



**RESILIENT
LEADERSHIP
& CHANGE
MASTERS**



Enhance Organizational Resilience
BUSINESS INTELLIGENCE
AND CUSTOMER VALUE FOR
EXPONENTIAL GROWTH

SMART BUSINESS SOLUTIONS FOR ZED LEADERS

We are a cause-driven, global community of executives, drawn from world-class institutions to be working with clients to mobilize for change, shape winning strategies, and drive execution.



OVERVIEW OF

Resilient Leadership & Change Masters

We are a cause-driven, global community of executives, with world-class capabilities, who have been leading and managing transformative and beneficial change, under varying conditions of uncertainty, turbulence, and disruption.

We are committed to helping and facilitating the development of a sustainable pipeline of future leaders, who will play a leading role in the revitalization of existing organizations and enterprises at an institutional, societal, and national level. Our endeavor is to help leaders and executives develop and lead robust, value-creating enterprises, which also have the resilience and flexibility, at all levels within their organizations, to tide over any kind of uncertainty and volatility.

Our approach relies on an effective interplay of Leadership, Management, Technology, and myriad practices centered around Personal Mastery, to help ensure the sustenance of enterprises that may be buffeted by change and disruption. Within each broad area, our firm offers a wide portfolio of interventions, which includes, organizational diagnostics, futuring, turbulence mapping, capability & risk profiling, co-solutions with leadership, action planning, guiding implementation, impact assessment (ROI) and facilitating culture change.

The engagement models offered by us are uniquely designed and aligned with organizational needs. Depending on the organizational challenges and the anticipated scale of interventions, our approach is customized to provide the greatest benefit to the organizations we serve. The priorities of the leadership-team of our clients help us determine the methodology of how best we may provide our assistance. Typically, we rely on consulting, capacity building, coaching, and/or mentoring, as well as networking services, to maximize the positive impact of our interventions for our clients.

Our engagements are specifically crafted by working closely with the leadership team of our client organizations. Thereby, we recognize the uniqueness of our client's situations, and help them thrive even as they maintain a balance between the operational and the strategic priorities of the organization.

Resilient Leadership & Change Masters, LLP

912, New Delhi House, 27, Barakhamba Road, New Delhi-110001

+91 11 45097337, info@rlacm.com, www.rlacm.com



WHY MSMES NEED A DIGITAL BUSINESS & MARKETING STRATEGY

WE LIVE IN THE DIGITAL AGE

Why do firms – big and small – need a digital strategy? The answer is simple: we live in the digital age. There is no running away from that. Today, data, information and ideas are all sourced, exchanged and shared with a range of diverse stakeholders in all domains and geographies across the globe. In a single day more than 2.5E9 gigabytes of data are generated and shared on the internet, with more than 50% of the sharing being done by mobile devices. The universality of data and our reliance on it in everyday life cannot be ignored.

This extraordinary dominance of rich data and information on our lives was even more greatly in evidence, as the C19 pandemic changes the way we interact with those who serve us. Today, as the post pandemic era stabilises, working from home has become the norm, and consumer buying behaviour is at ease with the pervading digital culture. Businesses that do not play along, and embrace the new digital normal, are very likely to lose market share and revenues.



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a) All Businesses Need to Leverage the Digital World

Formulating a robust digital business strategy, that ensures that the value proposition model and the attendant marketing strategy, fully leverage the rapid digital developments in the real world, is an imperative. The efforts of every business – irrespective of size – must be aligned to and integrated with the overall strategy of the enterprise. It is a crucial first step to understand how the constantly changing digital marketplace is evolving and how it impacts one's business.

