



ENHANCING THE EMPLOYABILITY
OF YOUNGSTERS BY BRIDGING THE
GAP BETWEEN UNIVERSITY AND INDUSTRY.



EXECUTIVE PROGRAMME IN **SIX C's**

A Leadership Programme for Students Transitioning from University to Industry,
Working Professionals and Entrepreneurs.



IN COLLABORATION WITH



School of
Meaningful
Experiences™

www.edgevarsity.com



About The Programme

“What Got You Here Won’t Get You There” is the title of a very popular book by Management Guru Marshall Goldsmith. This is true for all, especially for academically bright students, who using their IQ and learning ability score well in their examinations. However reliance on natural ability and talent can only take them so far. Soft Skills is one such critical aspect that often gets ignored though it is one of the most important competencies that will indicate your career trajectory. Employers seek employees who are persuasive communicators, elicit confidence, have a never say die spirit, and are competent to tackle any challenge that comes their way. We have to be all that and more to stand out in today’s highly competitive workplace. At workplace, there are no examinations to determine how good you are or where you stand. Feedback is given only if it affects the bottom line. If you are good at what you do, you need to communicate that effectively across to your team and management to avoid being overshadowed by loquacious ne'er-do-wells.

EdgeVarsity in collaboration with School of Meaningful Experiences (SoME) has designed a training programme called “Six Cs for working professionals” to help students who are transitioning from university to industry and working professionals who are in their initial phase of professional life, improve their SIX Cs- Communication, Confidence, Creativity, Curiosity, Competence and Collaboration. The programme has been created to meet the unique challenges brought about globally by the COVID-19 pandemic, as post-COVID workplace will be vastly different from the one we are accustomed to. We will not only have to compete with other people but also with smart machines and technology initiated by automation and Artificial Intelligence. This six weekend course will be conducted by industry leaders and will help you to be confident and communicate better.

Course Curriculum

Module 1: Introduction to the Six C's curriculum

Introductions, ice breaker, first impressions, identity building exercises

Module 2: Understanding Confidence and Self-esteem

Self assessment, fear, uncertainty, fight or flight, understanding change in body and mind, non-verbal communication, case studies

Module 3: Fear, Uncertainty & Doubt

Coping with setbacks, dealing with failures, courage, case studies

Module 4: Alice in Wonderland- The 'Why'

Focus, distractions, problem solving, case studies

Module 5: Critical thinking & Researching Skills

Scrutinising leadership styles, research tools, citing literature, writing a script, theory of knowledge

Module 6: Elements of creativity

Boredom, imagination, creativity in business, innovation, inventions, ideation & execution

Module 7: Overcoming Glossophobia

Physiology & psychology of panic attacks, panic monkey, understanding audiences

Module 8: Structure and Articulation

Style, substance, impact, understanding your audiences, comprehension, attention span

