

THE OBSERVER

'Transforming nations through enterprising people'

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AMID the cluster of motivational gurus and groups, this organisation simply stands

out for its sheer vision and numerous distinctions.

Manford Alianz, the brainchild of Anand David, was born out of the realisation of 'the sterility of decades-long adherence to ideology based rules and the resultant stagnation in thoughts and performance in the today's world'

Manford's vision is aimed at 'transforming nations through enterprising people' and believes that the real wealth of the organisation and the nations are its people.

Unlike many other organisations, who aim at increasing their monetary wealth and raising their profits, Manford has been working with companies and governments to realise their potential growth by encouraging individuals to break free from the

monotony of limited performance levels.

Starting way back in the early 80s as a products of Dr David McClelland's Achievement Motivation Movement, Manford's two key workshops – Empowered Leadership Programme and the Corporate Breakthrough Workshop—are today recognised not only in the HR circles within the country but also in more than a dozen countries abroad.

Four years ago, Manford conducted a training programme for the UNDP, New Delhi. The programme had much impact that Manford was recommended to the head office in New York.

Thereafter, the UNDP, after studying 50 companies from all over the world, selected Manford to conduct 'Communication and Management of Change Workshop' for the Asia Pacific, parts of Africa, the Middle East and Eastern Europe.

Manford has been, ever since adding feathers to its cap. During the past two-and-a-half years, Manford has conducted more than 35 workshops in Bhutan, Malaysia, Yemen, the Philli-

ppines, Sri Lanka, China, Indonesia, Mangolia and other countries.

Manford's unique programme has prompted the UNDP to conduct its workshops again in many countries. The words of Angela Van Ryanbach, country director, UN/WFP, is a testimony to Manford's ability to transform.

"You gave us a very valuable gift, a belief in ourselves. You helped open our 'windows'. In true sense you empowered me," says she about Manford.

The firm has an impressive list of clients in the country like American Express, Gillette, Hero Honda, Maruti, Bharti BT Internet, Bharti Cellular, Telstra, Aptech, Onida and many more.

Manford operates in the areas of organisation development, diagnosis, climate surveys, training need and analysis, re-engineering, systems building, strategic planning, mission statements, role analysis, corporate search, education, training and development.

The core team of Manford has its root in organisational development, and this character manifests itself in almost all its activities, points out David