Besides, it is also essential to gauge how the behaviour and relationships between the touchpoints of one's business, the brands and one's customers and prospects, is altered by the all-pervasive digital infrastructure. It doesn't matter what business one may be in. It is assured that most of the existing customers or prospects are already migrating to digital platforms or are planning to do so in the very near term: relying on digital technologies to research, evaluate and buy the products and services they consume.

b) Having a Coherent Digital Strategy to Manage the Customer Experience is Critical

Without a coherent strategy of engagement and retention, and managing the entire customer experience, businesses are bound to lose touch with their most important stakeholder. There will be missed opportunities of growth and entering into new markets. Making one's business fully digital is at the core and the heart of the new normal and the more we choose to ignore and be reluctant to adopt and adapt to it, we do so only at great risk to our businesses.





WHAT WE OFFER

Our firm, **Resilient Leadership and Change Masters, LLP (RLACM)** serves its clients who need to strengthen their digital business strategies, infrastructure, and processes, through a seven-pronged integrated approach for holistic success. It is designed and executed with view to maximize return on investment (ROI) for our clients. These are as follows.

- i. Comprehensive Business Diagnosis to assess the areas of improvement and change if required, to make it compatible with a Digital Growth Strategy that augments its existing Marketing Strategies.
- ii. Stimulating a process of Business Design Innovation through enhanced Customer Centric Thinking and behavior. This would drive a Customized and Contextualized Solutioning of business strategies and operating technologies, based on step (i) above, and through a free, generative dialogue with the Leadership / Owners, and its existing and prospective customers.
- iii. Crafting the appropriate Digital Business Architecture, that would be compatible and in alignment with the Business Design, Marketing Strategies and Operational Methods. A comprehensive system based solutioning approach would maximize organizational effectiveness and efficiencies, at the same time mitigate its exposure to risks. A brief on the core technology platforms used as a foundation for developing and deploying Digital Business Strategies is attached in Annexure-1.
- iv. Translate the investments into Enhancement of Brand Visibility, through increased reach to global OEMs / sourcing companies, by exploring new geographies, new markets for previously untapped opportunities.
- v. Facilitate accelerated Revenue Growth & Profitability by exploiting the Operational Excellence capabilities based on Quality (ZED Certification) and deploying it as a Strategic Asset.
- vi. We offer to strengthen collaboration with international OEMs, through our large Network of Global Experts who have deep understanding of both local as well as global market opportunities and command respect due to their credibility as leaders in India and across the globe in USA, Europe, Middle East & Africa, Asia and Asia Pacific region.
- vii. Trigger Design Thinking and Innovation capabilities within the leadership team to enable it to lead the journey for technological self-reliance. This is going to be the key to long term success in the post pandemic era and for Sustaining Excellence. It shall help to leverage opportunities arising out of the Atmanirbharta mission of India, which shall promote products Designed and Made in India, eliminating or reducing dependence on imports.



WE AT RLaCM PROVIDE **DIGITAL BUSINESS ARCHITECTURE**

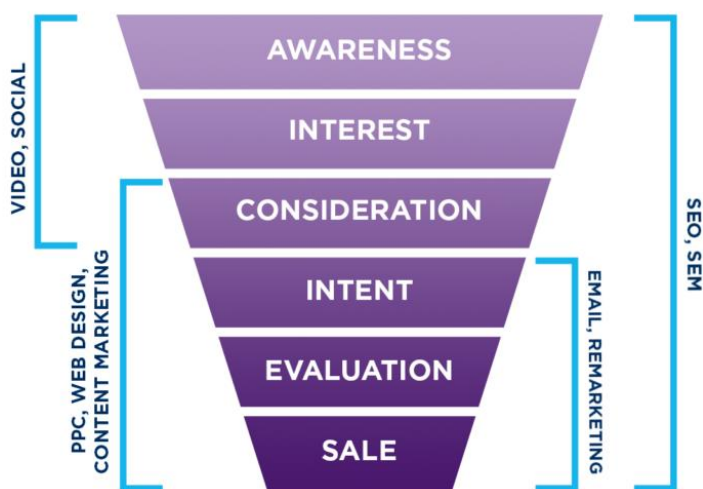
Digital Marketing Technologies Offer Evolutionary Architecture for
Affordability, Speed and Flexibility

Digital Technology has changed more in the past 10 years than it had in the previous 100—launching us out of the age of TV spots and print ads and into the age of websites, online video, social media, and Google. Consumers today are connected to the web 24/7. adults now spend upwards of 6 hours per day consuming digital media, and that does not count those whose jobs are internet dependent. The bottom-line is that opportunities for business engagement are becoming part of the Digital Ecosystem.



