



presents

# Decoding The New Normal of Work & Workplaces

Perspective for Investors, Employees & Customers



**Dr. Santrupt Misra**

CEO, Birla Carbon; Director, Chemicals, Fertilisers & Insulators; and Director, Group Human Resources, for the Aditya Birla Group.

@DrSantruptMisra

In conversation with



**Pankaj Bansal**

Co-founder & CEO,  
PeopleStrong

@PankajBansalPB

Learning Community Partner



Corporate**Shiksha**  
The Learning Network for Young India

#NewNormal

**Episode#1 – Masterclass Series**

#HRTech

# Agenda

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For business leaders today, going through COVID times feels like the journey down the tunnel from Alice in Wonderland. We are in an adventurous journey to – we don't know where – but the optimist in us hopes that this will mark the beginning of **'The New Normal'**.

While time will tell whether that would happen or not, we bring to you **Dr. Santrupt Misra**, who will *Decode the New Normal of Work and Workforce* from three perspectives:

- **Investors:** Investments in the New Normal. What is the way ahead?
- **Customers:** How can businesses plan this transition towards the New Normal?
- **Employees:** Is it time to reinvent the way we manage our People? How do we do that

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➔ Key Takeaways

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# Key Takeaways: The Good, Bad and Next of the New Normal

## The Bad

- We are living in uncertain times; it is difficult to forecast what would happen
- There is an 'Info-demic' in the current times along with a pandemic that makes it hard to separate facts from fiction
- The human & economic costs are going to be huge, and we all would have to share the burden.

## The Good

- People, Organisations, Governments have responded.
- Systems have been tested (esp. Government)– efficiency has been an outcome
- Innovation is happening – even at grassroot levels digital is driving sustenance
- People are taking time for self and family. Community spirit has grown

## The Next

- The pandemic has brought in an opportunity of leadership thinking – as nothing is going to be the same
- It is the time to act.
- Human spirit and all of us together will sail through these times.

# The New Normal for Organisations – How do they survive and thrive?

Organisations need to look at the options and make informed but quicker decisions.

## Cost

- Think of these times as an opportunity manage *cost, cash, liquidity*.
- **Prioritize** – good cost v/s bad cost. Take out what is bad cost.

## Customers

- Be *consumer driven* on everything.
- It is time for *recovery planning* – as consumer behaviours change what should we do match the change. For e.g. As a retail store you might want to re-think the shopping experience once the consumers comeback. The ones who are able to think of newer delivery models will have an edge.
- Winning back *trust and confidence* of customers is important.
- Look for monetizing capability extensions

## Productivity

- Focus on productivity – *Capital, People, Tech*. It is the only way to recover. Important to redefine productivity basis your businesses. It might mean agility or speed or rapid innovation.
- Run *Innovation initiatives* around productivity
- Have *productivity tools* to track success

# The New Normal for Business Leaders and employees

## As HR/ Business Leaders:

- *Suspend value judgements* – We must make *Trade off* decisions. Have trust on the right intent (as employees).
- *Mindfulness and Empathy* are the new traits of leaders.
- *Recalibrate priorities* basis the changes your business is going through
- Plan for Shifts at work : *Productivity, Physical health, Mental health*
- Develop *new talent models* that can de-risk your businesses
- As employers, *Hygiene and People wellness* will becomes a part of corporate responsibilities, We should be ready to deal with it.

## As individuals:

- *Work on self*
- *Reflect* more – improvement starts here
- *Reach out* colleague – dialogue about dilemma
- Age of lone ranger is over, *collaborating* is the way ahead

# What to do right after things start again?

## Short-Term Focus:

- Focus on *necessary*, postpone what was nice to do
- *Slow down* – recalibrate, finding cost effective alternative for anything
- Competency framework can wait, *virtual training systems* can't
- Putting *right person* at the right job, with agility

## Long term changes to plan for:

- Be ready for change. For example, Hiring process may change. The things employees look out for in an employer might change too. Instead of a brand name, it might be *Digital maturity, Health practices, wellness practices* or organisation.