Module 9: Persuasion

AEIOUxE framework, roleplay exercises

Module 10: Storytelling and the art of delivery

OBC framework, applying OSCRE framework to create stories

Module 11: Speechwriting

Analysing TED talks, historical speeches, word rate, memory, reading a script

Module 12: Debating

Building an argument, addressing the opposition, accepting a good argument

Module 13: Competence

Habits, skills, hobbies, salaries, money, time management, career decisions

Module 14: Career Crafting

Applying to colleges, building a career, networking, nurturing relationships

Module 15: Video Resume Exercise

Scripting and shooting a 2-minute video resume for college and work interviews,

Module 16: Practical feedback

In class roleplay and mock drills, mid term review

Module 17: Collaboration

Interpersonal skills, public behaviour

Module 18: Art of conversations

When to speak and when to keep quiet, asking leading questions

Module 19: Listening and Empathy

Listening with intent, caselets + roleplay, managing conflict, emotional support

Module 20: Getting ready for the final day and wrap up

Practice, Practice, and more Practice

Module 21: Final Project Presentation

Public speaking, presentation, research paper submission

Learning Approach



Course Author



Dr. Rakesh Godhwani
Founder of SoME,
School of Meaningful Experiences



Dr. Rakesh Godhwani is the founder of SoME, School of Meaningful Experiences that offers programs for teenagers that helps them become more confident, communicative, curious, creative, collaborative and competent. He is also an Adjunct Faculty of Communication at IIM Bangalore and IIM Udaipur, coaches promising startups and senior managers in the industry, gives seminars and talks in corporate events and colleges, reads a story to his kids every night before they sleep, bicycles to work whenever he can, writes, earns a fraction of what he used to, but lives a million times better. His fourth book titled "Public Speaking Kaleidoscope" was released by Business Expert Press USA in May 2017. His earlier book "What to Say and when to Shut Up!" was published by Penguin Random House in November 2014 and translated in Marathi in 2017. Rakesh recently launched his online course on EdX and IIMBx called "Effective Business Communication" designed for learners around the world. Rakesh recently launched his podcast "Plunne" which is available on iTunes and can be accessed freely from any podcast apps. Besides this, Rakesh also volunteers as a counsellor at Vishwas Society for Mental Health in Bangalore. Prior to this, Rakesh has worked in Wipro, Intel and Qualcomm in various profiles ranging from product marketing, sales and business development before he took the plunge to pursue his passion in teaching and writing. He is an alumnus of NIT Karnataka (BE Computers, 97), IIM Bangalore (PGSEM, 2004), and Cardiff Metropolitan University (PhD, 2018). Follow him @godhwani, LinkedIn or Facebook.

Listen To Industry Experts

"What one says is important but how he says is even more important". Precise communication between 'Transmitter' and 'Receiver' can build or break relationships and could be the difference between "Success" and "Failure" in the business world. The SIX Cs framework developed by Rakesh and his team pin pointedly addresses this need that a working professional needs to succeed at the work place."



Mr. Uday Singh
Chairman, Director & Builder
of Businesses & Visualiser
of "Start-ups"



PC Musthafa
Co-founder & CEO,
iD Fresh Food

"Communication is at the core of effective leadership. While some people have innate talent in the area, communication methods, articulation, confidence are also skills that can be learned and refined. As a leader, I strongly believe clear communication coupled with confidence is needed to influence and inspire the team. SoME has not just helped me and my leadership team to be better communicators but also made us better storytellers and augmented our curiosity and confidence levels."

Certification


EV-SoME-EPIS-10012021-0001

EDGE VARSITY

CERTIFICATE *Of Course* COMPLETION

This is to certify that

Ajay D K

has successfully completed the course

" Executive program in SIX C's 2020 "

Offered jointly by **SoME Bengaluru** and **EdgeVarsity Learning Systems Pvt. Ltd, India**, on
10 January 2021.



**School of
Meaningful
Experiences**

Rakesh Godhwani

Founder

Sekharan Menon

CEO, EdgeVarsity Learning
Systems Pvt. Ltd.

Verify this certificate at <https://edgevarsity.com/turecertificate/Z09qevPnto>

This Certificate is digitally signed

Listen To What The Students Have To Say



Sumithra
(Entrepreneur)

"This course has surpassed my expectations. It is a well structured and effective course with a wealth of information that has enhanced my knowledge and which enables me to communicate effectively in both my professional and personal life".

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*"After doing this programme, we applied for an incubation programme held by IIT incubation and Innovation Cell, Delhi. Not only did we win that competition, we also got incubated at IIIT-IC, New Delhi. The pitch perfect programme is suitable for start-ups that are looking to raise funds/ get people on board- investors, team, customers.
From learning to adapt to a virtual pitch, nuances of our body language to articulating the ideal pitch, this program was perfect for an entrepreneur like me. Thank you so much Rakesh Sir and team for making us "Pitch Perfect"*



Neha Misra
Co- Founder & CEO-
The Fin Lit Project Pitch
Perfect programme-2020



Kaustub K
Working Professional
Executive
Programme - 2020

"The six CS course taught me crucial communications skills that have helped me become a better leader"

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"Atleast the outset, I have to accept that fact that when I joined the course, I was expecting it to be another soft skill program which claims to improve my public presence etc. However, from the first day, it was entirely different. Rakesh teaches concepts in a very relatable way with the sessions being more practical and experimental"



Gopalkrishnan
(Working Professional)

Course Fee

Rs. 12,999.00 + taxes*

For Registration



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