

*You cannot teach a man anything;  
you can only help him find it within himself.*



*Great Leaders are not born; they are coached, prepared and groomed. Our flagship program helps develop the innate skills required to thrive in modern competitive world. The program aims to transform the existing raw talent into professional competencies required for success in career and in life.*

*From Master Coach Vivek Gupta*



**Global Knowledge Works**

**IIT-IIM Alumni Company Present in 25 Cities**

**www.gkworks.in, Email - info@gkworks.in**

**All India Helpline : 9643362320**

As we grow new skills to be required and more depth to be attained in older skills

GROUP 1 (Grade III-IV-V)	
S.No	Skills
1.	Leadership Skills
2.	Value & Ethics
3.	Economic Sense
4.	Teamwork
5.	Empathy
6.	Critical Thinking Skills
7.	Communication Skills
8.	Environmental Skills

GROUP 2 (Grade VI-VII-VIII)	
S.No	Skills
1.	Leadership Skills
2.	Value & Ethics
3.	Economic Sense
4.	Teamwork
5.	Empathy
6.	Critical Thinking Skills
7.	Communication Skills
8.	Environmental Skills
9.	Smart Consumer Skills
10.	Research & Analysis
11.	Social Media
12.	Decision Making
13.	Goal Setting
14.	Negotiation Skills

GROUP 3 (Grade IX-X)	
S.No	Skills
1.	Leadership Skills
2.	Value & Ethics
3.	Economic Sense
4.	Teamwork
5.	Empathy
6.	Critical Thinking Skills
7.	Communication Skills
8.	Environmental Skills
9.	Smart Consumer Skills
10.	Research & Analysis
11.	Social Media
12.	Decision Making
13.	Goal Setting
14.	Negotiation Skills
15.	Personal Finance
16.	Creativity & Innovation
17.	Entrepreneurship
18.	Collaborative Skills
19.	Self learning



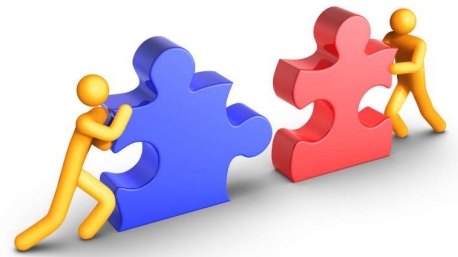
*“Talent, you have naturally.  
Skill is only developed by **hours** and **hours**  
and **hours** of beating on your craft.”*

*Learn the tricks of the trade to get that winning edge. Our belief systems drive our thoughts which in turn initiate our actions. However, over a period of time, our beliefs are stuck in time which needs upgradation and reconfiguration just as our software systems needs upgrades. We hire CA's for our finances. We consult doctors for our health. Why not hire mentors/coaches for our lives? Remember only professionals have coaches. Learn these specialized concepts from the master coach, Vivek Gupta and his team.*

**As we grow new skills to be required and more depth to be attained in older skills**

GROUP 4 (Grade XI-XII)	
S.No	Skills
1.	Leadership Skills
2.	Value & Ethics
3.	Economic Sense
4.	Teamwork
5.	Empathy
6.	Critical Thinking Skills
7.	Communication Skills
8.	Environmental Skills
9.	Smart Consumer Skills
10.	Research & Analysis
11.	Social Media
12.	Decision Making
13.	Goal Setting
14.	Negotiation Skills
15.	Personal Finance
16.	Creativity & Innovation
17.	Entrepreneurship
18.	Collaborative Skills
19.	Self learning
20.	Global Citizenship
21.	Self Management
22.	Personal Branding
23.	Networking Skills
24.	Planning & Organization

GROUP 5 (UG Students)	
S.No	Skills
1.	Leadership Skills
2.	Value & Ethics
3.	Economic Sense
4.	Teamwork
5.	Empathy
6.	Critical Thinking Skills
7.	Communication Skills
8.	Environmental Skills
9.	Smart Consumer Skills
10.	Research & Analysis
11.	Social Media
12.	Decision Making
13.	Goal Setting
14.	Negotiation Skills
15.	Personal Finance
16.	Creativity & Innovation
17.	Entrepreneurship
18.	Collaborative Skills
19.	Self learning
20.	Global Citizenship
21.	Self Management
22.	Personal Branding
23.	Networking Skills
24.	Planning & Organization
25.	Work Environment
26.	General Awareness



**Group 1: Class 9th and 10th**

We believe that this the most impressionable age at which the inner thought process of a child is built. Also, from development perspective this is the time when independent behaviour starts kicking in. Here the child decides does he have to toil too hard to survive or he can just while away his/her time with the riches earned by parents.

**End Goal:**

**Choosing the right stream in class xIIth and doing enough home work to achieve bigger goals in life**

**Skills to be developed:**

**1. Problem solving- Glimpse of Scientific way of thinking and living**

Don't get bogged down by problems, develop problem solving attitude rather than fear of unknown

**2. Logical reasoning/ mathematics- The source of strength**

Logical reasoning is the skill to analyse any situation with reason rather than only emotions.

**3. Self-learning- Learning is a skill too**

We are habitual of teachers tutoring us on various subjects/ topics. We can't rely on teachers for every small learning of life. There is a need to develop the art of self-learning

**4. Written and verbal communication- The basics of Language**

Communication is a very important skill. Sharing your thoughts in crisp and clear manner to the other person is required on a day to day basis

**5. Insights finding- Why facts are not enough**

Facts present the final outcome. Sometimes, what they don't represent is the reason behind it. It is important to go deep into reasons to find the real drivers

**6. Basic understanding of money- Why we work / Concept of Money and Wealth**

Understand the concept of money, budget and wealth. Money need to be spent judiciously. Understanding the concept of value for money

**7. People interaction- Psychology of interaction**

Human are not machines. We need to be tactful while interacting with people. Honesty should be reflected in your deeds but you need to be diplomatic while dealing with human

**8. Self-confidence- Why is confidence like salt?**

It's presence is not felt but it's absence is dangerous. Have self-confidence to achieve anything

**9. Personal Health regime- The power of energy management**

We all know a healthy mind lives in a healthy body but how serious are we? Can we ingrain a basic health regime?

**10. Personality and appearance/ social etiquettes- Looks don't matter but personality is different. Personality can be developed.**

A pleasing personality coupled with well tones physique gives inner confidence and external validation.

**11. Decision making process- It's science. Believe it or not.**

Contextualizing the situations and then acting. Principles are rigid but their application is flexible.



**Activities to be done -**

- a. Ideal career test/ Stream selector test analysis
- b. Exploration of various careers with respect to chosen stream
- c. Exploration of New Age Careers
- d. Tips to study effectively for board exams
- e. Internet Skills - Hazard of using internet (Cyber Safety & Cyber Bullying)
- f. Guiding & supervising Participation in Intra School Extra-curricular activities
- g. Guiding & supervising Participation in Inter School Extra-curricular activities
- h. Exploration and Know How's of Various competitive exams
- i. Health Regime
- j. Decision making process
- k. Either this or that situations



**Methodology:**

- \* Scheduled 24 Sessions with mentee of 1 hr. (or 18 sessions of 1.5 hrs)
- \* Every session with mentee has a follow up call scheduled with parents/guardian
- \* Mentorship mode is face to face, phone, skype and chat
- \* Mentee and parents have access to mentors beyond scheduled sessions too



**Group 2: Class XIth and XIIth**

Especially in India, these years are most important from academic perspective. The scores obtained in higher secondary examination are criteria for admissions in top universities in India or abroad. The entrance exams preparation for medical, engineering, law, fashion and other such traditional courses happen along with high school studies. But what we don't appreciate that these years are also equally important for resume building from school perspective. The extra-curricular activities participated in these years carry lot of weightage throughout your career.

**End Goal:**

**Getting into best possible university for higher education in India or Abroad**

**List of Skills to be acquired:**

**1. Relative Competition- You need to be better than others**

Making students understand the concept of relative competition. Only best get the best

**2. Sales Skills- Everyone is a salesman**

We sell from morning to night both in personal and professional life. Whenever you are convincing someone to accept your point, it is sales

**3. Problem solving- Glimpse on Scientific way of thinking and way of life**

Don't get bogged down by problems, develop problem solving attitude rather than fear of unknown

**4. Logical reasoning/mathematics - The source of strength**

Logical reasoning is the skill to analyse any situation with reason rather than only emotions.

**5. Cross cultural experience- Concept of global village**

People from different culture work and behave differently. In globalised world and economy, we need to understand and appreciate this difference.

**6. Basic Digital marketing skill- If you are not present digitally, you are dead**

Digital presence both personal and professional is no more a choice. FB, Twitter and Instagram and biggest marketing platforms of world. People buy a book after reading online reviews

**7. Basic Cloud technology skills- Communication, efficiency all driven by technology**

Cost pressure is everywhere. Basic technology understanding is essential for any person or business to be efficient

**8. Written and verbal communication- Putting it right**

Communication is a very important art. Sharing your thoughts in crisp and clear manner to the other person is required on a day to day basis

**9. Insights finding- Why facts are not enough**

Facts present the final outcome. Sometimes, what they don't represent is the reason behind it. It is important to go deep into reasons to find the real drivers

**10. Basic financial skills- Managing money/ cost benefit analysis**

Understand the concept of money, budget and wealth. Money need to be spent judiciously. Understanding the concept of value for money

**11. People interaction- Human beings are not machines**

Human are not machines. We need to be tactful while interacting with people. Honesty should be reflected in your deeds but you need to be diplomatic while dealing with people

**12. Self-confidence- Why is confidence like salt?**

It's presence is not felt but it's absence is dangerous. Have self-confidence to achieve anything

**13. Self-learning attitude- Learning is a skill too**

We are habitual of teachers tutoring us on various subjects/ topics. We can't rely on teachers for every small learning of life. There is need to develop the art of self-learning

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We all know a healthy mind lives in a healthy body but how serious are we? Can we ingrain a basic health regime?

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A pleasing personality coupled with well-toned physique gives inner confidence and external validation.

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Contextualizing the situations and then acting. Principles are rigid but their application is flexible.

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- f. Guiding & supervising Participation in Intra School Extra-curricular activities
- g. Guiding & supervising Participation in Inter School Extra-curricular activities
- h. Exploration and Know How's of Various competitive exams
- i. Campus Tour - college of national reputation
- j. Resume Building
- k. Higher Education - India / Abroad Exploration & Guidance
- l. Decision making process
- m. Either this or that

*A good coach can change a game.*

*A great coach can change a life.*

*John Wooden*



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*Sachin Tendulkar*  
*Mentor*  
*Ramakant Achrekar*



*P. V. Sindhu*  
*Mentor*  
*Pullela Gopichand*



*Mary Kom*  
*Mentor*  
*Ibomcha Singh*



*Dara Singh*  
*Mentor*  
*Guru Hanuman*







*Arjun  
Mentor  
Dronacharya*



*Madhuri Dixit  
Mentor  
Pandit Birju Maharaj*



*Shahid Kapoor  
Mentor  
Shiamak Davar*



*IIM/ IIT/ IAS/  
CA/ CA/ NDA/ CDS  
Alumni working in  
top corporates/government  
organisations with combined  
experience of over 1000 years*

**YOU**

**Group 3: UG Students**

**End Goal: Getting into best institutes or higher education in India or Abroad / getting dream job.**

Start of adulthood, this is the time when student come out of parent's shell and face the real world. Due to stiff competition in India, student may not have got the desired University after school. But how to do best in the given circumstances and still get a great career ahead? What can be done beyond UG University to come at par with other students is the challenge.

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**9. Advanced financial skills- Understanding of financial management/ Unit level economics**

What is Unit level economics, basics of all business finance?

**10. People interaction- Human beings are not machines**

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**Activities to be done -**

- **In Office Internship , Virtual Internships**
- **Know how's of Digital Skills - Making an Online Blog & Blogging**
- **Know how's of Digital Skills - Making a YouTube Channel & Video**
- **Enrolment& Registration in an Online short term certification course**
- **Exploration and Know How's of Various competitive exams**
- **Resume Building**
- **LinkedIn profile**
- **Business Communication - Office Etiquettes**
- **Professional Email writing Skills**
- **In College/Inter College - Academic Extra-Curricular Activities Guidance & Supervision & Progress**
- **In College/Inter College - Non - Academic Extra Curricular Activities Guidance & Supervision.**
- **College Project supervision & guidance**
- **Higher Education - India / Abroad Exploration & Guidance**
- **Govt/Other Competitive Exams Exploration & Guidance**
- **Job Interview Preparedness - Landing through Job**
- **Advanced Cloud Technologies Know How's**
- **Advanced Digital Technologies Know How's**
- **Health regime**



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- Detailing of all activities across Groups**

## *Detailing of all activities across Groups*

### *Advanced Cloud Technologies Know How's*

Practical Knowledge of

1. Google Docs
2. Drop Box
3. Skype Meetings
4. GoToMeetings

### *Advanced Digital marketing Skills*

Practical Knowledge of

1. Creating blogs
2. SEO
3. SMM
4. Content marketing

### *In office internships with top brands in*

Sales  
Operations  
Human Resources  
Social Enterprise

### *Work from internships*

Content writing  
Designing  
Marketing

### *Extra academic courses*

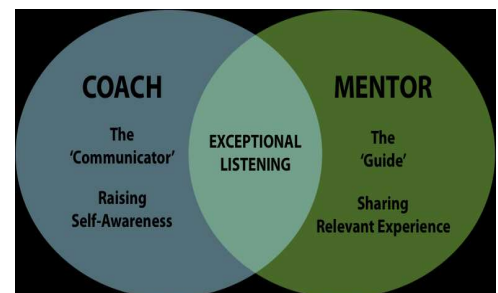
Courses as per student group and profile  
Online and offline courses

### *Campus Tours*

DTU  
IIT Delhi  
Hindu College  
IP University

### *Financial Skills*

Understanding the principle of ROI  
Concept of minimum wages  
Basic taxation like GST and Income Tax  
Discounting and percentages





## *Detailing of all activities across Groups*

### *Resume Building/ SOP*

Essential things in resume  
30 second introduction

### *Health Regime*

BMI management  
2.5 KM running in 10 minutes principle

### *Social Alignments*

Teaching under privileged kids  
Blood donations

### *Decision makes situations:*

Define criteria's of decision  
Weighted criteria

### *Social Media and network*

Understanding difference between friends, colleagues and acquaintances  
Understanding 3 expected benefits of any relationship

### *Creative Skills*

Play a musical instrument  
Pick up a foreign language

### *Basic IT Skills*

Micro soft products like power point and excel  
Internet Skills

### *Understanding Competition*

Percentile vs percentage competition  
Relative and absolute competition

### *Communication*

Verbal communication skills and etiquettes  
Written communications: Emails and letters

## Specialized Concepts to get that winning edge: Tricks of the Trade

### **Blue collared Syndrome- What's stopping us? Follow or Unfollow!!!**

The success is yours, it does not depend upon the management or boss. You are your own boss and you are the CEO of your career.

### **Realization of hidden capital- Identify your hidden assets?**

Financial or emotional, identify the assets in your life and use them optimally.

### **Love for corporate designations- Does it matter?**

Labels catches fancy but hide the truth of job satisfaction, skill development and responsibility spectrum. Labels hide more than they reveal.

### **Social media- How to avoid peer pressure**

The biggest generator of dissatisfaction in life is seeing the success and happiness of others. So act smartly

### **Social media is free- They are product that you are consuming free**

Understanding that FB/ Instagram/ Twitter are not charitable organisations

### **Success and Happiness are two different things- The one non-mathematical equation to change your perspective of life**

You can be happy without being successful, you can be successful and not happy and you can be both. What do you want?

### **Understanding revenue and cost equation- Science of Profits**

How you earn money and how much you spend to earn that

### **8 hrs of productive/ efficient work- Differentiates between successful and other people**

24 hours are same for everyone but productive hours are not. How one can lay the foundation of productivity?

### **Introducing yourself in 30 -60 seconds- Personal Elevator pitch**

What to say in first 2 minutes in any conversation set the tone for rest of discussion.

### **Biggest myth: Only sales people have targets- The Science behind goal setting**


Setting targets lead to discipline even in personal life. In Professional life, even office help have targets though not very apparent.


### **Leaving tasks on last day of deadline- Never leave the Glass on the table edge.**


Always think about worst case scenario before deciding the deadlines/ timelines


*Specialized Concepts to get that winning edge: Tricks of the Trade*


 **Relative and absolute competition: Theory of competitive reality**  
Till class eleventh, we live in absolute competition but the real world is relative competition.


 **Getting out of last generation influence: Learn but not blindly follow**  
Times are changing much faster than people generation. What worked in father's generation is now obsolete, understand this

 **Fixed investment and variable investment- The math of business**  
Few businesses need high fixed investments and others small. What is right strategy?

 **Understand depreciating assets: Rent them or own them**  
Depreciating assets don't add wealth, they consume. So be smart and practical while buying depreciating assets like Cars

 **Power of Reasonable- Doubt is good.**  
How a little dose of doubt goes a long way in determining the power of moderation and balance needed in so many pursuits. Is confidence therefore hyped or even exaggerated? Find out the real reasons.

 **Ambition or Passion- Choose your path**  
Make choice what you wish to do in life and stand with your decision.

 **Cabin is no place to sleep- The price of success**  
Getting a cabin in work place is the dream for many people. Need to understand that it is not a privilege but responsibility. With great power, come great responsibility

**Testimonials:**

**Karan Jain: MSC in International Management, Strathclyde Business School, UK**  
<https://www.linkedin.com/in/mrkaranjain/>

I consider Vivek Sir as my mentor, friend and guru. I came in contact with him after returning from UK after my masters. Very confused, I actually read his book Be THE CEO of your Life first. Once I read that book, 50% of my concerns were gone. I thought to contact him and he was very receptive. It has been 4 years now that I am his mentee. I take his opinion/ feedback on all our business matters as well as my personal matters.

**Dishank Rajput: BBA, IITM (IP University)-2015-2018**  
<https://www.linkedin.com/in/dishank-rajput-25a1b1135/>  
I am a Delhi guy who completed by BBA from IP University. I came in contact with Vivek Sir during my final year and became his mentee. He helped me in anything and everything. The monthly

## **About Vivek Gupta**

*Vivek Gupta: PGDM-IIM Bangalore (2002-2004), B tech-Delhi College of Engineering (1996-2000) Vivek Gupta held senior positions in Coca Cola, American Express and an education start-up, Studyplaces.com. He has worked with Shiksha.com and askmebazaar.com in the fields of business development and operations. He has authored books and training materials and provided counselling and coaching classes for students and up-comers to make their career. Vivek did his education in B-Tech from DCE and MBA from IIM Bangalore. He aspires to contribute to benefit the society at large. Therefore, along with his successful corporate career, Vivek has always been associated with coaching and counselling students. He has delivered training sessions on various subjects in colleges and universities across India. Vivek has authored two highly effective books, one for MBA aspirants and other for career options, aptly titled “Crack the CAT” & “Be the CEO of your life” respectively. He was first CEO of a social venture in under privileged education space, Naandi Education Support and Training Private Limited which is funded by Michael & Susan Dell Foundation and Anand Mahindra. Currently Vivek is leading Global Knowledge Works ([www.gkworks.in](http://www.gkworks.in))*