Thus, customers may be searching the web right now for a company like yours. The question is that Will they find YOU or one of your competitors? It all depends on your presence and the ability to positively influence the customer through digital marketing strategies and engagement methodologies. Over 100 companies rely on RLaCM to help them generate more website traffic, leads, and sales that are translating into business growth. Due to the C-19 Pandemic the behaviour of customers has already shifted to a more digitally preferred environment for engagement. Therefore, your web based digital business strategies, processes and tools should be your number one priority in the post pandemic age to leverage it for marketing and profitable growth in sales revenue. How does your website based digital marketing & sales system measure up?

DIGITAL MARKETING CHANNELS



Architecture of Digital
Marketing Platform

Resilient Leadership & Change Masters, LLP



Customized & Affordable **PLAN FOR MSMEs**

A Modular and Scalable Approach for Implementation of Digital Transformation for Business Growth

You may think that your organization is not large enough to afford the technology costs as well as services for digital transformation of your business from a premium agency like ours! However please think again, as our model for engaging MSME's like you has been deliberately crafted and assures a very affordable entry cost!



Therefore, we have specifically designed an affordable, cutting edge technology driven analytics-based road map for online decision support services for micro, small, and mid-sized businesses as listed below, that may be deployed at different stages of the digital transformation journey in a complementary and hybrid mode with your existing marketing strategies.

These technological tools form the core for a robust business intelligence system, that support ATL, TTL and BTL marketing strategies which have the dual advantage of flexibility and speed along with maximization of sales productivity. This makes the case for ROI extremely attractive.



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INTELLIGENT WEBSITES DRIVE BRANDING STRATEGY

Global research data indicates that 63% of consumers primarily use your company's website to find and engage with you. As if that is not enough, 48% of people cited a website's design as the number one factor in deciding the image and credibility of a business. It is the primary factor to attract global clients. What does your website say about your business?

SEARCH ENGINE OPTIMIZATION (SEO)

SEO is always at the top of any digital agencies services list. That is because it affects all your online marketing strategies. SEO is vital to ensure that your website shows up in online searches. Without effective SEO, prospective customers may never get to see any of your digital marketing efforts. It supports targeted ATL, BTL and TTL marketing strategies.

SEARCH ENGINE MARKETING (SEM)

While SEM and SEO both rely on keywords, that is where the similarity ends. SEM strategies involve paying a search engine to place your website in front of customers. It is closely related to pay-per-click advertising. With SEM, you choose keywords associated with your products and services and then craft advertisements around them. These are the familiar type of advertisements you will see when you conduct a search query online. It supports targeted BTL and TTL marketing strategies.

SOCIAL MEDIA MARKETING (SMM)

To succeed at social media, you need a thorough knowledge of each platform you are using. Different social media networks appeal to different audiences, so you can reach out to the exact clientele to suit your business aims. There are about 3 billion social media users worldwide, that is a huge audience for your goods and services. Social media marketing involves increasing awareness of your brand by sharing content with and engaging with this audience. This supports ATL and targeted TTL marketing strategies.

EMAIL OUTREACH

Email outreach is one of the oldest digital strategies, but it is still one of the best ways to generate leads. Managing an email contact list, email personalization, and targeted product offers is an essential part of email marketing. It is also time-consuming and complicated. This is part of BTL targeted marketing strategy.

