



Smart Learning & Transformation Solution TM

A Technology Enabled Alternative To facilitate Learning

A Prof Ranjan Das Creation

Live the **NOVELTY** | Feel the **DIFFERENCE** | Make an **IMPACT**

+919830052722 | ranjandas@thestrategyacademy.org | rdas@iimcal.ac.in

SLTS – A Modest Innovation Based on “Design Thinking” and “Jobs to be done”

- SLTS is a modest technology enabled innovation made to disseminate knowledge to, and simultaneously transform, any group of individuals.
- It is an outcome of an Action Research conducted during the period 2008 – 2011 using the “design thinking process” which comprised seven stages: viz. define, research, ideate, prototype, choose, implement, and learn. The principle of design thinking was used to solve problems confronted by both providers and recipients of knowledge. Process of fine tuning the solution continues on an ongoing basis based on the theme “Jobs to be done”
- This being the purpose, SLTS focused simultaneously on two directions:
 1. Creating and delivering knowledge through deployment of a recipient-centred **Integrated Dual Learning Process [IDLDP]** that comprise both skills [as pre-specified] and also transformational inputs and as well as experience required by recipients to apply the said skills
 2. Assisting recipients to acquire skills they truly require and undergo transformation they urgently need to get their jobs done and achieve individual career and life aspirations.
- SLTS, a hybrid solution and an outcome of several lines of thought including intuition, logic, learning styles of individuals, digitalization and convergence, helps create desired outcomes for both knowledge providers & recipients of knowledge.²



- **Smart Learning & Transformation Solution [SLTS]** is an Operating System for design and delivery of any academic or professional education or skill development program
- **SLTS**
 - COMBINES seamlessly the advantages of both [1] Conventional brick and mortar delivery of Education/ Knowledge/Learning & Development/ Skill building programs & [2] E-learning System /Massive Open Online Courses [MOOCs] **but**
 - ELIMINATES the known disadvantages of both, and in the process
 - CREATES a **3rd ALTERNATIVE** that is predominantly technology enabled and built around a specially designed **integrated dual learning process** that is participant-centred and that facilitates development of required skills and expertise of participants and also effects simultaneously transformation of their traits, attitudes and motives.

APPROACH ADOPTED TO DEVELOP SLTS

**COMBINE SEAMLESSLY THE ADVANTAGES OF
CONVENTIONAL EDUCATION/ KNOWLEDGE DELIVERY SYSTEM & E-LEARNING SYSTEM BUT
ELIMINATE THE KNOWN DISADVANTAGES OF BOTH THE SYSTEMS**

CONVENTIONAL DELIVERY SYSTEM

Brick and Mortar system

Fixed Time, Fixed Place [FTFP] Model

MOOCs/ E-Learning System

Digital Delivery System

Any Time, Any Where [ATAW] Model

ADVANTAGES:

| Faculty-led Sessions | 100% LIVE & 2 Way
Interactive | Real-time | Inter-Participant
Learning & Networking | Assessment
[possible if included in the
design] | Experiential learning |

ADVANTAGES:

- Location independent
- Scalable
- Recorded materials

DISADVANTAGES:

- Location-Specific [implying the need to come to a specific class room to attend faculty conducted classes]
- Need for campus infrastructure [implying significant cost]
- Not Scalable, beyond a point
- No recording of classes available
- Not a Green solution [need to burn fuel to travel to the campus/ class room and also use a lot of paper]

DISADVANTAGES:

- In most cases, there is no faculty conducted session,
- Mostly no assessment worth its name,
- Not conducive to facilitating networking among participants [since e-learning is essentially an individualized learning and there no concept of a batch comprising certain number of participants]

APPROACH ADOPTED TO DEVELOP SLTS

COMBINE SEAMLESSLY THE ADVANTAGES OF CONVENTIONAL EDUCATION/ KNOWLEDGE DELIVERY SYSTEM & E-LEARNING SYSTEM BUT ELIMINATE THE KNOWN DISADVANTAGES OF BOTH THE SYSTEMS

