



Catalyst Constellations



Cat•a•llyst

/ 'katl-ist/

Noun

A person or entity that enables organizations to lead by co-creating and adopting next-generation business practices.

Synonyms

Transformation Adviser, Facilitator

Catalysts' Way of Thinking

Global events of last few years have very vividly shown us that the world today is rather more interconnected and interdependent – impacting the markets and the choices organizations make, thus forcing a continuous and rapid re-definition of business models, market & customer segments, technology landscape and very importantly, management and leadership capabilities.

As organizations face such dynamic environment, they need to decide whether to *Lead the Change* or *Follow it*. The decision may be quite obvious but the ability to lead the change presents myriad challenges and issues relating to the organizations' collective mind, culture and risk appetite for decision-making as well as to its non-human elements, such as, processes, systems, structure etc. And, how organizations address these challenges today, will decide how they will perform not only in the current environment, but also in the future.

Best Practices vs. Next Practices

In their endeavor to lead the change, organizations are often advised to adopt the 'Best Practices' to address the rapidly evolving operating environment. However, many fail to realize, that these *best practices* may have evolved in a different ecosystem, with a different context, for different organizational cultures, and at a different point of time and thus are either obsolete or irrelevant for them for their decision-making. Adopting such *best practices* can at best make organizations only *as-good-as* the organizations which created the so-called *Best Practices*, but never better.

*We believe that adopting Best Practices is not an acceptable option for an organization that strives to Lead. Creating **Next Practices** is what will differentiate a leader from rest.*

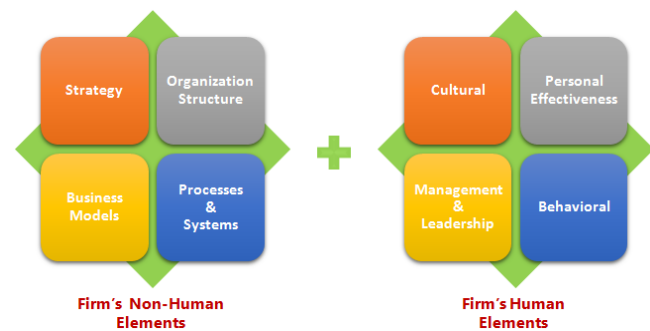
Human vs. Non-Human Elements

Organizations spend significant amount of energy, time and money in creating best-in-class structures, processes and systems, but often fail to take into account the human elements, i.e. what its employees can adopt and deliver or what its customers expect them to deliver. And even if they do, the focus is to address the skills and abilities required in today's context only and are functional, technical in nature with strategic, business & behavioral competencies often receiving low priority. And therein lies the problem, for this approach fails to develop leadership profiles required to *Lead the Change*.

We believe that the business environment is dynamic and so should the people and their abilities be, to address current challenges and opportunities and to be future-ready.

*We believe in co-creating **Next Practices** along with the **Leadership** of our client organizations.*

*It is the **Catalysts Way**™.*



Outside-In vs. Inside-Out Engagement

Just like best practices, even the strategies that organizations look at, especially when they engage consultants or advisors, are often prescriptive and address a point problem. They fail to recognize and leverage knowledge that already exists within the client's organization. This not only poses change management issues but also alienates the human and non-human elements.

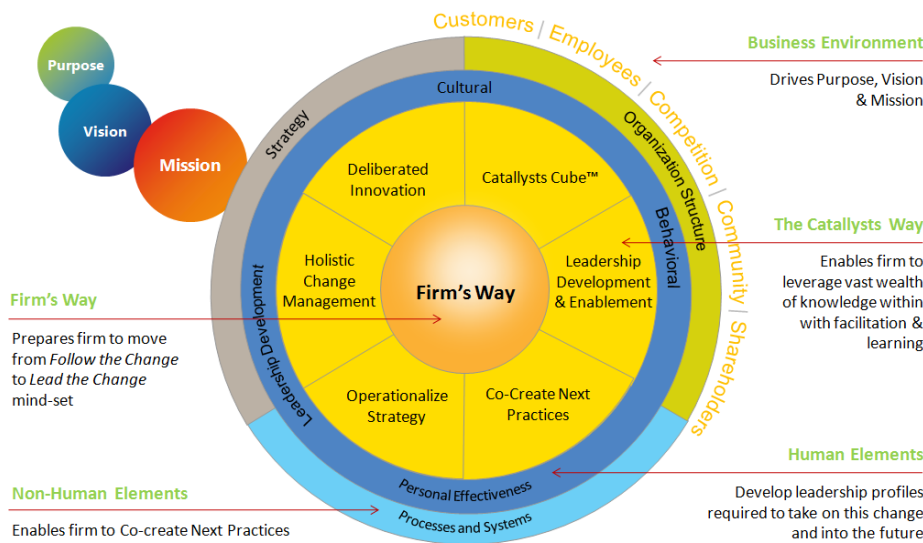
Studies say that 90% of the strategies suggested by consultants are never executed ~ more so, employees either feel threatened or do not have the capability and culture to lead through such prescriptions.

