.
- Balancing the demands of exponential performance with performance culture
- Aligning people-management policies and programs with the organizational goals and policies for enhancing competitive advantage

Contents
- Globalization and new issues in people management-Impact of HR Analytics
- Building High Performance Work Systems and related people & communication issues
- Building talent attraction and retention strategies for competitive advantage-Leadership from Below
- Developing facilitative frameworks for employee engagement
- Handling Communication for Leadership excellence
- Vision Building for performance excellence
- People management and communication interventions in the digital age

Methodology
The learning methodology will include: presentations by distinguished experts; experiential sharing; live case discussions; films analyses and role plays. Select background readings and group-work will supplement these learning techniques.

For Whom
The programme is designed for senior and middle level functional managers in the area of, HR, marketing, communication, finance and business development. Managers in HRBP role will benefit from this programme. Section heads and vertical heads of multinational companies, private and public sector, Armed forces and administration who have the responsibility of talent development and assessment.

Venue & Duration
The programme is scheduled during September 02-04, 2019 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the afternoon of September 01, 2019 to the forenoon of September 05, 2019.

Discount Policy
With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:
1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees
Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of “Management Development Institute, Gurugram (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates
The last date for receipt of nominations is August 21, 2019. The last date for withdrawal of nominations is August 23, 2019. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.
Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.
Enquiry
For any Additional information / enquiry, please write to:
Chief Administrative Officer (Programmes),
Management Development Institute,
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Faculty Profile
Dr. Jyotsna Bhatnagar
Professor, Human Resource Management
Dean - Graduate Programmes & Students Affairs
Chairperson - PGPHRM (with additional charge of Students Counselling)

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Biography
Prof. Jyotsna Bhatnagar is a masters in Psychology from Lucknow University, and is a PhD from Indian Institute of Technology, New Delhi.She has more than 22 years of industry, teaching, training, research and consultancy experience to her credit. Presently she is Chair PGPM(MBA) and Chair Alumni relations. Professor HRM at Management Development Institute (MDI), Gurugon. At MDI Gurugon, she has held various administrative positions including Chair Person Postgraduate Programme in Human Resource Management (PGPHRM), Chairperson, Fellow Programme in Management & Executive Fellow Programme in Management program PPM/EPMP). At MDI, Consulting and: Workshops

Prof. Bhatnagar offers teaching, research and consulting on Talent Management, Innovative HR practices, and leadership pipeline development to organizations such as: Govt. of India-Ministry Of Statistics & Programme Implementation, Designing uniform ACR for Subordinate statistical services; Competency Mapping and redesigning Performance appraisal form; Agit. Insurance Company-HR Policy and Performance Management criterion; IBM Tran the trainer Retention Workshop for IBM GPMHR; Samsung R&D- Retention through performance counseling and feedback; Hewitt HRO; Jindal Stainless Limited on High Performance work systems; American Express-Financial Centre-East-outbound team building and culture building interventions. Prof. Bhatnagar has provided training to IAS & defense officers, Senior Leaders of IOCL, GAIL, ONGC, IBM; Samsung; Tata Management Training Centre, Pune; American Express, Mitsubishi, ABB, Baxter Health Care, HPLC; BPCL, Cairn India Limited; PGCL, NTPC, BEL, RPG Limited, Hero Honda; CRPF; EXL Services, Bank of Baroda on Talent Management; competency mapping and profiling. Research

Prof. Jyotsna Bhatnagar has co-edited three books On People Management. Prof. Bhatnagar recently published two articles in Harvard Business Review on Should you hire a Defector? & Are our Customer Liaison-Helping or Hurting? Her cases have been published by Richard Ivey and Harvard Business Scho publishing case collection. Prof. Bhatnagar has presented her research at the Academy of Management USA, regularly from 2008 to 2017. Prof.Bhatnagar is a Editorial board member of British Journal of Management

Awards
At MDI Prof. Bhatnagar has received
1. Excellence in Research Award2014,
2. Best Faculty Award, Students Choice-PGHR-2011;
3. Excellence in Teaching Award-2008,
4. The Best Faculty award students’ choice (PG 2004-2006).
5. She was awarded the Best Research for Practical Implications, Emerald Literati award UK in 2010 at Academy of Management Conference, 2010, Montreal, Canada.

