

The Revolutionary MasterClassTM Methodology for Transformational Growth

When Will YOU Take Your Company To The Next Level?



More than 1,000 companies are using the revolutionary MasterClassTM Methodology in developing their Strategy, Planning and Implementation Process to take their companies to the Next Level of Success through **Strategic Execution Focus** in a simplified manner. This results in **transformational growth** rather than just **incremental growth**. How about your company? Is it ready for transformational growth?

Core Purpose & Mission:

Core Purpose & Mission of MasterClass™ is **Nation Building**; by contributing, in our own way, to the economic development of our country by helping tens of thousands of Indian organizations and individuals reach the next level of success. We do this by providing Strategic Execution Consulting services, simplified training programs, and tools, through various mediums across the country, through professionals with practical industry experience.

What We Offer:

**STRATEGIC
EXECUTION
CONSULTING**



**NEXT LEVEL
OF SUCCESS.
SIMPLIFIED.™**

Our Target Audience:

- Corporate Sector
- Small & Medium Enterprises
- Start-ups
- Trade & Industry Association
- NGOs
- Governments & their Organizations
- Businesses & Associations run by Women
- Individuals who want to reach the Next Level

Our clients range from various sectors and industries. They are from manufacturing, services, IT hardware & software, eCommerce, retailing, consumer goods, pharmaceutical, chemicals, plastics, textile, garments, fashion & lifestyle, real estate, jewellery, sports & fitness, hospitality, stainless steel kitchenware, electric switches & accessories, financial services and education sectors.

Why Over 1,000 Clients Use MasterClass™ Services:

The unique customer value proposition of MasterClass™ is to provide **Strategic Execution Consulting** services, **Simplified** training programs & tools through various mediums across the country, through **professionals with practical Indian industry** experience rather than just academic knowledge.

*'Strategic Execution
Focus helps you
Scale-up your Company
to the Next Level'*

- Ambrish Chheda

BENEFITS:

- Keeps you on track of Implementation of your plan.
- Achieve faster growth, improve profitability, enhance your brand equity, achieve your vision & goals.

Our **'Strategic Execution Consulting'** services and training programs have two unique differentiations:

- All our **Strategic Execution Consulting** services & training programs are **Simplified**. The outputs that you will have will be 4 page simplified solutions with execution plan, unlike most consulting organizations that bombard you with 50 to 100 slides presentations or 50 to 100 page reports loaded with heavy management jargons, their internally coined jargons, complex charts, graphs, matrixes.
- All our **Strategic Execution Consulting** services & training programs are delivered by **professionals with practical Indian industry experience** rather than just academic or consulting knowledge.

TAKE YOUR COMPANY TO THE NEXT LEVEL

MASTERCLASS™

WITH MANAGEMENT GURU
AMBRISH CHHEDA

NEXT LEVEL OF SUCCESS. SIMPLIFIED™

COMPONENTS OF THE STRATEGIC PLAN & EXECUTION PLAN USING STRATEGYSIMPLIFIED™ MASTERCLASS™ METHODOLOGY, DELEGATES WILL LEARN TO DEVELOP THE FOLLOWING:

- Why We Exist - The Purpose - The Mission.
- Guiding Principles - The Founders' Beliefs & Values.
- What Can We Be In Future - The Vision.
- DNA to be built for achieving the Mission, Values & Vision.
- SWOT Analysis.
- Who Do We Serve - The Target Market.
- What Customer Pain Points Can We Address Best Compared to Others - The Need.
- How Do We Ease the Customer Pain - The Solution and The Value Proposition.
- Long Term Strategic Goals (3 to 5 Years).
- Critical Success Factor (CSF) & Key Success Factors (KSF).
- The Building Blocks.
- Laser Sharp Focus Objectives for 1 year with Key Performance Indicators / Measures.
- Execution Plan for Each 1 - Year Focus Objective with Targets, Time Table & Person Responsible.

MASTERCLASS™ METHODOLOGY:

Delegates will learn to develop each component of their own Company's Strategic Plan using our Simplified methodology & then learn to develop an Execution Plan with key performance indicators (KPIs) & milestone calendar.

During the workshop delegates will fill up 25 easy to use Worksheets specially designed by MasterClass™, to help develop their Company's Simplified Strategic Plan & Execution Plan, under our guidance.