<p>CONVENTIONAL DELIVERY SYSTEM <u>Brick and Mortar system</u> Fixed Time, Fixed Place [FTFP] Model</p>	<p>MOOCs/ E-Learning System <u>Digital Delivery System</u> Any Time, Any Where [ATAW] Model</p>	<p>SLTS = Fixed Time Any Where [FTAW]</p>
<p><u>ADVANTAGES: RETAIN</u> Faculty-led Sessions 100% LIVE & 2 Way Interactive Real-time Inter-Participant Learning & Networking Assessment [possible if included in the design] Experiential learning </p>	<p><u>ADVANTAGES: RETAIN</u> •Location independent •Scalable •Recorded materials</p>	<p>SLTS = Advantages of Conventional PLUS Advantages of MOOCs/E-LEARNING</p>

DISADVANTAGES: CONVENTIONAL BRICK & MORTAR SOLUTIONS

~~[1] Location Specific [implying no need to come to a specific class room to attend faculty conducted classes] [2] Need for campus infrastructure [implying significant cost], [3] Not Scalable, beyond a point, [4] No recording of classes available, [5] Not a Green solution [need to burn fuel to travel to the campus/ class room and also use a lot of paper]~~

DISADVANTAGES: E-LEARNING SOLUTIONS

~~[1] In most cases, there is no faculty conducted session, [2] Mostly no assessment worth its name, [3] Not conducive to facilitating networking among participants[since e-learning is essentially an individualized learning and there no concept of a batch comprising certain number of participants]~~

Smart Learning & Transformation Solution [SLTS]: Key features

1. **Participant centred learning process** - extensive engagement of participant and participant-specific action learning rather than just lecturing by the faculty
2. **Integrated dual learning process**, over extended period, comprising:
 - I. Core Foundational Learning sessions conducted by faculty in person 2 or 3 times a week
 - Each batch of any program, comprising participants located at different cities and towns all across India and the world, will be able to attend faculty conducted 100% LIVE and 2 way interactive sessions together
 - II. Self-paced Individual Learning – Guided and Monitored – for each faculty-led session
 - Schedule driven and closely monitored, complementing Part [I] of the integrated dual learning process; gap between any 2 sessions is used for self paced learning, doing desk/ field research, do work relating to Action Learning Project [ALP], and engage actively in inter-participant networking and learning and generally ensure better assimilation and absorption of and get ready to apply the new learning.
3. Facility for delivery of rigorous content, leveraging the integrated dual learning process
4. All faculty conducted sessions are 2 way, 100% LIVE with streaming video and audio feeds
5. **Evaluation of Skill, using multiple metrics, plus feedbacks on broad behavioural traits**
6. Experiential learning process, giving experience of working in the digital and SMAC world
7. Transformational – facilitates initiating changes in habits, traits, attitudes and motives of participants – through the integrated dual learning process [ref item 2] of any program
8. Convenient to participate - for both participants and faculty, located anywhere in India and the world
9. Real time 2 way interactivity [with video and audio] during faculty conducted sessions

Smart Learning & Transformation Solution [SLTS]: Key features

10. Content-neutral , implying any content can be delivered
11. Device-neutral – 100% LIVE faculty conducted sessions can be attended through Laptop, PC, Smartphone and Tab
12. Universally available from anywhere in India and the world on real time basis
13. Scalable – in terms of batch size and locations covered simultaneously
14. Availability of recordings of faculty conducted sessions post each live session
15. No investment required in physical and IT infrastructure
16. No special training needed by either faculty or any participant.
17. Elimination of all non value adding expenses as well as miscellaneous admin jobs associated with conventional program delivery
18. Turnkey support for end2end program implementation
19. Cost effective – overall and on par participant basis
20. Green solution - a necessity for organizations committed to protect environment

Systems underlying SLTS that can be deployed by users of SLTS



Systems underlying SLTS

1. Session Management System - Virtual Lecture Theatres [VLTs]- 100% LIVE and 2 way interactive with streaming video and audio feeds
2. Virtual Group Discussions System [with 100% LIVE Video and Audio feeds]
3. System for Inter-participants Networking for Learning and Exchange of ideas
4. Presentation System for participants to make presentations to the faculty [with 100% LIVE Streaming Video /Audio feeds]
5. Learning Management System [LMS]
6. Recording System for recording 100% LIVE sessions for viewing later[available for a limited number of days ref the sessions recorded]
7. System for Instant Checking of participants' understanding of specific concept/skill – enabling faculty to find out if participants understood a particular concept or technique immediately after the faculty explained the same

