



VENDOR INDEPENDENT CONSULTING BROCHURE

ABOUT US

Easy Educate is a market leader in Higher Education. As the first Indian organization to offer Ivy-League certificates in the South Asian region, we have established ourselves as pioneers in the Executive Education market. Additionally, our efforts in creating numerous relationships between top-grade higher education institutions around the world and the corporate clients in India have placed us in an enviable position of trust in the Indian corporate arena.

Easy Educate's forte is not in delivering cookie-cutter solutions to corporate problems. Our strength lies in understanding the client's needs from the client's perspective and putting it in the larger context of corporate responsibility, corporate synergy, strategy and bottom-line. It is this unique perspective that sets us apart from the already slim competition in India.

THE CHALLENGE OF LEARNING AND DEVELOPMENT

Today's corporations are armed with the best-of-the-breed professionals who are more qualified than any generation of professionals that precede them. But with this incredible quality of work-force comes an incredible responsibility of not only keeping the work force's core competencies current but to also align these competencies to help build the organization's success.

While many Organizations invest heavily on Human Resources (HR) professionals who are adept with the human resource competencies such as Selection and Staffing, Compensation and Benefits, Policy Mapping and Employee Retention; very few organizations invest in learning professionals with expertise in employee Learning and Development (L&D). The Learning and Development needs are often thrust upon Human Resource professionals who are pushed with the additional burden of ensuring L&D success.

A reason for such a pattern is the underdevelopment of 'Industry – Academia' collaboration. Consequently, there is a shortage of Learning Professionals with a complete understanding of an Organization's Training requirements and the lack of ability to identify competent academic partners to map these requirements. While today's Human Resources professionals are more than willing to meet their end of the bargain by undertaking the L&D duties, we at Easy Educate feel that it is not equitable to ask the HR professionals to double up on their already-complex duties as each of these initiatives are time consuming and require a focused approach and a persistent follow up.

OUR BELIEF

We, at Easy Educate believe that L&D strategy is distinctly different from the human resource strategy and organizations require the services of Learning Professionals who can be a bridge between organization's business heads and HR teams in identifying the learning requirements, both technical and academic, and pair them with the most suitable academic partners to ensure the best knowledge transfer.

EASY EDUCATE'S SOLUTION

Why Us?

Having worked with the top 150 corporations in India since its inception, Easy Educate understands the challenges faced by most corporations in their current approach to the learning and development needs. Additionally, our work with eminent world-wide learning institutions and setting up customized programs for corporations in collaborations with these institutions has given us a corporate learning expertise like no other.

What are the Challenges?

One of the major challenges that Easy Educate perceives is the turn around time required for putting together academic partnerships. The process is a very time consuming activity and can some times take more than a year from inception to completion.

Our Strategy

1. Help develop customized e-learning programs
2. Help create customized Corporate Training Programs in partnership with Universities → The content of the programs will be designed by the Universities based on the needs and inputs of the Corporations. This will help lower recruitment and training costs.

Strategy Steps

- Easy Educate has a strategy to make L&D work for you. We come in early in the employee development cycle and help you perform a thorough competency mapping. This competency evaluation/mapping will help map individual competencies to company's business needs. We can also facilitate independent position evaluations, where the specific learning needs of a particular position within an organization are evaluated irrespective of the body occupying the position at the time.
- We then tap into our global network of 'Learning Partners' which range from local Indian Institutions of Higher Learning to International Learning Centers of Excellence. Such an exercise is not a one-size-fits-all solution. We make a sustained investment in learning your organizational chart, your organization's current standing in the market, where you would like to see your organization grow in 3,5 and 10 years. We then, evaluate the status quo of your

learning initiatives, and where your learning programs are effective and not effective. We then come up with a comprehensive plan with your corporate objectives in mind.

- When designing these custom executive development programs, we will help negotiate with our learning partners the best possible educational solution for your company. Whether it is obtaining deep discounts on otherwise off-the-shelf programs or negotiating a bundle pricing on newly developed custom programs, we have the experience and the expertise to negotiate and get you the best deal on the market. Our goal is to get you, our client, the best cost-savings possible.
- We, at Easy Educate, do not limit our services to educational partnership and delivery. We believe in the overall success of your professionals and their ability to use their education to advance in the future by way of undergoing additional higher education. To this end, we don't just pair you up with any partner, but only those partners whose accreditation status has been well established and accepted world-wide.
- Easy Educate has worked with an array of delivery models in education - from traditional classroom learning to hybrid (blended) learning to *fully online e-learning models*. To this end, we understand the importance of content, faculty, evaluation and certification of any learning program. Trust us, we have been there and done that. We know the difference between contextual learning and off-the-shelf learning. We understand the difference between ongoing evaluations and participatory certifications. We will help facilitate the training needs of your L&D department and align it with the budgetary goals of your HR department.

CONCLUSION

We, at Easy Educate believe in providing end-end solutions. We will take you through the executive development cycle with your business goals as the backdrop. We will focus on productivity but will ensure portability. We will ensure employee satisfaction but will do so for your business success.

We believe we are the answer to your learning and development needs. Give us the opportunity to help you gain the Easy Educate difference.

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