



Driving into an unknown territory, we often are in need of a GPS which guides us on the turns we need to take, the best routes available, and the areas we should avoid. The GPS is what we call the Guru Positioning System in the world of businesses. In modern parlance a Business Coach is the GPS for your business.

Business coaching is a thought provoking, creative and introspective process. With our vast experience in Corporates across multiple verticals, and Personal & Professional coaching experiences, we bring on the table a holistic and integrated approach towards business building.

- ✚ **Creating a vision** for giving the efforts, a direction
- ✚ **Aligning the Vision with the Personal Goals** to attain smooth frictionless balance
- ✚ **Defining measurable objectives** which work towards achieving the vision
- ✚ **Creating sound and robust Policy & Process** for Total Quality Management
- ✚ **The Right Filters** for hiring the right skill set
- ✚ **Integrated HR management systems** to harness the power of Talent & Skills
- ✚ **Aligned Administrative policies** for creating the smooth working environment
- ✚ **Core sales training** for Increase in sales
- ✚ **Continuous Training** for improving Productivity
- ✚ **Leadership management** for cultivating strong leaders
- ✚ **Pricing, cost control, and sales brainstorming** for Increase in profits
- ✚ **Change management** for sustaining the business

Business Coach brings an outside perspective to your business. We will serve both as trainers and mentors, training you in the skills needed, and serving as a source of information should you have questions on what needs to be done. We will refine your talents, hone your goals, guide your decisions, and do everything else that will need to be done to ensure that you and your business are successful.

Gunjan Bidasaria

Business Coach, Corporate Trainer, Entrepreneur

He holds a degree in MBA (finance) and his versatility has taken him to places across the spectrum in years of his corporate career. An entrepreneur at heart and a winning attitude deep inside has taken him to various leadership roles across multiple industries. Combined with real world experiences, he brings in a fine balance to his Business Coaching stints.



Career Highlights

Gunjan has an industry experience of around 20 years in Banking & Finance, Manufacturing, Insurance, Startups, and Media. He has been associated with some of the leading business groups in India like HDFC, Kotak, and Dainik Bhaskar. Gunjan has worked his way ground up in multiple disciplines like Sales, Risk, Credit Underwriting, Fraud, Policy & Process, and Product Development. He has been the Product Head at Kotak Mahindra Bank for Risk Control Unit, and also led the Product teams at DB Corp for digital media vertical. The Start-Up culture in the country excites him.

Shilpa Patel

Founder & MD, Podguru.co.in

She is a Leadership and Executive coach who sees herself as a “Sherpa”, an expert in Positive Professional Development and Change.

With an understanding of human nature, Shilpa brings a grounded, practical and strength based orientation to a wholesome development – leadership, diversity and mentoring, coaching, that leverage her experience to make for effective turnarounds to personal, business, leadership challenges. Shilpa makes a visible difference in Impact, Transformation & Image Building.

Career Highlights

Shilpa Patel is currently working as Visiting Faculty – Business Communication at CMS Ganpat University. Prior to Ganpat, she worked with High Heads Management Consultants as Consultant Recruiter for 5 years catering to variety of clients across the industries. Shilpa is also associated with Prerna Smart Consultancy as Marketing Director. Her primary responsibilities include organization’s marketing and communication strategy designing. She is also responsible for overall branding and image.

