

'Ensuring Results'

A&M, New Delhi



CONSULTANCY

Ensuring Results

Infusing accountability and tangibility to consulting enables Manford to bring in a paradigm shift.

MAYANKA M. SINGH

We do not believe in designations, we are actually thinking of making our CEO-ship rotational," says Poonam Nijhawan cofounder of Manford Allianz. Welcome to ICE (information, communication and entertainment) age thinking. Manford conducts specialized workshops across the globe, enabling organizations to register breakthrough performances, and overcome obstacles. Its mission statement: transforming nations through enterprising people.

Manford, since its inception in October 1992, has strived to create systems that, at the end of the line, produce results. It draws consultants from different backgrounds such as management, psychology, engineering and so on. It also engages in long-term relationships (stretching for two to three years) with its clients, to bring in accountability. Nijhawan explains, "To achieve a breakthrough, the critical mass in an organization has to come in. Touching just the top echelons will not help."

Manford's impressive list of clients include American Express, Gillette, Reebok, Hero Honda, Maruti Udyog and Century Rayon to name a few.

It has been conducting Communication and Management of


the Asia-Pacific region, parts of Africa, West Asia and Eastern Europe, Nijhawan says, "The trainers from abroad failed to strike a meaningful relationship (in Delhi). So we moved in." Since 1997, it has covered 40 countries for UNDP. The stress has been on managerial effectiveness and management of change and communications.

In the last two-and-a-half years, Manford has conducted more than 35 workshops in Bhutan, Malaysia, Yemen, the Philippines, Sri Lanka, China, Indonesia, Kyrgistan, Mongolia, Myanmar, Sudan, Uzbekistan and Laos. It operates in the areas of organization development, diagnosis, climate survey, training needs and analysis, re-engineering, systems building, strategic planning, mission statements, role analysis, corporate search, education and training and development.

Special breakthrough workshops like corporate breakthrough workshops, empowered leadership programme, skills and advanced skills workshops are conducted ranging anywhere from one to five days for different management levels.

Manford has evolved a 360-degree leadership compass software. This human resource tool gives leaders and managers in the organization, a system to get acquainted with their projected image and compare the data with their own self image through a 360 degree feedback system. Nijhawan says, "The real workshop takes place after the conference."

Manford has a 99 per cent retention rate amongst its clients. It had a turnover of Rs 1.6 crore last year. It has offices in Pune and Ahmedabad and plans to expand into Punjab and the East.

The organization sets stringent standards for itself. While a person can become a deliverer in six months, it takes 3-4 years to make a full-fledged consultant. Manford has visions of eventually setting up a corporate university called Manford University. With corporates more receptive to learning and training than ever before, Nijhawan says, "The ball is now in our court, as there is so much that we can give." 

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It has been conducting Communication and Management of Change Workshops for the United Nations Development Programme (UNDP), for the last four years, in

**called Manford
University**