Dr. Vidhu Gaur
Assistant Professor, Business Communication

Email : vidhu.gaur@mdi.ac.in
Phone : +91-124-4560182

Biography
Dr. Vidhu Gaur is an MBA and holds Doctorate Degree in English Literature from University of Kota, Rajasthan. She also holds a Post Graduate Diploma in Communication Management from ISC Pune. She is a certified Soft Skill Trainer and a Life Member of Indian Society of Training & Development, Bangalore Chapter. She has more than ten years of experience in teaching Communication and Soft Skills. She has both critical and creative writings to her credit published in reputed journals and leading newspapers. She has published one book with ISBN and has more than two dozens of Research Papers to her credit. She has presented Papers in National and International Conferences in India including prestigious institutes like IIM Bangalore, IIT Delhi & Curtin University, Australia. She is on the editorial board of many International journals and reviews case studies, research papers and chapters of books published by renowned houses.

Area of Interest
Her main areas of interest and specialization include: Communication, Business and Managerial Communication, Corporate and Reputation Management, Digital Communication, Soft Skills, and Personal Effectiveness, Management and Spirituality. As a professional speaker and corporate trainer she has motivated and educated hundreds of students of both academic and management fields and people of industry in various states of India.

Industry Experience
She has industrial experience in corporate communication where she worked as a Senior Editor of a bilingual magazine of pan India presence. She was a part of planning of many promotional tools in digital promotions including website content enrichment. She has worked in advertising agencies like Mudra Communications, Ahmedabad, Mak Media Creations, Pune, Asymmetric Advertising, Bangalore, Hammer and Partners, Ahmedabad and possesses a cross dimensional exposure in strategizing above the line and internet advertising also with reference to content and copywriting. She has handled FMCGs like Wagh Babi Tea group, Nlons Pickles, Adani Retail Chain, Livon and Recova (Paras Group), Wipro’s Marketing Sales Kit etc. She has delivered corporate presentations and conducted workshops on ‘Evolved Communication’ in MNOs like Caterpillar Logistics, Bangalore.

Experience at MDI
Working as an Assistant Professor at Management Development Institute, Gurugram for last three years in the area of Business Communication, she also works as Programme Director in conducting four open programs at MDI campus titled Developing Communication Competencies, Communication Strategies for Effective Employee Engagement, The Art of Successful Leadership and Management, and The Art of Successful Management: A communication Perspective. She is actively involved in institute’s other activities also like Warden of Girl’s Hostel, Admission & Induction processes, guiding PhD scholars, reviewing case studies & research papers. She is on the Board of Examiners at MNIT Jaipur and examined a PhD thesis of the institute. The case study on MDI by her & Prof. Neera Jain of MDI was awarded the best case paper. Recently, she presented a research paper at the University of South Australia at Adelaide conducted by Australian Centre of Asian Business & MDI.

Workshops & Programs
1. Workshop on Development of Communication (Developmental Programme – Content, Creation and Communication including Success Stories) for Prasar Bharati, India’s Public Service Broadcaster, National Academy of Broadcasting and Multimedia, Delhi.
3. Faculty Development Program (FDP) for Management Education and Research Institute, New Delhi on Effective Communication.
4. Faculty Development Program (FDP) for The Oxford College of Engineering, Bangalore.

Awards
1. She has been featured in the Women’s Diary as a Passionately Inspirational Woman.
2. She was awarded by the Home Minister of Govt. of Rajasthan for being involved intensely in social activity of developing female children of Kota Rajasthan.
3. She has been certified as Spiritual Coach & Practitioner at Gurugram.
Management Development Institute Gurgaon one of the leading Business Schools in India is consistently ranked among the top B-Schools of the country by reputed agencies and publications. MDI has the distinction of being the first internationally accredited Indian Business School having received international accreditation by Association of MBAs (AMBA) London in 2006. The long-term programmes of MDI have received re-accreditation of AMBA (AMBA) London re-accreditation in 2015 & 2015 and South Asian Quality Assurance Systems (SAQS) Re-Accreditation in 2013. The accreditation across the programme offerings vouch for the international quality of education imparted at the Institute.

MDI Gurgaon is a flourishing candlelight of excellence in management education, high quality research, executive development and value added consultancy. Having established its footprint worldwide, MDI's vision is to become one of the top business schools in the world by incorporating world's best academic practices in all its programmes, namely management and executive programmes, and training programs for the top management of the corporate world. MDI's offerings are continued updating in keeping with the ever changing global business environment, social responsibilities, while setting high standards for all our stake holders.