Systems underlying SLTS that can be deployed by users of SLTS



Systems underlying SLTS

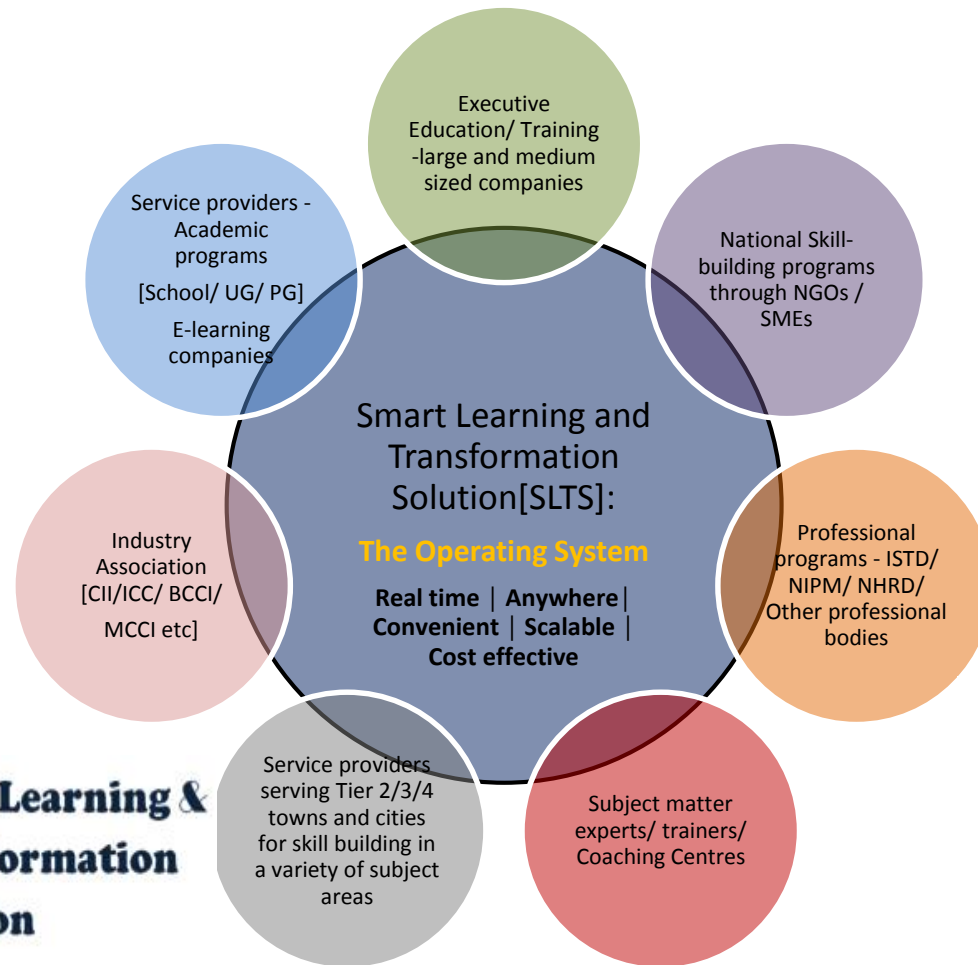
8. System For online short quizzes
9. System for online program-end examinations
10. System for online capturing of feedbacks of participants – session by session - in such areas as content, faculty, overall experience etc
11. Scheduling System – covering both faculty conducted sessions plus all activities coming under self paced learning process [but guided and closely monitored - participant by participant] outside formal faculty conducted sessions - for the entire learning and transformation process of any Program
12. System for guiding participants who will be doing on-the-job Action Learning Projects [ALPs] for solving specific problems/ challenges
13. Internal communication/ product training system [with 100% LIVE Video and Audio feeds]

Support Services

1. Program design and Content Creation System – content research, design., evaluation system, study materials
2. System for accessing and drawing services of faculty ,

