

Threesixtyone Degree Minds Consulting Pvt Ltd



Changing the way the world learns

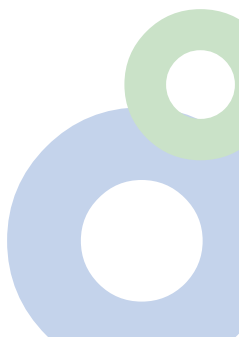
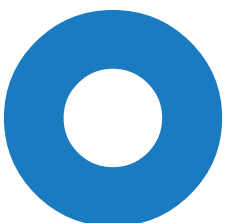


Learning & Education Solutions For Corporates

[www.361dm.com](http://www.361dm.com)

## Changing the way the world learns

Greetings from 361° Minds! We are a research and technology driven organization working in the area of Learning & Education, delivering large-scale innovative and inventive solutions for Corporates.



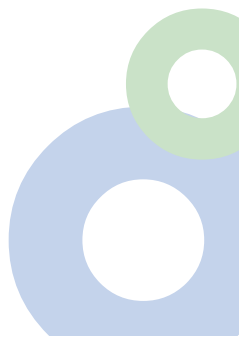
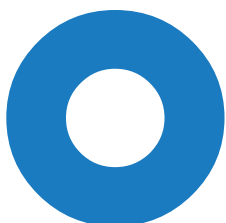
## Creating Value through Innovation

- 361 Degree Minds (called 361DM) was founded in 2006, and re-founded in 2009
- The founders – Gopi, Ram, and Ritu – are alumni of BITS Pilani, class of 1991. Our meta founder – Satya – an IIM B alumna and educationist entrepreneur since 1995 is the founder chairman of the 'Career Launcher' group.
- People behind 361DM are essentially 'educationists' who use technology to deliver education. The 361DM team has been doing facilitation, training, and mentoring work since 1997.
- 361 programs have reached thousands of managers, students, and teaching faculty. 361DM people have delivered leadership programs in India, Singapore, Indonesia, Thailand, and Malaysia.
- 361 programs have shown their relevance in these industries - Education, Telecom, Software, Hardware, Process Outsourcing, and Pharmaceutical.
- Our L&E solutions pertain to these areas – organization building, leadership development, personal wellness, mentoring, decision-making in innovation, and more.



The 361DM team has worked with people from these nationalities – Australia, China, Denmark, Finland, France, Germany, Hungary, India, Indonesia, Ireland, Italy, Libya, Malaysia, Myanmar, Netherlands, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

- 361DM have designed and built from scratch their proprietary technology platform (called i-meta) that brings together 'scale' and 'excellence' in perfect harmony.
- 361DM makes innovative and inventive L&E solutions for business organizations and can effectively deliver programs to group sizes from 10s to 10,000s.
- We have the wherewithal to partner with large bodies, foundations, and associations in their missions of – awareness creation, information dissemination, evaluation, and more.
- 361DM people have conducted relevant programs for – executives, trainers, entry level to senior managers and CEOs.
- At 361DM, innovation is the instinct. We have built 7 innovative programs in our very first 3 years. 361 programs are aligned with Adult Learning principles, Scientific Learning Models, and principles of Remote Learning Effectiveness – a set of manuals they have put together from their intense study, research, and experiences.
- 361DM programs are context-sensitive to ICCP (Industry, Country, Culture, and People). Extensive procedures of interviewing, surveying, making observations, and discussions are followed.
- 361DM have a vast database of learner profiles, experiences, performance ratings, evaluations, etc., which is valuable for analyses purposes.



## Philosophy

### 361° Minds - The Metaphor

We all know of 360 degrees as an expression of 'entirety' or 'all roundedness'. When something traverses 360 degrees, it goes round a full circle but it also comes to where it started. Mathematically, 360 degrees is also 0 degrees – reason enough why 360° is not enough.

The urge to ensure that our efforts to not bring us back to where we started, took us on a radical journey – one where we leave the plane and traverse above it to gain the 361st degree. This spiral path upwards leads to endless gain in altitude, in development and growth.