RE-TARGETING

Re-targeting gives you a second chance with people who have visited your website and then left without purchasing anything. You place a tiny piece of code on your website that drops a cookie onto the computer of everyone who visits your site. Every time they browse the web, this cookie prompts your retargeting provider to display your ads.



CONTENT GENERATION AND OPTIMIZATION

Content marketing uses the age-old art of storytelling to increase brand awareness. It aims at building relationships with potential clients, establishing your brand as a partner in satisfying their needs. It is a subtle way of winning customers without direct advertising.

AFFILIATE MARKETING

This is a performance-based type of marketing where you pay for conversions rather than traffic. How it works is that you get a professional blogger or high-traffic website owner to market your products to their audience.

QUALITY LINK BUILDING

Link building is an important part of any SEO strategy and its risky business for the uninitiated. Google places severe penalties on spammy links and can even suspend your website if they suspect foul play.

INTEGRATED ONLINE MARKETING STRATEGIES

Most digital agencies will engage in integrated digital marketing strategies to ensure you have got all your bases covered. Rather than a catch-all approach, this strategy ensures that all your marketing efforts are intentionally coordinated and complementary. For example, they will craft one great blog post and share it on social media, tweet about it, promote it on a reputable guest posting site, and even convert it into a video.



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We strongly recommend investing in a comprehensive online marketing strategy that ties together a variety of digital services. Consumers now flip back and forth between stages in the buyer's journey, so employing a variety of tactics like email, video, SEO, and PPC are a must.



The choice of services and solutions that are best for your business, depends on the following factors:

- Your organizational goals
- Your business model and execution strategies
- Your product/service
- Your channels
- Your target audience
- Your capabilities
- Your investment / budget plans

Once we complete a competitive analysis of your landscape, we shall recommend the best technological configuration to optimise your investments and maximise the achievements of your goals.

Our digital team shall help you to develop an online strategy to drive more qualified visitors to your site and convert those visitors into leads and sales. What are you waiting for? [Contact Us](#) today and start dominating the world of web-based marketing to maximize growth.



WHO ARE WE?

We are a team of executive suite business leaders drawn from India and abroad, with a proven track record of visionary, turnaround, and transformative leadership as well as management under crises. Our firm RLACM, is committed to helping and facilitating the attainment of sustainable competitiveness of organizations in line with global standards and best practices with a special focus for value creation in the MSME sector, as it is the most critical aspect of our nation's supply chain. Our operating philosophy is to serve as a catalyst for beneficial change, by enhancing organizational performance through capabilities for innovation as well as continuous improvement. Further details are provided in our website <https://www.rlacm.com>

Founding Partners



Amit Chatterjee

Fellow ASQ, SMIEEE
IIT Kharagpur, IIT Delhi
Former MD ASQ India & South Asia,
Former Tata Industries & Honeywell Executive



Bharat Wakhlu

Fellow ASQ, Fellow AIMA
BITS Pilani, IIMB, AMP Wharton / INSEAD
Former MD Sikorsky India,
Former Tata Sons (TAS),
Former President Tata Inc. New York

For complete details of Founding Partners and Leadership team please visit www.RLaCM.com

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Bharat Wakhlu
+91 9958722199
bwakhlu@rlacm.com

Amit Chatterjee
+91 980064745
achatterjee@rlacm.com

B S Rawat
+91 98188 62673
brawat@rlacm.com

REACH OUT TO

Resilient Leadership & Change Masters

Registered office:

912, New Delhi House,
27, Barakhamba Road,
New Delhi-110001.