We believe that every organization has a vast wealth of knowledge within and with facilitation & learning, this enhanced knowledge and resultant future-ready leaders can thrust it to the next level.

The Catallysts Way™ - Our Intervention Framework

Catallysts practices a *hybrid* approach of next-generation advisory services and management education to ensure success, such that, the knowledge remains within organization and leadership owns up the strategy confidently leading to successful execution ~ *thus making organizations engage effectively in today's operating environment while becoming future ready.*

The **Catallysts Way™** addresses the gap in traditional consulting wherein the leadership has limited ownership of the approach and a separate team primarily owns the execution plan. The need for leadership capability is typically brought in at a later stage and is largely driven by facilitators or academicians focused on motivation and change management theory with limited relevance to on-ground outcomes. Catallysts executes synchronizing firm's both human and non-human elements that make up the key drivers of a successful strategy execution and prepares the leadership capability to be future ready.

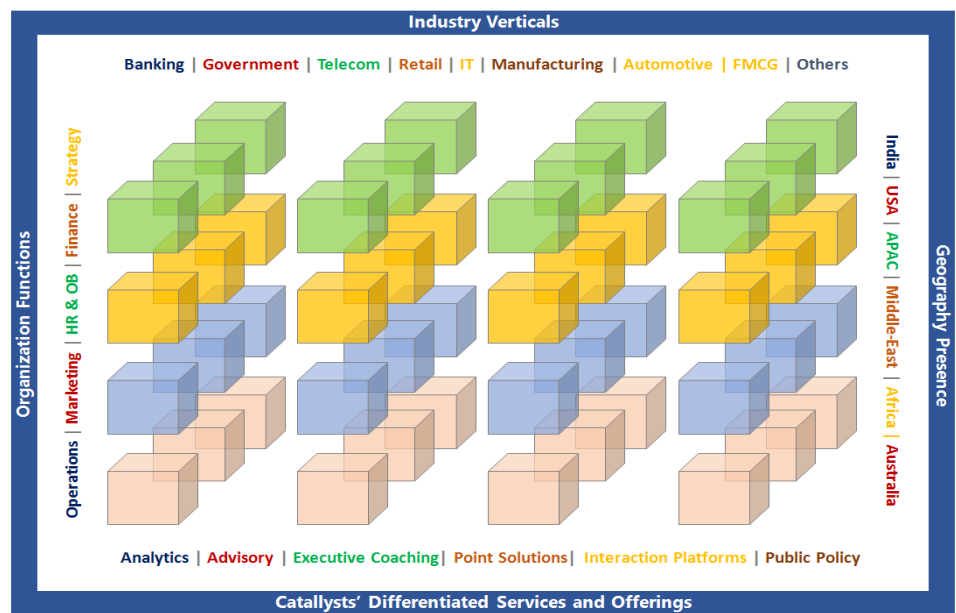


Catallysts emphasizes on accelerating the evolution of the strategic, functional and behavioral capabilities of the organization to the *Next Practices* through *Deliberated Innovation*.

The *Catallysts Way™* ensures that the approach is co-created with the Leadership team, facilitated with a strong governance framework and the Leadership team owns and oversees the execution of the approach, with a focus on the outcomes and not just the outputs.

The Catallysts Way is applied to our clients' engagement by way of a comprehensive set of services encapsulated by Catallysts Cube™.

Catallysts Cube™ is a structured multi-dimensional delivery concept that brings in deep horizontal domain capabilities encompassing key functional areas by faculties from the best of breed business schools and professionals with deep expertise in various verticals, bringing in multi-geography, multi-function and multi-industry capabilities and service offerings.



Catallysts Cube™ Advantage – *Services to help you Lead Change*

With core competency in corporate learning and development, management research, analytics, public policy, advisory services, co-creation & innovation, Catallysts designs and delivers outcome-driven, high impact and sustainable solutions through an extensive bouquet of *contextual services* to its clients through the *Catallysts Cube™*.

Corporate Learning and Development

Capability development through customized interventions for leadership, functional and behavioral competencies is a key theme and value proposition from Catallysts to its clients.

Catallysts brings to the table innovative learning models as part of its executive coaching engagements. Catallysts team comprises academicians from IIMs and other global business schools, with rich subject matter expertise and industry practitioners with deep market experience and expertise. This learning model focuses on value-creation using a combination of classroom sessions, case studies, experiential learning, simulations and one on one coaching, which leads to more contextual and effective learning on part of the multi-level leadership teams.