SEVEN CATEGORIES OF PROSPECTIVE USERS OF SLTS : The Operating System

The OS will help connect faculty and learners from anywhere on real time, overcome shortages of quality faculty and make available low cost, investment-free learning infrastructure on actual usage basis [with 24x7 support in both design and delivery areas by **The Strategy Academy**]



Smart Learning & Transformation Solution



The Strategy Academy

The Power of Strategy...Applied

www.thestrategyacademy.org

SLTS: Proof-Of-Concept

- The Strategy Academy, authorized user of SLTS, has conducted a large number of L&D programs using the features of SLTS.
- Since inception, the Academy has delivered L&D Programs, designed using the features of SLTS, to more than 50 companies in India and abroad.
- Also, a government funded UGC approved well known University conducts its Post Graduate Diploma Program in Management for mid level and senior working executives using SLTS as the backbone platform.
- These examples act as the **Proof-Of-Concept** so far as SLTS is concerned. Please see next slide for some details in this regard

SMART LEARNING & TRANSFORMATION SOLUTION [SLTS]:

WHO HAVE USED SLTS SINCE INCEPTION OF THE IDEA IN 2008?

Companies [or participants from these companies]

- 50 + Companies, including Aditya Birla Group, Aircel, AKK Group Bangladesh, Aquapharm, Arvind Group, Asian Paints, Axis Bank, Birla Corporation, Birlasoft, Birla Tyres, CEAT , Credit Suisse Singapore, Emami, Essar, Famycare, Frost and Sullivan, Godrej Saralee, Harrisons Malayalam, HCL, HDFC Bank, Hindalco, Hindustan Petroleum [HPCL], Idea Cellular, Indian Oil [IOCL] , ITC, JSW, Krishna International [Telecom] Dubai, Kuwait Oxygen Company, Linc Pen, Mahindra Finance, Max Life Insurance, Mitra SK, Nestle, NIIT Ltd, NIIT Technologies, Premier Irrigation, Rahim Afrooz Bangladesh, Rallis India, Ranbaxy, Raymond, RIECO, R S Software, Steel Authority of India, Sudarshan Chemicals, Supreme Industries, Tata Metalliks, TATA STEEL, Tata Steel Processing, Tega Industries, Times of India, TIL, United Health Group, Global Faculty Development Programs

Accredited bodies

- UGC approved Jadavpur University conducts its **PG Diploma in Management and Entrepreneurship [PGDME]**, jointly certified by the University and The Strategy Academy
- The Academy conducts AICTE/ UGC approved **2 year PGDM/MBA** classes using its SLTS
- Jointly certified programs with Indian Institute of Engineering Science and Technology [IEST]
- Delivery of **2 year PGDM** Program of National Institute of Personnel Management [NIPM]

Conference Paper and Cases

- A paper – based partly on SLTS - was presented in Strategic Management Society's Conference held in San Diego, USA in 2011
- Two cases also have been written, one of which written by an IIM Faculty, got a special prize at ISB Hyderabad

Who or which kind of organizations can deploy or use SLTS [Full or Part of the services]?



I. INSTITUTIONS:

- Companies – spread all over India – wishing to train their staff, officials and managers using faculty from top business schools but without making the participants nor the faculty travel to a central training room
- Business schools lacking physical infrastructure and faculty but who wish to strengthen current programs and also expand geographically
- Business schools located in metros and other top cities and looking for subject-specific world class content taught by faculty from top business schools in India and the world with no faculty actually travelling to take the sessions
- UG colleges located in district headquarters, semi urban and rural areas , lacking physical infra and faculty but wishes to strengthen current programs
- Schools located in district headquarters, semi urban and rural areas , lacking physical infra and faculty but wishes to strengthen current programs

Who or which kind of organizations can deploy or use SLTS [Full or Part of the services]?



