

Performance.Productivity QUALITY.PEOPLE

**Ensure Business Impacts through Effective People
using behavioral economics, neuroscience, analytics**



Contents:

- **Solution Architects**
- **Context – Genesis**
- **What is mpower-u**
- **How mpower-u is developed**
- **What are the Traits is measures**
- **How does mpower-u works**
- **How do we interpret Results**
- **How it impacts across Roles in an organization**
- **Investment Framework**
- **Credentials**

Solution Architects:

EcoDev:

Boutique management advisory Firm operates in Africa and Asia. Core expertise in process design, performance assessment and enhancement with diverse clients ranging from Trans National Corporations, Governments and Multi lateral agencies.



Subrata Rana

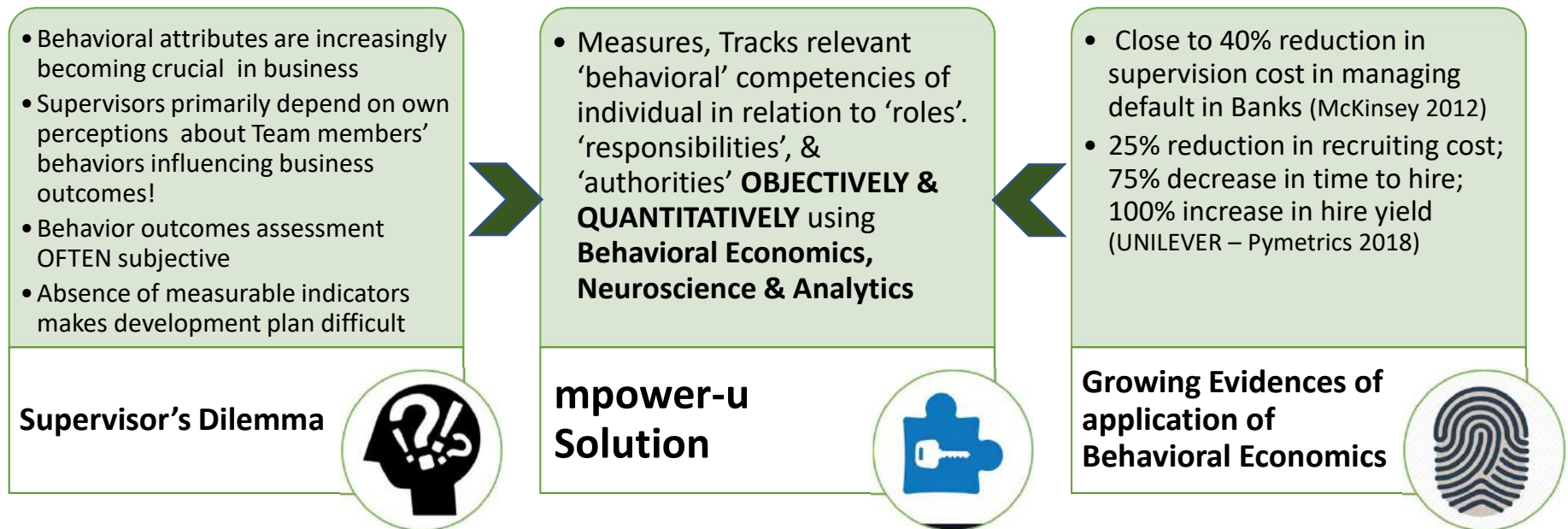
Former World Bank Economist
25 years of International Experiences
with over 20 countries.
Worked with leading multilateral
agencies and MNCs.
IIT & Stanford Alumnus