## What will investors look out for?

- Profitability & Sustainability
- Consumer-driven models and better service and experience.

*“Productivity would be our way to recover faster from this crisis”*



# Webinar Recap

**PeopleStrong<sup>alt</sup>** presents  
**Decoding The New Normal of Work & Workplaces**  
Perspective for Investors, Employees & Customers

In conversation with  
**Dr. Sanjiv Misra**  
CEO, Birla Carbon; Director, Chemicals, Fertilizers & Insulators, and Director, Group Human Resources, for the Aditya Birla Group.  
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Co-Founder & CEO, PeopleStrong  
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Learning Community Partner  
**CorporateShiksha**  
The Learning Network for Young India

**#NewNormal Episode#1 – Masterclass Series #HRTech**

**#NewNormal and Performance Productivity Story**

**Plan Better**  
Bring up your game by keeping a list on what needs to be done more. Address it at points of your organization!

**Execute Better**  
Execute faster and check the progress of tasks with your team. How often do you check?

**Grow Better**  
Create a culture of a person & performance to higher business growth!

Checklist more at [www.psgpl.co](http://www.psgpl.co)

**Zoom Webinar Chat**

From Pankaj Bansal to All panellists and attendees: All that sameer studies are testing and checks. Couldn't agree more. Sameer J

From Karanish-Pan to All panellists and attendees: Couldn't agree more. Sameer J

From Raga Saha to All panellist and attendees: Welcome everyone! Please help us make this session insightful for everyone- 1. The session is planned for 60 mins where we will touch upon various aspects set to the New Normal. 2. You are requested to keep yourself mute. In case of any questions, please share them in the chat box and we will circle back to get them answered. 3. We have some interesting discussions coming up with some polls. Share your opinions when they do pop up on your screen. In case you would like to skip them, please minimize them.

From Raga Saha to All panellists and attendees: We're getting a number of questions. Thank you folks. We'll try to get to all of them in the Q&A section. Keep them flowing!

To: All panellists  
Your text can only be seen by panellists: Sanjiv and you moderated very well. Thank you so much!

From Vinod Tripathi to All panellists and attendees: Great session. Sanjiv and Pankaj

From Raga Saha to All panellists and attendees: Thank you everyone for joining in. Your questions made the session even more interesting and we will try to get them answered for you.

From Anandhith to All panellists and attendees: Lovely session.

From Prashant Das to All panellists and attendees: Hi Raga you are sharing the video.

From TRISHITH TH to All panellists and attendees: Thank you was informative & helpful. Be safe!

From Prashant Das to All panellists and attendees of this valuable session.

From Anup to All panellists and attendees: Thanks Pankaj, Sanjiv! you rocked us

**PeopleStrong<sup>alt</sup>** presents  
**Decoding The New Normal of Work & Workplaces**  
Decoding Productivity  
20 April 2020, 3-4 PM IST  
In association with **people matters**

**Hardika Shah**  
Founder & CEO  
Kivara Capital

**Sandeep Chaudhary**  
President & Board Member  
PeopleStrong

**Jai Krishna B**  
President - Group HR  
New Business Development and Corp Communication, Amara Raja

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Featured in Times of India  
<https://bit.ly/Webinar-ToI>