Key Offerings

- ◆ Customized Leadership Development
- ◆ Business Simulations driven Learning
- ◆ Pre-designed Executive Education programs
- ◆ Behavioral Engineering
- ◆ Performance Prediction™ & Competence Assessment
- ◆ L&D Roadmap & Investment Advisory

Business Advisory Services

Catallysts provides business advisory from situation analysis and problem diagnosis to delivering end-to-end strategic solutions to its clients with key focus on co-creation of *Next Practices* and its implementation, using the *Catallysts Cube™* model.

Key Offerings

- ◆ Program Management Unit & Meta-Consulting
- ◆ Market Entry Strategies
- ◆ New Business Advisory
- ◆ Organization Design
- ◆ Ensuring Execution – E2™
- ◆ SEZ and Special zones

Public Policy and Regulatory Advisory

Catallysts provides regulatory advisory and guidance to resolve issues or leverage opportunities arising out of regulatory changes.

Key Offerings

- ◆ Government and Public Policy Advisory
- ◆ Market Access Advisory & Taxation Interventions
- ◆ Environment Policy Advisory
- ◆ Standards and Non-Tariff Trade Barriers Interventions
- ◆ Corporate Social Responsibility Advisory

Analytics and Management Research

Catallysts believes in a scientific approach to problem solving. Catallysts has deep expertise in intelligent reporting and predictive analytics across a large spectrum of structured and unstructured data. Predictive analytics is used as a core to our Advisory Services, leading to deep insights about the root causes of current problems and help understand future changes. We focus on end-to-end life cycle management of customers, employees and markets through innovative predictive analytics solutions.

Catallysts has a unique IP on non-English Analytics and mining which includes Arabic, South Asian Languages and double-byte Asian languages.

Research in management areas is a very niche and a domain intensive space for Catallysts. Catallysts engages in various research initiatives for variety of industries, markets, domains which are critical and strategic to our clients.

Key Offerings

- ◆ Non-English and Regional Language Analytics
- ◆ Big Data Analytics for Business Opportunities

Point Business Solutions

Catallysts' Point solutions uniquely assist organizations which are in early stages or have not yet scaled up but growing fast. They are constrained by size and resources, but at the same time need high quality and focused diagnosis of their challenges and opportunities. The target base for such point business solutions is primarily new businesses, business associations & bodies, which are eager, ready to learn, innovate and lead in a global scale.

Key Offerings

- ◆ Management Clinics™
- ◆ StartExcel™

Interaction Platforms

Catallysts believes in knowledge sharing and making. Through its Interactive platforms, Catallysts leverages its strong network of decision-makers industry experts and academicians from across the world and brings them together to discuss, brainstorm and share their ideas, experiences and perspectives with each other and even give birth to new concepts. Interaction platforms also makes the participants know the unknown and explore cross pollination of ideas.

Key Offerings

- ◆ CXO Round Table (C-Suite ™)
- ◆ Fireplace Talks
- ◆ Breakfast Conclaves
- ◆ Thought Leadership Conclaves/ Roundtables

Strategic Tools and Solutions

In a constant effort to create innovative and effective ways to address concerns of an organization and help them achieve their end goals, Catallysts has developed a set of strategic tools and techniques, based on high-end analytics and latest technologies, to enable clients in decision making and executing their strategies. These tools provide a variety of solutions and can be used on a subscription basis by organizations or on a licensing basis as well. Some of these tools and techniques can be customization for the organizational context.

Key Offerings

- ◆ Relationship Alignment between Organizations
- ◆ Tracking Organization Performance
- ◆ Customized Strategic Simulations

Catallysts is open to and has the ability to engage with its clients in their transformational journey or address the specific change dynamics, enabled by the '*Catallysts Way*' intervention framework.



Catallysts: *Origins*

We, at *Catallysts*, believe that any intervention by a consultant or an advisor can succeed in enabling its clients to lead change, only if it addresses these dynamics and sees its client's opportunities and challenges as its own.

Driven by this *belief* and a strong & proven *ability* to assist our clients to,

Lead through Co-Creating Next Practices...

Catallyst Constellations (Catallysts) was established by a core group of management academicians and industry professionals, as a *next generation business advisory and management education firm* with deep commitment to partner with organizations at strategic & functional levels, to co-create the *Next Practices*, thus enabling their short term and future-ready states; Catallysts brings deep *vertical (industry)* and *horizontal (subject matter)* expertise from around the globe, as part of its unique **Catallysts Cube™ model** (Academician and Professional) through the engagement life cycle.

Today, our clients engage with Catallysts for its unique business insights and best-fit interventions by leveraging a matrix of vertical and horizontal acumen, with years of experience in management research, public policy, executive coaching, consulting and advisory services.

Spread across the globe, Catallysts has engagement capabilities in APAC (incl. Australia), Europe, Middle-East

and Africa with local presence in more than half a dozen countries.



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