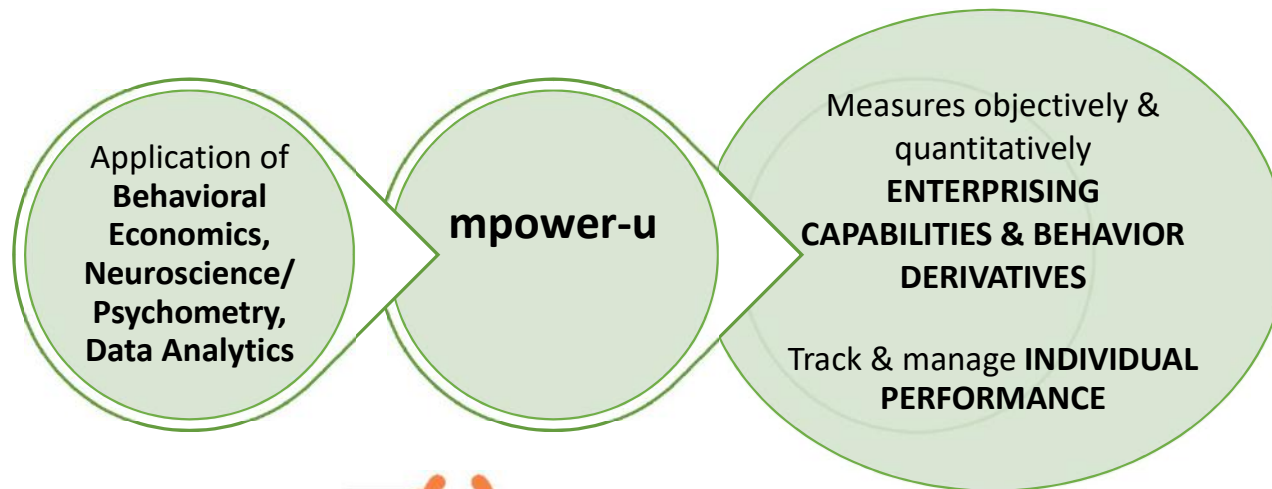
Dr. Raj Dravid

Over 40 years of corporate experiences
in corporate management, human
resources development, behavioral
science and strategy. Worked in Asia,
Middle East and Africa Holds Doctoral
Degree in Management

“mpower-u”: ‘Empowers Supervisors’ to achieve higher ‘Productivity’, greater ‘Responsibilities’ and enhanced ‘Belongingness’ from reporting Team members



What is mpower-u



Flexible tool could be

- customized & configured as per job role in every company & industry
- administered through simple non-intrusive, non-directional, culture free assessment in local language (*already available in 10 languages*),
 - online & offline modes of delivery
 - backed by robust analytic algorithms



mpower-u: management solution for increasing people productivity



How mpower-u is developed



Designing: 2016

USAID Feed The Future
Research Challenge Fund
Recipient

Research Partnering with
Syngenta West Africa

Build on large enterprise
development academic and
action research database
for three Global Institutions

Triangulation with World
Bank/ NUS/ GIL research
data

Five Modules: 3 for BXI & 2
for CXI



Pressure Testing: 2017

Piloted in following sectors viz.,

Government & Multilateral Agencies:
Entrepreneurship & Skill
development Program

Corporation: Sales & Distribution
Network, Management & Customer
facing Personnel

Venture Funds: Start-Ups

FI (MFI/ NBFC): Extension Staff,
MSME Customer

Research Agencies & NGO: Extension
Staff



Roll Out: 2018

Client Profile:

Government
Multilateral Agencies
Corporate
NGO

mpower-u Solution Framework

APPROACH”

- Benchmark necessary “Behavioral Traits” as per Job Role/ Function, Responsibility, Authorities
- Customize the Tool
- Run Algorithms
- Visualization & Dashboard
- Tracking
- Mentoring

mpower-u Clustered data



Behavioral Modification Maps



**Performance Assessment Framework:
Behavioral Modification KPI/ KRA**

- (bKPI/ bKRA) e.g.,
- : Change in Leadership
- : Change in Emotional Resilience
- : Change in Networking Ability
- : Change in Managerial Effectiveness
- : Change in Creditworthiness

General Profile



Action level performance Assessment Framework – (aKPI)

Indicators that measures action/ business performance



**Comprehensive Enterprise performance Framework
 $\Sigma (aKPI+bKPI)$**

KPI – Key Performance Indicator
KRA – Key Results Areas

What Traits it measures Quantitatively



The need for achievement is a primary human motive which can be defined as a need to achieve success or excelling at a given task.

Achievement Motivation



It refers to the extent to which a person believes they can control events affecting them.

Locus of Control



It is a deeper level of thinking that includes our ability to think about our thinking; how we understand, adapt, change, control, and use our thought processes.

Meta Cognition



Domination is the condition of having control or power over people or things. Like many other needs of humans, it is a motive to acquire a dominating position in life.