Watch the recap  
<https://bit.ly/Webinar-1YT>

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➔ The Reference Slides

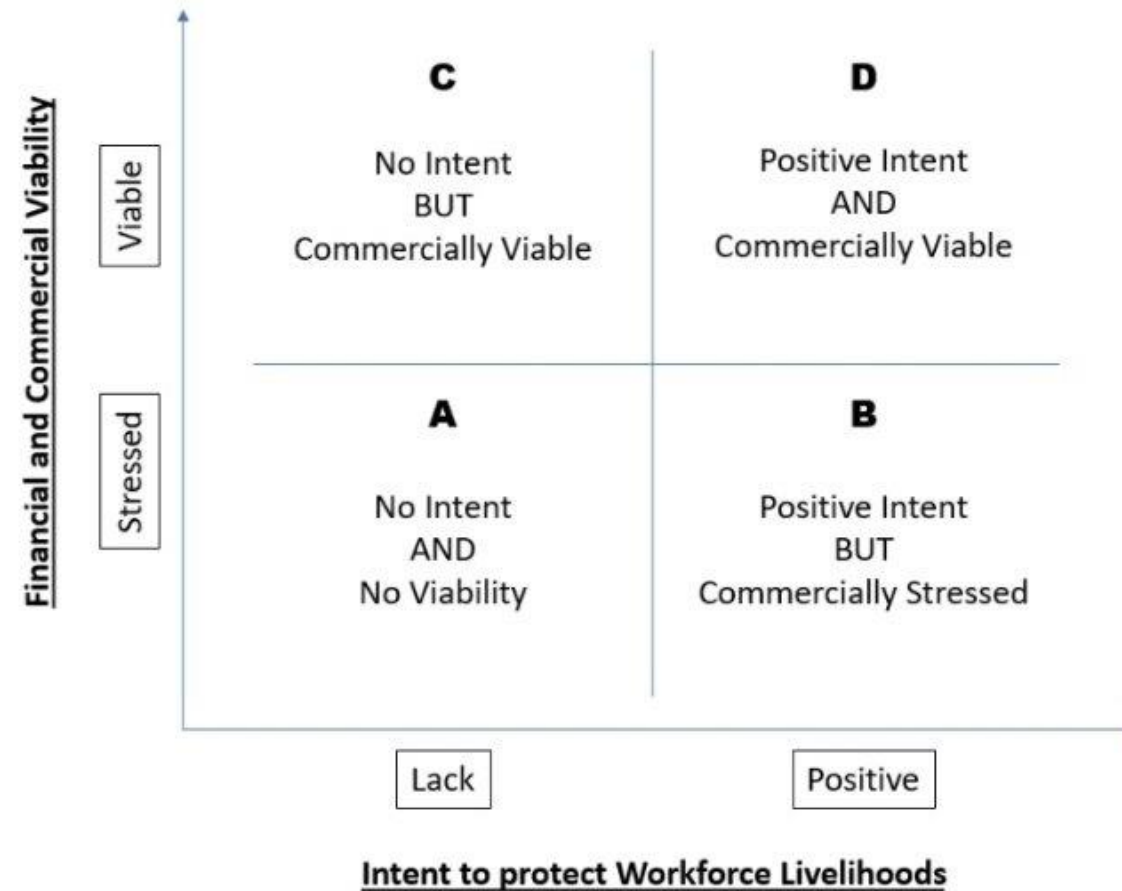
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Me after washing my hands for 20 seconds 57 times in one day



# Matching the right intent with right action

COVID "WorkForce" MATRIX (@PankajBansalPB)