II. INDIVIDUALS OR GROUP OF INDIVIDUALS

- Trainers – any subject or skills – intending to train SIMULTANEOUSLY participants staying in his/her city, state, region, country and overseas
- Coaches, Mentors and Counsellors intending to offer their services to people staying in their city, state, region, country and overseas
- Coaching schools in any subject area [including training for CAT, XAT, MAT, JEE etc] intending to minimize number of shifts of teaching [i.e. run one large batch instead of running several small batches] and also expand their services to those staying in distant locations in his/her city, state, region and the country
- Professional training school [Sales, accounting, BPO/ KPO training, Java Programming, any other area]
- Individuals intending to set up schools/ colleges/ any other learning institutions but are facing resource constraints to put up a reasonably good physical infra plus recruit good quality faculty
- Individuals whose life or work related responsibilities – such as working hours, care responsibilities, domestic duties, or individuals returning to work from a period of leave – prevent them from commuting to brick and mortar places of learning [even though their desire is to attend faculty conducted 100% LIVE and 2 way interactive classes]
- Any discourse – technical, political, socially relevant issues, etc: SLTS can be deployed to conduct such discourse as 100% LIVE and 2 way interactive basis - manner all across India and the world



Conceived and Created by: Prof Ranjan Das

Professor of Strategy, Innovation, Entrepreneurship and Leadership

Mobile:+919830052722; rdas@iimcal.ac.in ranjandas@thestrategyacademy.org

- Prof Ranjan Das has been associated with several Institutions: **IIM Calcutta [1994 onwards]**, The Strategy Academy [2008 onwards], IIM Ranchi [Visiting: 2014-15], IIM Trichy [Visiting: 2015-17], UPH University, Jakarta [Visiting 2015-17] Indian School of Business, Hyderabad [Visiting: 2008-09], Hong Kong University of Science and Technology, Hong Kong [Visiting: 2005-06], Haigazian College, Beirut, Lebanon [1979-80]
- Doctorate [Fellow] in Management with specialization in Strategic Management from **Indian Institute of Management Ahmedabad (IIMA)**; Master of Science [Applied Mathematics] from Calcutta University
- Prof Ranjan Das has **44 years of experience** comprising
 - **20 years in industry** during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India
 - **24 years in teaching, training, research and consulting** as a Professor of Strategic Management at **IIM Calcutta**
 - **10 years** [beginning January 2008 and overlapping with the assignment with IIM Calcutta] as an **Academic and Social Entrepreneur** engaged in setting up India's FIRST and only one 100% LIVE and 2 Way Interactive DIGITAL Education Delivery Solution called **Smart Learning & Transformation Solution [SLTS]**
- Prof Das had written **6 books** and many articles and case studies. He has presented papers in International conferences
- He is an **independent director** of a couple of companies in India and advises many companies in India and overseas in the areas of Strategy, Innovation, Entrepreneurship and Leadership
- **A pioneer in DIGITALLY delivered Long Duration Executive Education in India** and acted as an **Academic Entrepreneur** while **single-handedly leading IIM Calcutta's extremely successful journey in this space during 1999-2007** [IIMC is currently the largest provider of long duration executive education in India] 15



**Smart Learning &
Transformation
Solution TM**

TheStrategyAcademy

The organization providing 24x7 services on turnkey basis to
facilitate deployment of SLTS

The **Strategy** Academy: **Some Background Information**

- The Strategy Academy was set up 10 years ago in 2008 to act as a catalyst for transforming individuals and organizations to exploit their full potential and assisting them to achieve SUCCESS
- The Academy was conceived as a part of an Action Research done by Prof Ranjan Das, **Professor of Strategic Management at IIM Calcutta**. Prof Das is the current Chairman and Chief Mentor of the Academy
- The Academy is India's FIRST Academy that delivers on One2One basis faculty-led 100% LIVE classes over 2 Way Interactive Streaming Video and Audio Conferencing Services to ANY WHERE in India and the World on REAL TIME basis
- **More than 50 Indian companies [including PSUs], one University and one MHRD institute** have used the resources and capabilities of the Academy, considering the following:
 - Unique Dual Learning Process that recognizes participant's desire and need to learn on a particular subject area through different sources and in a variety of way
 - A variety of Learning & Development Programs in Strategy, Leadership, Innovation, Entrepreneurship and General and Functional Management areas; as a matter of fact, **any subject matter [not just business and management topics] can be delivered, since SLTS is content neutral**
 - Streaming Video and Audio Platform - 100% LIVE and 2 way interactive - accessible from ANYWHERE on REAL TIME basis and
 - Special capabilities in Strategy and General Management Consulting