Email us:

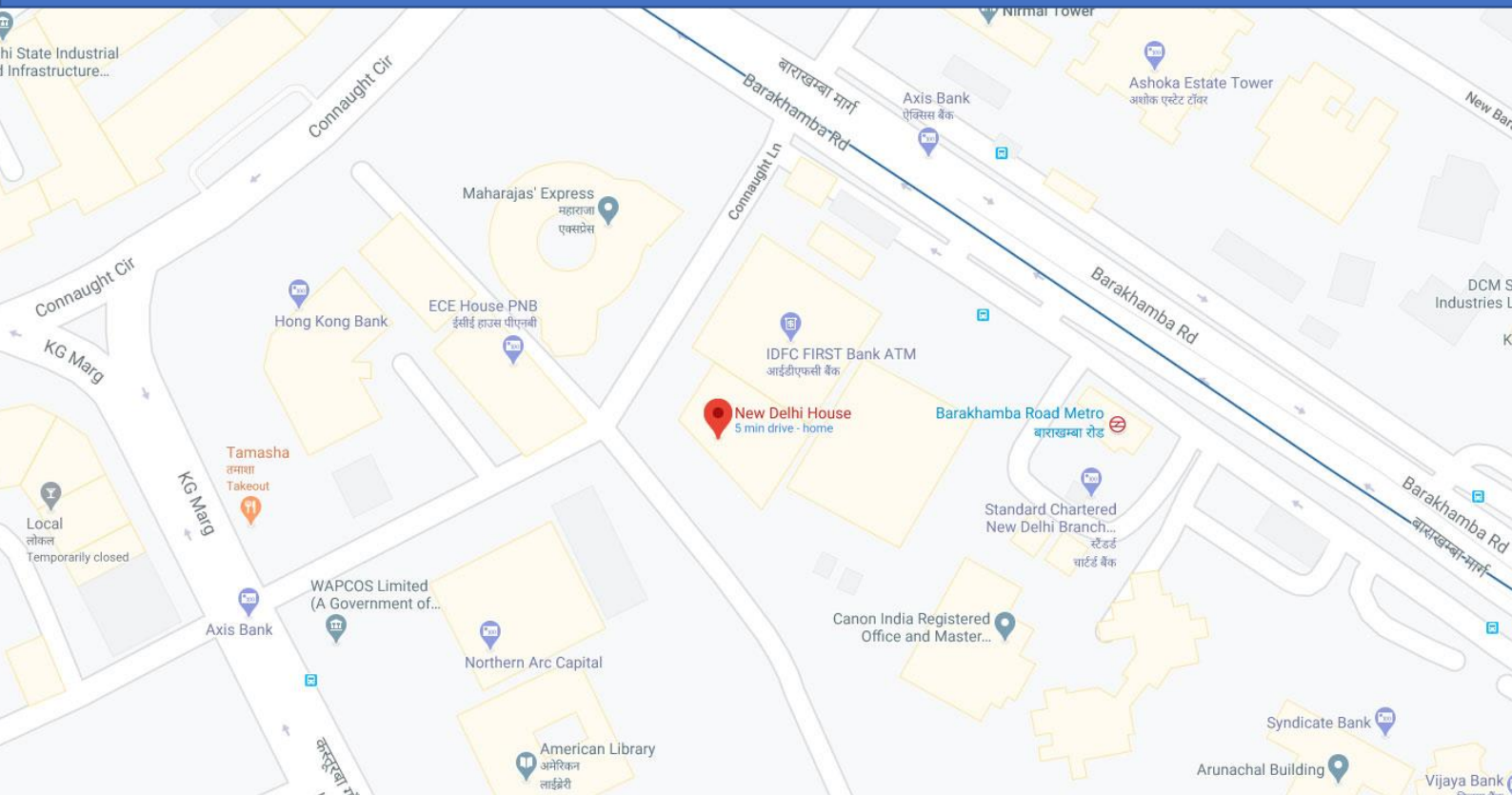
info@rlacm.com
bwakhlu@rlacm.com
achatterjee@rlacm.com

Call us:

+91(11)45097337
+91 9810064745
+91 9958722199

OUR WEBSITE

<https://www.rlacm.com>



RLaCM is an acronym for **'Resilient Leadership & Change Masters LLP'**

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