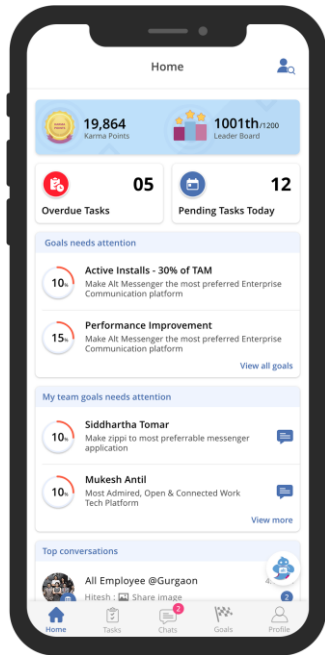


# #NewNormal and Performance | Productivity Story

## Plan Better

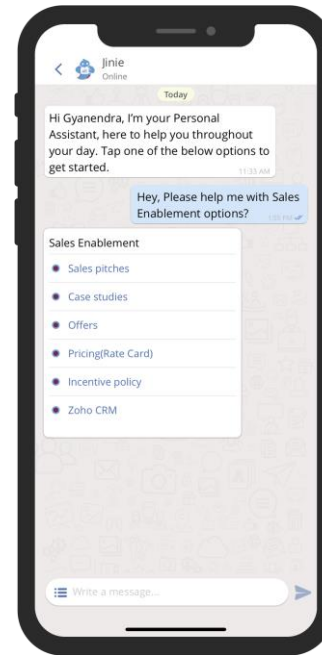
Be on top of your game by keeping a tab on what needs to be done **now**.

And this is all possible at your fingertips !



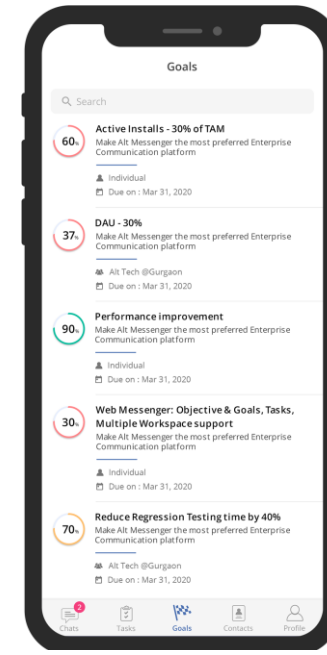
## Execute Better

Execute Faster and unlock the power of Nudge with your own **executive assistant** !



## Grow Better

Create a culture of **alignment & collaboration** for higher business growth!

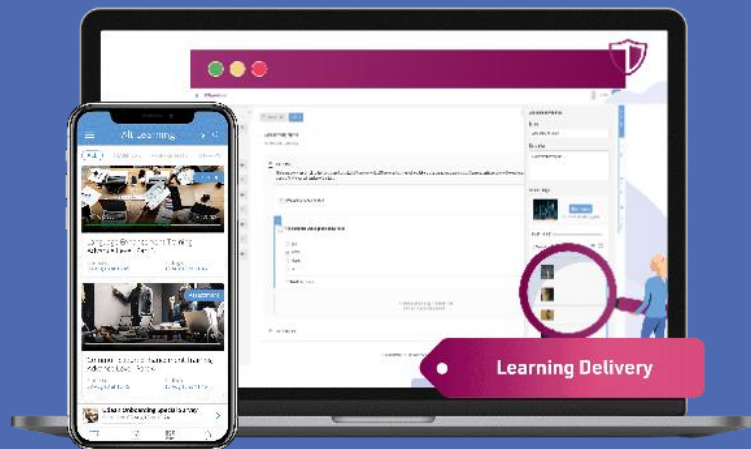


Try it for FREE: <https://zippi.co>

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## → We Care Plan

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# Doing Our Bit in Times of COVID-19

PeopleStrong has initiated the **WeCare** plan with a vision to help organizations efficiently manage various aspects of working remotely.

As **COVID-19** continues to impact our work and workplaces, we are doing our bit by offering crucial modules from our HR tech offering,

**Zero Implementation Cost. Zero Maintenance Cost. 90 days Free Trial.**

<https://peoplestrong.com/doing-our-bit-in-times-of-covid-2019>

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→ Next Webinar

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## Decoding Productivity

30 April 2020



**Hardika Shah**

Founder & CEO  
Kinara Capital



**Sandeep Chaudhary**

President & Board Member  
PeopleStrong



**JaiKrishna B**

President – Group HR  
New Business Development and  
Corp Communication, Amara Raja

**peoplematters**

<https://bit.ly/PSMasterclass2>

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# WE'RE WRITING THE NEW CODE OF WORK!



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