Need for Dominance



An individual's passion for his or her work comes from self-motivation to work more to achieve the target /goal. It creates an insatiable hunger for excellence.

Passion for Work



It is defined as people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives..

Self Efficacy



The need to manage networking at professional and personal level is an important entrepreneurial attribute. It comprises of seamless interactions, influencing and developing emotional connect with others'.

Networking Ability



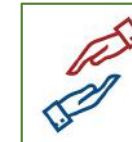
Extraverted person reflects assertiveness, optimism, drive, dominance and leadership. Such a profile is more likely to take risks.

Extraversion



It implies being perfect in any assignment. Such individuals do believe in hard work and planning. They are disciplined and organized in various undertaken tasks & projects.

Conscientiousness



It reflects that individuals adjust their behaviour to suit others. High scores are typically polite and like people. Low scores tend to 'tell it like it is'. It also measures individual's honesty and integrity affecting their creditworthiness.

Agreeableness



It is measure of self control, confidence and stability to stress. And emotional resilience. One's ability to provide judgement largely depends on it.

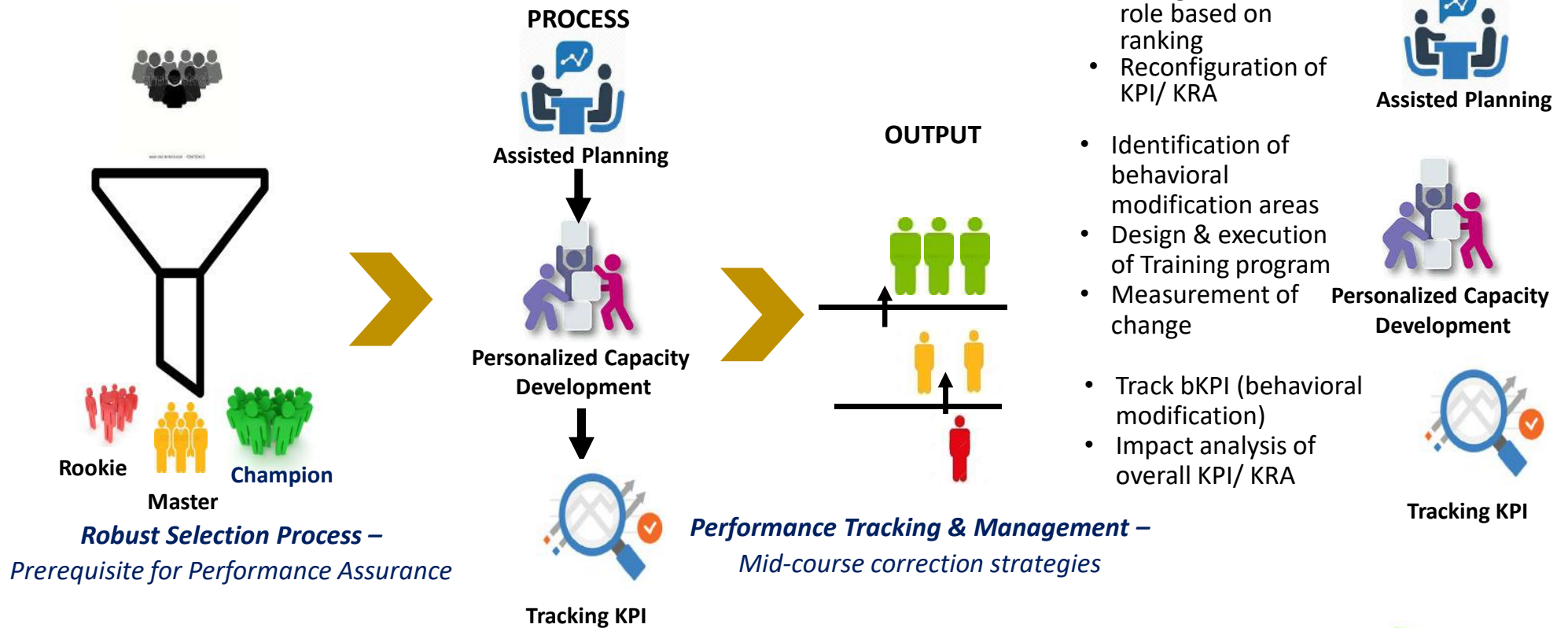
Neuroticism



It signifies trait that is seeking new experience and intellectual pursuits. High scores may dream a lot. Low scores may be very down to earth. Good measure of creditworthiness

Openness to Experiences

How does mpower-u work



How do we interpret the results



CHAMPION

Having scored highest on Technical, Entrepreneurial, Behavioral attributes & skills

Outcome: Business outcome evaluation, Fit to assume leadership role, Brand Custodian, Demand customer loyalty



MASTER

Having strong Technical Knowledge, moderate Enterprising & Behavioral attributes & skills

Outcome: Consideration, Creating pipelines of customers



ROOKIE

Having lowest relative score on Technical, Enterprising & Behavioral attributes & skills

Outcome: Awareness Creation, market intelligence, Support service provisioning

mpower-u Impacts across various Roles in Company

Company Own Staff @

- Leadership
- Management
- Customer facing Staff
- Support Staff



For EXISTING HR –
identify areas of leadership
excellence & managerial
effectiveness

For NEW Recruit –
map requisite behavioral
determinants required for
specific Job Role

SUPERVISOR'S TOOL
to nurture, develop,
manage & lead the
Reporting team

Business Partners @

- Franchise
- Distributor – Dealer – Retailer
- Proxy Sales Force - Agent



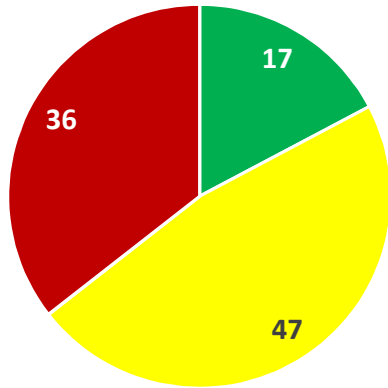
For Existing Partners –
evaluate objectively the entrepreneurial &
creditworthiness capabilities and help
develop enhanced incentive plans

Help Organizations to map necessary quality
to choose right **NEW candidates**

How does mpower-u impact

ENTREPRENEURS

DEGREE OF COMMERCIALIZATION:
IMPACT OF BEHAVIORAL COMPETENCE



■ CHAMPION ■ MASTER ■ ROOKIE

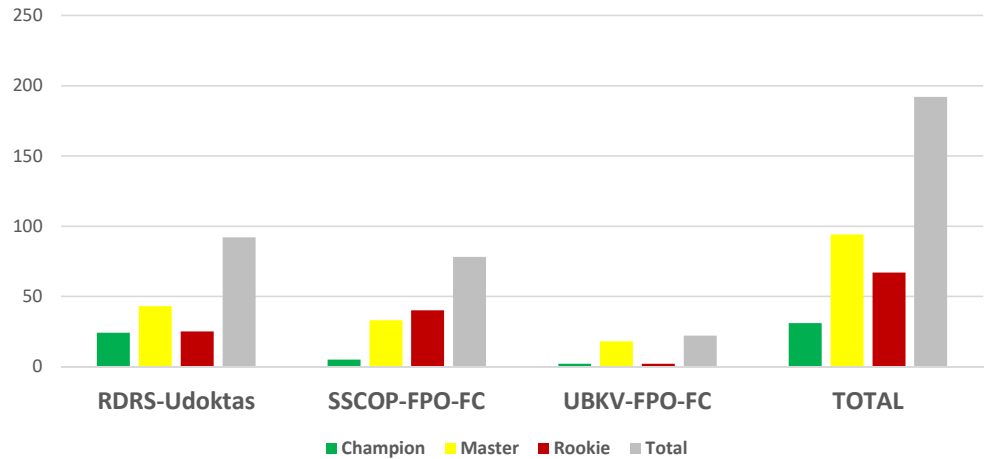
In the given cohort;

- 17% have demonstrated very high degree of behavioral capabilities to scale up commercialization
- 47% are having moderate probability of pursuing commercialization as scaling up strategy
- 36% have least probability to apply commercialization approaches to scaling up

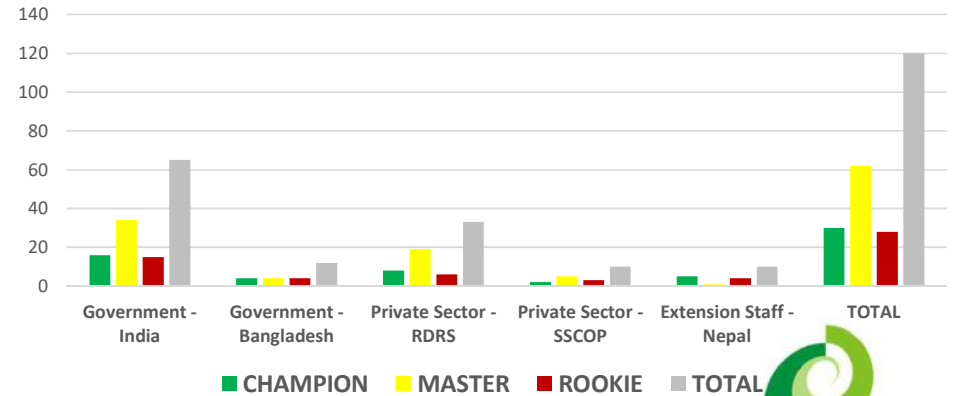


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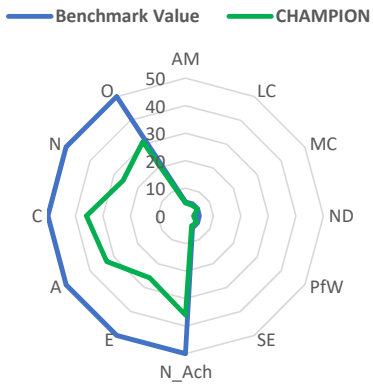
DISTRIBUTION OF CHAMPION-MASTER-ROOKIE: UDOKTAS/ FPO/ FC © EcoDev



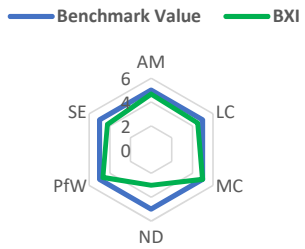
DISTRIBUTION OF CHAMPION-MASTER-ROOKIE:
EXTENSION AGENTS



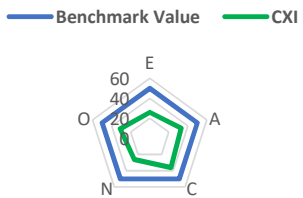
CHAMPION: DEPARTURE FROM BENCHMARK



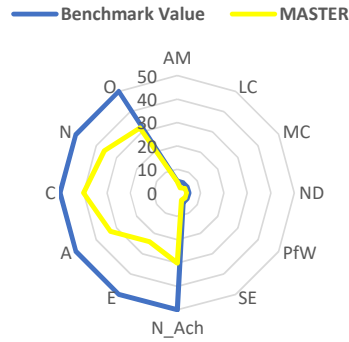
CHAMPION: BXI DEPARTURE



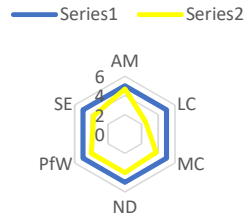
CHAMPION: CXI DEPARTURE



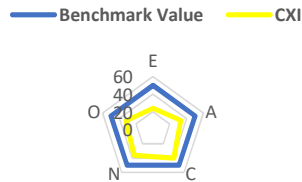
MASTER: DEPARTURE FROM BENCHMARK



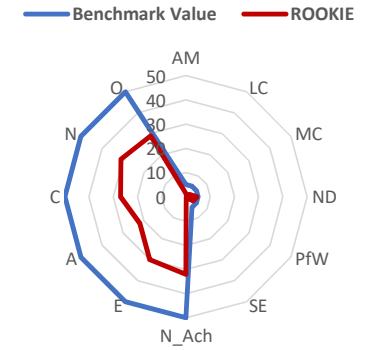
MASTER: BXI DEPARTURE



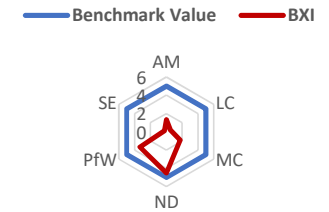
MASTER: CXI DEPARTURE



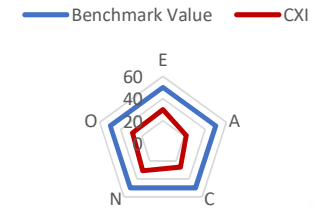
ROOKIE: DEPARTURE FROM BENCHMARK © EcoDev



