

Situation: Client was a leading private university having multiple campuses spread around India; client already had a well established presence in India and was looking to become leading learning place in Asia and globally. Client was also looking to develop a policy blueprint so as to provide progressive education to its students as well as improve its brand perception and thereafter target global expansion.

Process, Insight and Advice: Knowledgefaber was asked to help in building a strategy for bringing cultural change and improve the performance and development (P&D) culture across its various colleges. We started with a background research into the situation of the client by listening to all parties such as teachers, principals and head teachers, students, parent bodies, central and regional staff, and local and international opinion leaders to get a clear understanding of existing issues from all perspectives. We call it "as-is" state of the client.

After that we undertook rigorous data analysis to learn about existing performance and do a benchmarking against other industry players to gauge market standing. Based on different insights and analysis we came up with certain recommendation options. We prepared several detailed case studies to test and better understand the implications of recommendations made by us.