We believe that a small shift - in attitude, in behaviour, in action – made by organizations and individuals can make all the difference to where they reach and what they achieve in the long run.



361° minds is a metaphor for “a state of mind of people or organizations that constantly seek a higher plane, a more evolved and complete paradigm”. It simply reflects the human resoluteness of constantly striving to do better today than yesterday, resulting in continuous improvement and development.

#### Our Core Value

Pursuing continuous improvement, making today better than yesterday

#### Our Guiding Principles

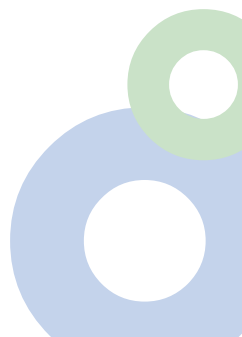
- 100% action-orientation
- Rooted on measured results
- Closing the know-do gap / awareness to action gap
- Contextualization of curriculum as per ICCP (Industry, Country, Culture, People)
- Research driven curriculum, design, and delivery
- Aiming for higher learning retention, learning transfer, and evaluating outcomes
- Deploy suitable process for each learning need
- Rigorous - thorough - comprehensive and deep learning
- Belief in farming of habits, not cramming (Thank you Covey)

#### Our Vision

We see us creating and delivering large scale, inventive (home-grown) L&E solutions for Corporates in India and internationally.

We see us making available affordable and effective learning & education solutions to large groups of learners.

We see us as an enriching work place for our employees.





## Corporate Social Responsibility

### Doing Good while Doing Well

#### We feel responsible towards

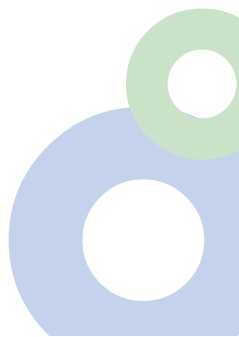
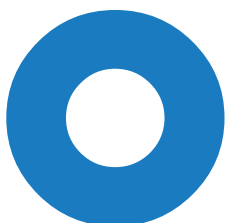
Our world where knowledge is in abundance still lying unutilized, work diligently towards 'action'ing the knowledge (implementing it) rather than hoarding it.

#### Some of our Key Initiatives towards CSR

- Conducting special purpose seminars/workshops for college students, school students at NO COST to them
- Conducting Parenting Workshops in schools, society at NO COST to them

Our world where 'access' to education is inversely related to its 'excellence', create something that can make both happen... make available learning & education programs that are both excellent (effective) and accessible to people at affordable prices.

- Supporting entrepreneurs who are looking to create an enterprise in education, by way of one-on-one mentoring
- Founding members of 361DM are Charter Members of TiE (The Indus Entrepreneurs), Chennai Chapter and they actively contribute to the furtherance of TiE's mission. TiE was founded in 1992 in Silicon Valley by a group of successful entrepreneurs, corporate executives, and senior professionals with roots in India. Currently, TiE is present in 53 chapters across 12 countries and their mission is to foster entrepreneurship globally through mentoring, networking, and education)
- Founding members of 361DM are a part of the NEN speakers club and contribute to the furtherance of NEN's mission. (National Entrepreneurship Network (NEN), not-for-profit initiative founded by the Wadhvani Foundation)





## Investor Built for Growth

### 361DM – An Overview

Born in 2006 with a simple yet hard-to-achieve goal of putting leadership knowledge to work among corporate managers, 361 Degree Minds (361DM) has accomplished remarkably in its first 3 years itself. First and foremost, as responsible L&E providers, we have dealt with the subject of translating one's "Awareness into Action", and showed it as an important goal for our learners (participants) to chase, which would tremendously help them in applying their knowledge & awareness in every aspect of their lives.

### A Glorious Beginning

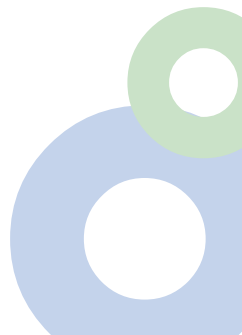
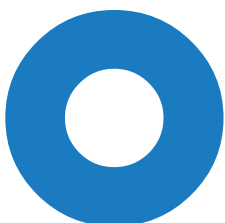
We put together our Adult Learning Manual derived from our experience of working with 1000s of managers from 100s of companies, study of global research done in this area, and with guidance from Dr. Latha Satish, a psychologist and research scientist at the University of Madras.

We created our proprietary learning process called MetaTraining™, through which we successfully and effectively delivered leadership programs to corporate managers from 20 nationalities across the world, working in 5 countries in the Asia Pacific region.

### Evolution to a Higher Level

361 Degree Minds, true to our name, came to a higher plane of thinking. By the end of 2nd year, we were already reconsidering our business identity. We began rigorously reviewing our purpose, our goals, and our directions. This brought about a few major strategic thrusts:

- We felt a compelling urge to make effective education accessible to large numbers at affordable prices. We wanted to blend together access and excellence, the apparently conflicting aspects in the world of learning & education. We invested the next 2 years (2008-2010) and load of resources into building in-house our L&E delivery technology (we call it i-meta). It was meant to be a reformation of classroom learning, added to it learner conveniences associated with one-to-one lessons, and much more value for the learner.
- We also decided that we would be focusing on innovative as well as inventive (intrinsically research-driven) learning and education programs and learning processes. Our research team would continue to pick their brains, dig into global resources and research out inventive theories, models, theses and philosophies about learning & education that would be offered to the world as suitably designed programs, solutions etc.



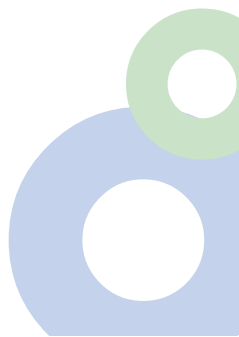
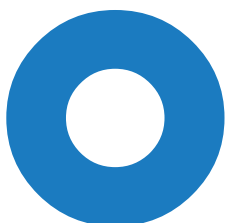
## Our Program Portfolio

L & E Solutions for Corporates

 361°  
**Leader** 361°  
**Execution** 361°  
**Master** 361°  
**Vital** 361°  
**Varsity**

'Research behind every output' is our natural instinct. Our team is driven by a belief that the seemingly inversely related – ACCESS and EXCELLENCE – in the world of learning & education can be brought together by integrating technology and the science of learning. We have already made strides in the direction, and done tests and trials with tangible, encouraging results.

Some of our forthcoming (tentatively titled) programs include:

 361°  
**Go Green**



## Team

### The People Behind 361DM

361° Minds was founded in 2006 and led by three first-generation entrepreneurs - [Gopi](#), [Ram](#), and [Ritu](#). As batch mates at BITS Pilani, they struck a chord with each other and have remained good friends ever since. After walking separate career paths for 15 years, they came together again in early 2006, aspiring to change the way corporate training conventionally happened. Friendship evolved into business partnership, as they understood each others' strengths and limitations and perfectly complemented one another's competencies.

In the first 3 years itself, the team has taken giant strides – designed their own proprietary learning process called [MetaTraining™](#),

designed & developed their own technology platform for large scale delivery of learning, accomplished working with multinational corporates in India and four other Asia-Pacific countries, and managers belonging to 20 nationalities across the world.

In 2009, they were joined by a well-wisher, guide and mentor – [Satya Narayanan](#) (their 'meta founder').

Today, the team functions with a near-perfect understanding and a strong wavelength match, with a focus on making 'tomorrow better than today' in the world of learning & education.

The 361DM extensive study on principles of 'adult learning' and 'remote learning effectiveness' has resulted in 361DM's proprietary learning process called [MetaTraining™](#) and home-grown technology platform called "i-meta".

Here's a closer look at the core team...

#### [Gopi](#)

Principal facilitator, heads learning & education initiatives and vision & strategic direction setter for 361DM.

A management graduate from Birla Institute of Technology and Science, Pilani, Gopi has been working in the areas of sales & marketing, business establishment and management, organization development, consulting, research and creation, methodology design etc. since 1992.

He has facilitated corporate training sessions, consulted for companies on strategic matters, coached CEOs, conducted workshops for parents, and provided career guidance & mentoring for the youth.

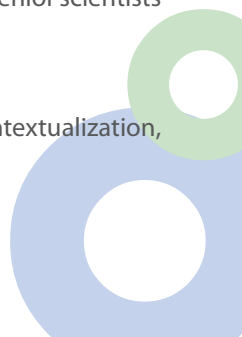
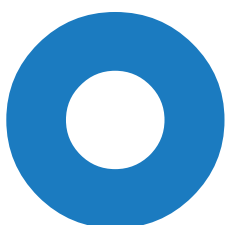
He is also a strategic advisor to corporates in visioning, goal setting, and execution interventions.

An ace trainer and facilitator by flair, Gopi has personally worked with senior managers and corporate executives from over 100 organizations, before establishing his own enterprise.

He has been invited several times as keynote speaker on special occasions in corporates, research institutions, universities, colleges, and schools. For instance, he has addressed 30 senior scientists of India at IAS (IISc Bangalore) on the topic of 'leading technocrats'.

#### [Core Competencies](#)

Facilitation, mentoring, business model understanding, need analysis, program contextualization, research, and strategic consulting.







## Team

### The People Behind 361DM

#### Ritu

Co-facilitator; heads research, corporate communication, regulation, and quality at 361DM

Ritu is a management graduate from Birla Institute of Technology and Science, Pilani. She has been working in the areas of sales & marketing, business management, retail finance, research and creation, designing learning methodology, tools and aids, since 1992.

She has been actively involved in design & creation of learning processes and methodologies. She has also been practically involved in production and delivery of learning programs and workshops. She has also designed simulations, activities, diagnostics, and practice exercises for managers at corporate training programs.

#### Core Competencies

Designing learning methodologies based on scientific principles; creating curriculum; designing diagnostics, tools and aids for learning; idea-generation, internal quality and improvisation.

The team has earned valuable experience of working with wide range of people – business managers, CEOs, executives, scientists and engineers – in the sphere of Learning and Education.

#### Ram

He heads business development, client relationships, and PR at 361DM.

A pharma graduate from Birla Institute of Technology and Science, Pilani and post-graduate in Business and Healthcare Management, Ram has been working in the areas of business development, sales, marketing, and customer & partner relations since 1992.

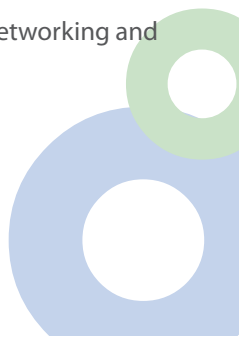
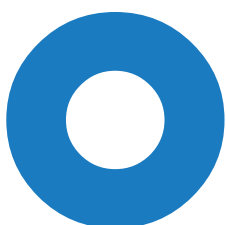
At 361DM, he has been involved in research, and scientific reliability and validation of their assessment tests and diagnostics.

He also conducts inspiring workshops on personal wellness, specifically stress management for corporate managers.

He has had wide exposure to work cultures across India and the Middle East. He specializes in product & service management that involves intensive training, coaching and mentoring of medical experts, healthcare leaders, senior executives and staff. He has conducted several product- and sales-trainings for business associates during his stint in Abu Dhabi. He has set up business units and run them hands-on for the 'critical' periods. He has also set up international franchise / dealer networks.

#### Core Competencies

Business development, brand management, customer relationship management, networking and PR



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## Contact Us Get in Touch

If you require more information on any of our programs or have a specific question, request or concern, please contact us and we would be happy to respond.

Call us at +91 91766 79710 or Email us at [post@361dm.com](mailto:post@361dm.com)

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