MDI has consistently focused on designing practice oriented learning and a contemporary industry-focused curriculum, driven by our strong corporate interface. This unique blend of MDI's global perspective and strong industry linkage contribute towards bringing best practices to corporations, through training programs as well as action-centric research and consulting. Further, it leads to collaborative research in global, cross-cultural areas of management, jointly with top-notch research driven institutions world-wide. This research has led to MDI taking a leading role in business and economic development.

MDI's 70+ national and international faculty drawn from academics and industry make the teaching-learning process more meaningful by providing the right mix of practical insights and academic rigour. The Institute is committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. MDI offers the following long duration programmes: PGPM, PGF-HRM, PGF-IM, NMP, PGF-EM, PGFM-PT, PGF-PPM & PPM.

Continuing Education
MDI is the largest school for continuing education in the country. Business organizations in today’s world are competing in an extremely dynamic and complex environment. To cater to the need for continuous upgradation of individual and organizational capabilities, with over 45 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year. These include open programs, as well as customized organized specific training modules. These programmes help executives broaden their understanding and improve their skills to face challenges at higher positions. MDI has alliances with international business schools, industry and international experts to offer joint programmes to address the diverse needs in continuing education.

Research and Consulting
Research and Consulting at MDI are a way to partner with the industry to resolve challenges in an ever changing environment and a way to continuously strengthen the interface between academics and practice. Faculty members independently carry out action research and consulting. MDI has the distinction of being involved in large, complex and high quality consulting projects which help the industry with cost effective, ethical, reliable and high quality solutions of strategic value.

Research is an important constituent of MDI’s vision and mission. Consequently, MDI expects its entire academic community to be research active and to carry out research work of a consistently higher international standard that can contribute to the national goals of innovation, socio-economic development and environmental sustainability. Research can be undertaken directly by one or more faculty members, or through Centers of Excellence, which are independent entities within MDI that carry out research through their members.

MDI's International Relations
MDI nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, MDI realizes the emerging role of international markets and the need for B-schools to groom managers with an international perspective. MDI has active links with Queensland University of Technology, Brisbane, Royal Melbourne Institute of Technology (RMIT), Melbourne, University of South Australia, Adelaide, South Australia, Vienna University of Economic & Business Administration, Vienna, Royal Institute of Management and Development (RIMED), Brussels, The Faculty of Applied Economics, University of Antwerp, Antwerp, Louvain School of Management, Louvain-la-Neuve, Fundação Instituto de Administração (FIA), Brazil, DeGroote School of Business, McMaster University, Ontario, University of Waterloo, Waterloo, Richard Ivey School of Business, Ontario, Huazhong University of Science and Technology (HUST), School of Management, Wuhan, Anglia College of Economics & Management, Shanghai Jiao Tong University, China, Cyprus International Institute of Management - Nicosia, Cyprus, Copenhagen Business School, Copenhagen Aarhus School of Business, Aarhus, Middlesex University, London, Aston Business School, Aston University, Birmingham, University of Tampere, Tampere, SKEMA Business School, ESCP Europe, Paris EdHEC Business School - Roubaix Cedex 1, Paris, IAIE en Provence, Puyricard, Total Professors Association (TPA), Paris, Toulouse Business School (TBS), Grenoble Ecole de Management, Grenoble Sciences Po Lille, Lille, Bergische Universität Wuppertal, Wuppertal, Frankfurt School of Finance & Management, Frankfurt, HHL Leipzig Graduate School of Management, Leipzig, Vienna, Royal Institute of Management and Development - Triumph, BI Business School, Bucharest, France, IESEG School of Management, Lille, INSEAD, Printemps, EMSE Business School - Roubaix Cedex 1, Paris, ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL) Lisbon, Portugal, The Russian Presidential Academy of National Economy and Public Administration (RNPEA), Russia, Moscow International Higher Business School ‘MI RBIS’, Moscow, School of Management, University of the Free State, Bloemfontein, BEM School of Management, Dakar, ZHAW School of Management and Law, Zurich School of Management, Asian Institute of Technology, Pathumthani, The National Institute of Development Administration(NIDA), Bentley College University, Massachusetts, Marquette University, Wisconsin, Milwaukee, North Carolina State University, Raleigh, North Carolina, Robert H. Smith School of Business, University of Maryland, School of Public Policy, George Mason University, Arlington, Virginia, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, Smeal College of Business, Pennsylvania State University. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. In fact, MDI is the first B-School from India to partner with a B-school in Africa. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange.