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Road to Recovery Post Lockdown - A New Era for IT/ITeS



Saurabh Govil

President & Chief Human Resources
Officer at Wipro



Sandeep Chaudhary

President & Board Member
PeopleStrong

Learning Community Partner



**CORPORATE
SHIKSHA**

#NewNormal

Episode#3 – Masterclass Series

#HRTech

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An year ago...what were you doing?

A Healthcare + Economic Crisis

World trade is set to plummet by between in 2020 due to the COVID-19 pandemic.

13 - 32%

‘Pande-cession’

17,000+ firms - 1,000 large firms with
50+ delivery locations

8% GDP Contribution

75% Indian digital talent Globally

3-4 x Cost-Effective than US

“

The 'I' in India, might stand
for Information Technology!

”

A long winter

Growth (% , y-o-y)	Sales	Ebitda	PAT
Automobiles & components	(25.7)	(41.0)	(85.6)
Banks	15.5	-	106.8
Capital goods	7.0	4.6	(13.5)
Construction materials	(13.5)	(20.7)	(36.0)
Consumer staples	(0.2)	4.1	10.5
Diversified financials	17.1	-	7.5
Electric utilities	10.2	22.8	(9.3)
IT services	8.4	11.6	1.9
Metals & mining	(20.5)	(38.4)	(92.7)
Oil, gas & consumable fuels	(10.2)	(50.7)	(61.8)
Pharmaceuticals	4.6	16.6	39.1
Retailing	(12.9)	(11.8)	(28.1)
Telecom services	8.2	39.0	110.8
Transportation	(3.6)	(2.2)	(97.4)
Nifty-50 Index	(7.2)	(19.7)	(15.9)

Source: Companies, Kotak Institutional Equities estimates



Exactly 2 months since the first lockdown, IT Sector amongst the few with a better shot to survive

How does the Road to Recovery look like?

Employee Safety

Safety of employees and following new norms would be a key focus

Data & Cyber Security

Developing a secure architecture can go a long way in winning customer confidence

Operating efficiencies

COVID-19 will push offshore models to an extreme where majority of work can happen from offshore (even more than 80%, that is the current norm)



How are the customers responding?

Different Industries, Different Impact

High Impact

- Transportation
- Hospitality
- Retail

Moderate Impact

- Manufacturing facilities saw some activity

Positive impact

- Technology
- Healthcare
- Pharma

Information Technology has become important more than ever. In these times, **collaboration tools** played a huge role in industries where business as usual continued.

Meet



Zippi
By  PeopleStrong

**Work Management
platform to drive
Productivity in teams**

Plans



Initiatives



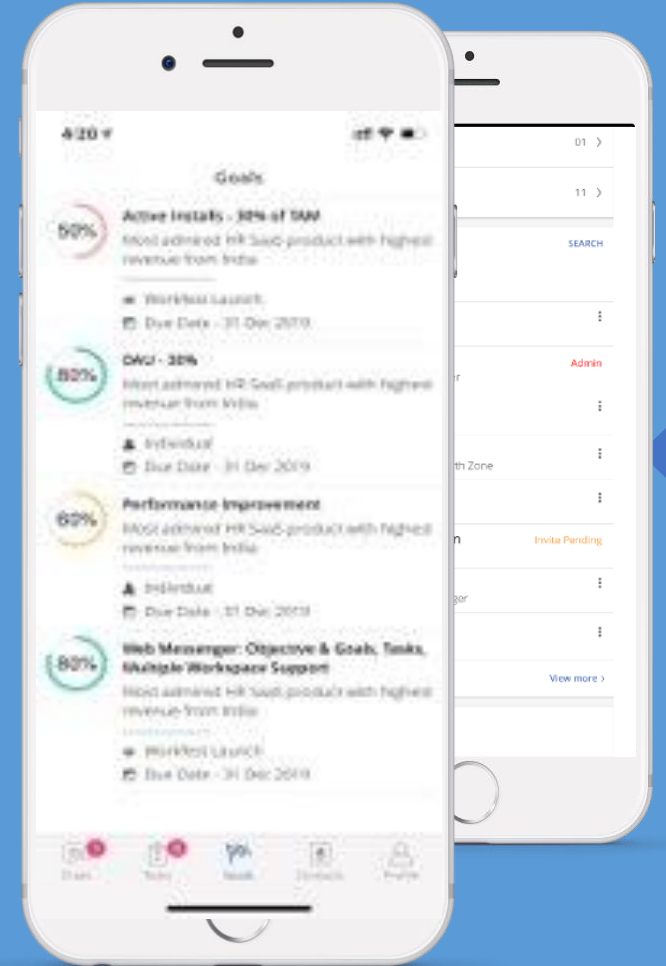
Tasks



Collaboration



Actionable Insights





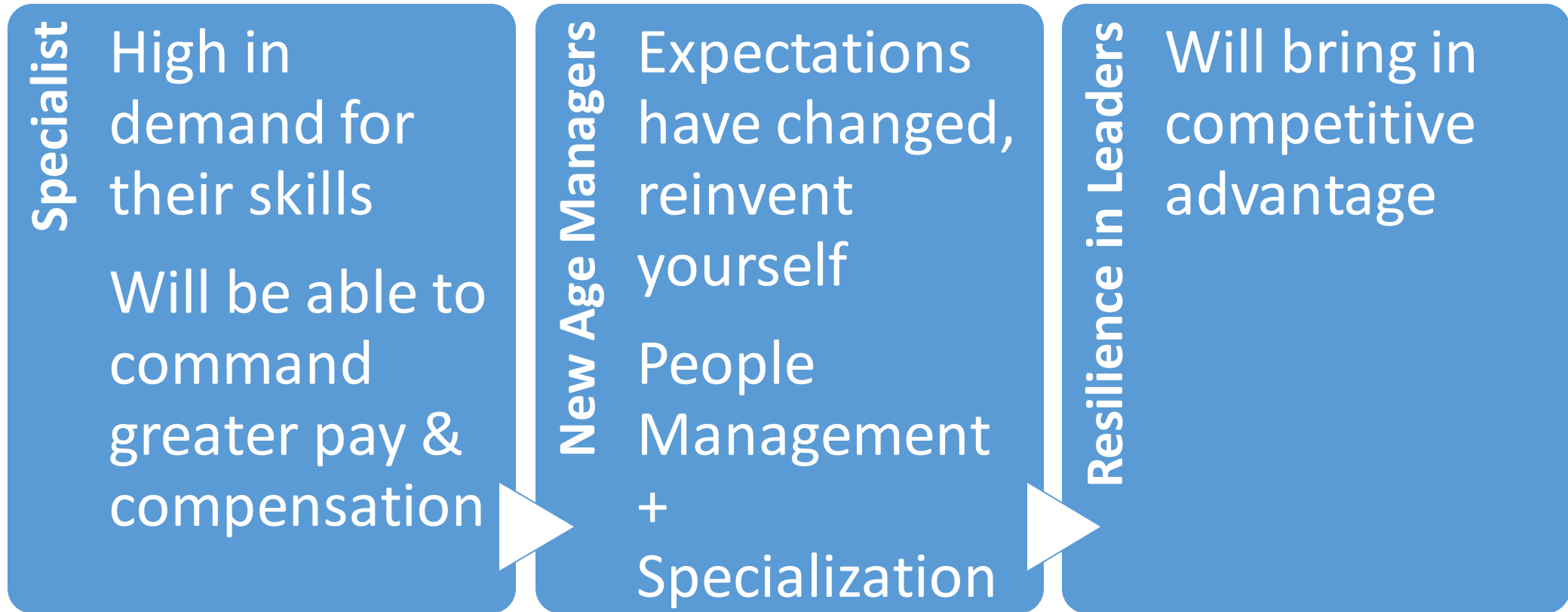
Productivity in times of WFH?

Twitter, Facebook & many other silicon valley tech giants offering permanent remote working option to employees.

“...all-remote setup would be replacing one dogma with another dogma.”

- Satya Nadella (CEO, Microsoft)

'Phy-gital'



Hybrid between WFH and WFO, will be way ahead, driven by client approvals, cybersecurity needs and labor law direction.



120 M women available
with secondary education

Ask @ChaudharySpeak

Big bets to prepare for the New Normal?

Inclusion

Redefine Goals

Digital World

- It's time to re-think our approach towards careers & business. **Move from a T-20 approach to the test match approach** – Strategize long term but plan with agility for each session
- Inclusion and diversity will increase** across the spectrum (differently-abled candidates, Women, talent from tier 2 & 3 Cities)
- As leaders, it's time to **rethink and redefine self and team's goals** for the new normal.
- Digital world will accelerate more!



Q&A Session

Employment outlook for the next year

Hiring outlook looks muted as every org is in watch and wait mode. However, niche skill hiring will continue.

Role of **Manager** is getting less significant?

Not insignificant but need revival for sure.
A combination of “Specialist” and “People Management” skills would have a better chance

How will **Performance Management** look this year?

Focus this year will be different from Pre COVID era.
Ask yourself, "Can I drive things that will prepare me for a better 2021"
Redefine and rewire the requirement of current year and optimize it

WE'RE WRITING THE NEW CODE OF WORK



Corporate Office

A 10 Infocity, Sector 34, Gurgaon, Haryana - 122001

E: contact@peoplestrong.com

M: +91 9560998686 | T: +911244782400 | F: +911244273762