ROOKIE: BXI DEPARTURE

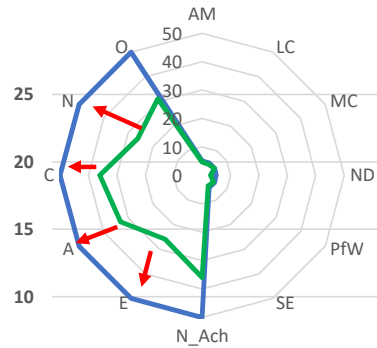


ROOKIE: CXI DEPARTURE

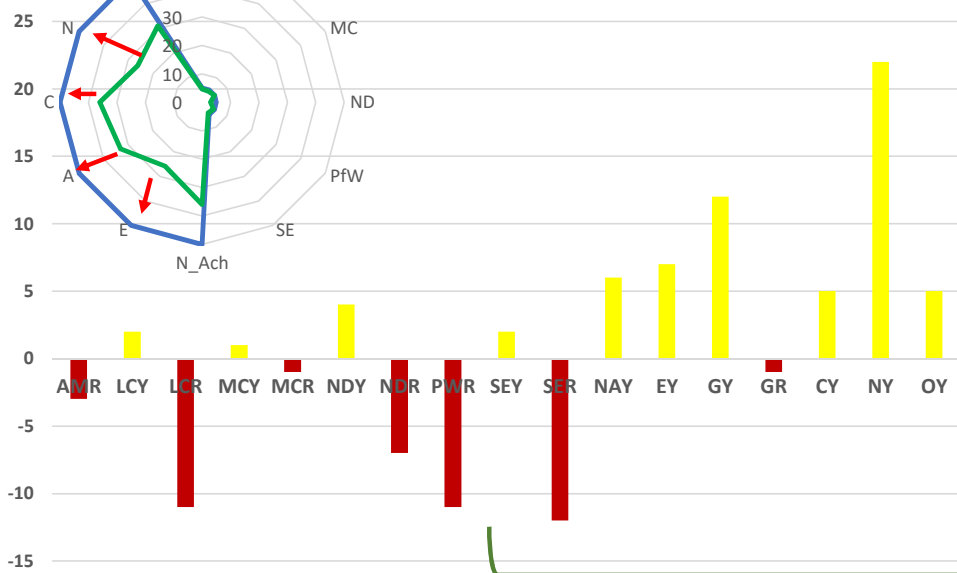


Behavioral Shortcoming Areas (BSA) results from the Departure

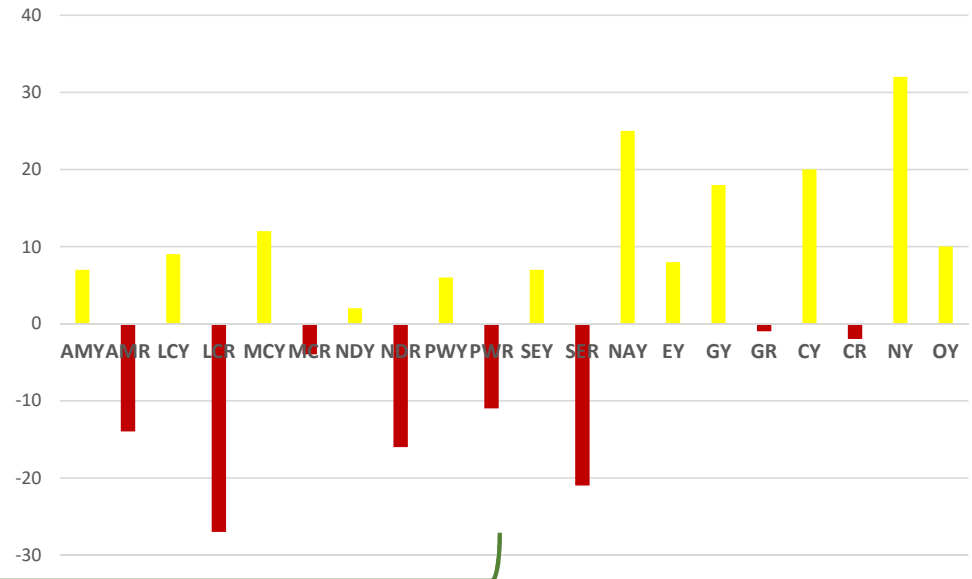
ENTREPRENEURS



BSA: CHAMPION UDOKTAS (RDRS)