Delegates can then use these inputs from the Worksheets to prepare just a 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN.

WHO SHOULD ATTEND

This workshop is ideal for Business Owners, Small & Medium Enterprises with their key team members, Start Up Organizations, Senior & Middle level employees from Corporate, Government & Non-Profit Sector, Women Entrepreneurs, Members of Trade & Industry Associations & Individuals looking to enhance their strategic thinking & strategic execution skills.

IN-HOUSE CUSTOMIZED WORKSHOP

This Workshop is also customized as an In-House Workshop for a Corporate Company, Trade & Industry Association, NGO, Government Organization & Women's Business Association, anywhere in India.

OBJECTIVE & OUTPUT AT THE END OF THE WORKSHOP

This workshop is designed for owners & senior & middle level decision makers in all functions, from manufacturing and service sector organizations, to help develop holistic yet simplified strategic thinking and strategic execution relevant not only to the organization but to its functional, departmental and individual stakeholders.

Delegates will learn how to develop their Company's, Department's or Function's 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN, which they can start using or sharing with their organization for acceptance, alignment & execution/implementation as per the milestones calendar.

This 4-PAGE plan is all they will need in the next 5 years, to conduct their regular strategic review & execution review meetings.

KEY BENEFIT

With a 4-Page SIMPLIFIED STRATEGIC PLAN & EXECUTION PLAN, delegates can lead their companies, their departments or their functions with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company's objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.

MANAGEMENT GURU



Mr. Amrish Chheda
B.Com (Hons),
PGDBM (Syd),
LL.B. and A.C.S.

Mr. Amrish Chheda is a **Management Guru, Inspirational Thought Leader, Motivational Speaker**, Founder of MasterClass Training & Consulting LLP.

With **4 degrees to his credit - B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.** - Mr. Amrish Chheda has spent the past 30 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries.

Before founding MasterClass™, Mr. Amrish Chheda was **Vice President of ADITYA BIRLA RETAIL LIMITED** and **Chief of New Business Divisions for FUTURE GROUP**.

Mr. Chheda had decided early on that after the age of 50 years, he wants to dedicate his life to our great country. For this purpose, he left his lucrative corporate career and founded MasterClass Training & Consulting LLP, a **STRATEGIC EXECUTION CONSULTING FIRM**, on 7th July 2011.

The **MISSION** of MasterClass™ is 'Nation Building', by helping tens of

thousands of companies to scale up to the Next Level by developing 'Strategic Execution Focus', and thereby contributing to the Indian Economy.

More than 1,000 companies from various sectors are now using the revolutionary MasterClass™ Methodology, for developing their Strategy, Planning, Implementation & Performance Management Process to grow these companies to the **Next Level of Success through 'Strategic Execution Focus'** in a Simplified manner. This results in **transformational growth** rather than just incremental growth.

MasterClass™ was the recipient of NATIONAL AWARD for Excellence in Training and Development 2016: **"Best Mentoring Program in India"**, presented by the TIMES ASCENT, WORLD HRD CONGRESS, WORLD EDUCATION CONGRESS & ASIAN CONFEDERATION OF BUSINESSES.

Mr. Amrish Chheda was conferred with "LEADER OF THE YEAR AWARD" by **World Leadership Federation, powered by COLLABERA-a Global Staffing Leader on November 28th, 2016**, in the presence of eminent corporate companies.

As a **thought leader**, he has been interviewed several times by the **national press**. He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

He is an avid Speaker, Singer & Golfer. To take his passion for singing forward, he has founded **'Hidden Talent Amateur Singers Club'** with a mission of providing a platform of happiness to amateur singers and to fulfil their dream of regularly singing with live orchestra on stage!

India's Best Mentoring Program Award

The MasterClass™ methodology was awarded the "BEST MENTORING PROGRAM IN THE COUNTRY" by Times Ascent, World HRD Congress & Asian Confederation of Business.



Leader Of The Year Award

Mr. Amrish Chheda was Awarded "LEADER OF THE YEAR" By World Leadership Federation, Powered By Collabera - A Global Staffing Leader.