BSA: MASTER UDOKTAS (RDRS)



- Behavioral Modification Training
- Revised KPI/ KRA
- Q-Q Monitoring of KPI/ KRA
- Impact Assessment through Business Value Articulation



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Enterprises Impacted

Corporations



Financial Institution/ Venture Capital



Government



Multilateral/ International Foundations



Not-for-Profit



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Geographies



Senegal



Tanzania



Mozambique



Nigeria



India



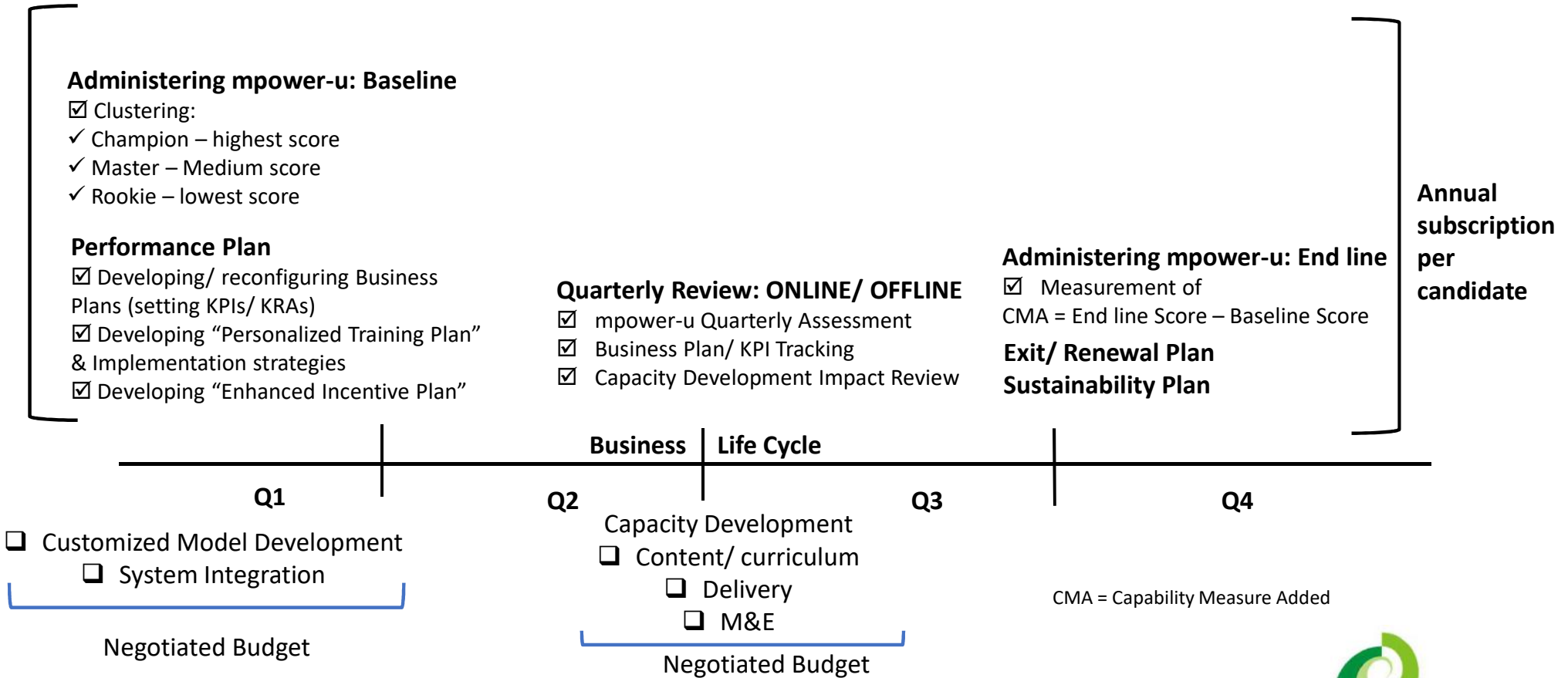
Bangladesh



Nepal



Investing on mpower-u



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Thank.You

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