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MASTERCCLASS™

WITH AMBRISH CHHEDA

NEXT LEVEL OF SUCCESS. SIMPLIFIED™

Annual 'Strategic Execution Consulting' Package

MasterClass™ StrategySimplified™ is a methodology that helps you increase your sales turnover & profitability and helps you build a robust organization.

Using this methodology, your core team will first Develop Your company's 4-Page Simplified Strategic Plan & Execution Plan Using MasterClass™ StrategySimplified™ Methodology in an In-house workshop customized for your company.

After this, we will begin mentoring by way of conducting Strategic Execution Review Meetings with you & your core team every 15 days, for one full year. These meetings will generate the **momentum, rhythm, teamwork & strategic alignment** required to help you stay on course on the strategic execution.

As a result, our clients lead their companies with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company's goals & objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.

Transformational Experiences Shared By Our Clients:



OP Harshwal, CEO, VXpress, one of India's largest Pan-India Express Logistics company. (www.vxpress.in)

When MasterClass™ got introduced to us in 2013 for Strategic Execution Consulting, to help take our company to the Next Level, I was wondering what is something special that they are going to bring on the table.

Their approach right from the beginning has been very special & unique. To our surprise most of the people in our company were not very clear about the purpose of the company's existence & its goals. MasterClass™ helped us in creating clear mission, vision & values statements for the company & this helped us in creating a single thread of oneness which helped the entire team of VXpress to work together. MasterClass™ regularly holds fortnightly strategic execution review meetings to see the progress achieved & this helps us to stay focussed in execution of our plans.

Further, MasterClass™ introduced '**consultative selling**' which helped us to increase sales; incidentally **we broke our highest monthly sales record of last 7 years in September 2015!**

MasterClass™ also introduced into our company, **the science of branding**. This really created awareness about our company in the entire business fraternity. The brand recognition also brought us many coveted industry awards for the best express cargo service provider in the year 2015.

Thank you MasterClass™ for being part of our growth journey to the Next Level. I would without hesitation recommend MasterClass™ Strategic Execution Consulting Services to Companies, whether from Corporate sector or SMEs; if you want to truly scale-up faster & witness transformational growth. All the very best to MasterClass™ in their noble mission of '**Nation Building**' by helping tens of thousands of Companies scale-up to the Next Level!

[WATCH THIS VIDEO](#)



Ameesh Masurekar, Director, AIOCD PharmaSoftTech AWACS Pvt. Ltd. (www.aiocdawacs.com)

AIOCD AWACS is one of India's leading Market Research Agencies focused on Pharmaceutical Industry. It has also developed a revolutionary Pharma Data Exchange Platform connecting Pharma Companies with the Stockists & Pharma Retailers across the country. This helps all stakeholders easily generate **ACTIONABLE INSIGHTS FOR PROFITABLE DECISIONS**.

MasterClass™ has revolutionised me as a person, as well as my company. It has contributed in a variety of ways unfathomable. Our journey to the Next Level with MasterClass™ Strategic Execution Consulting process began 2 & 1/2 years ago. I shudder to think where we would have been today without the help of MasterClass™. Right from the right set of people, man-management issues, incentive-increment issues, HR issues & all of these, in a service industry like ours, translating into business issues. MasterClass™ helped us develop crystal clear mission, vision, and values, in a manner ensuring buy-in from all the employees. We also implemented a **Balanced Score Card system as simplified by MasterClass™**. As a result the senior & junior teams are driving towards a single minded vision.

The most important implementation was the SOP; Standard Operations Procedures. Ambrish sir calls them the 'magic wand'. In our company we implemented it a bit late but we did, & it's truly a magic wand. Apart from this, we also learnt how passion & vision can be ignited in an individual & how an individual can be motivated to perform more & more. So if I quickly recollect the variety of areas that we benefitted from MasterClass™; it has set us as an organisation on a very clear cut direction, complete understanding, laser sharp vision, & short term milestones as well as long term goals.

I highly recommend MasterClass™ Strategic Execution Consulting Services for all Companies, irrespective of their size or industry, which want to scale-up faster, achieve leadership position in their industry with solid foundations, without wasting their time & resources. Thank you MasterClass™.

[WATCH THIS VIDEO](#)

You can now engage with MasterClass™ through Website: www.themasterclass.in



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