

# Fractional CHRO Services

Our business is to **GROW**  
your business



Visit Our Website

[flipcarbon.com](https://flipcarbon.com)



Delighting Clients and making a  
difference since **2014**

**200+** Happy clients

**2250+ Crores**, net new addition to  
client's revenue

Q-on-Q Strategy to Execution plan is  
above **90%**



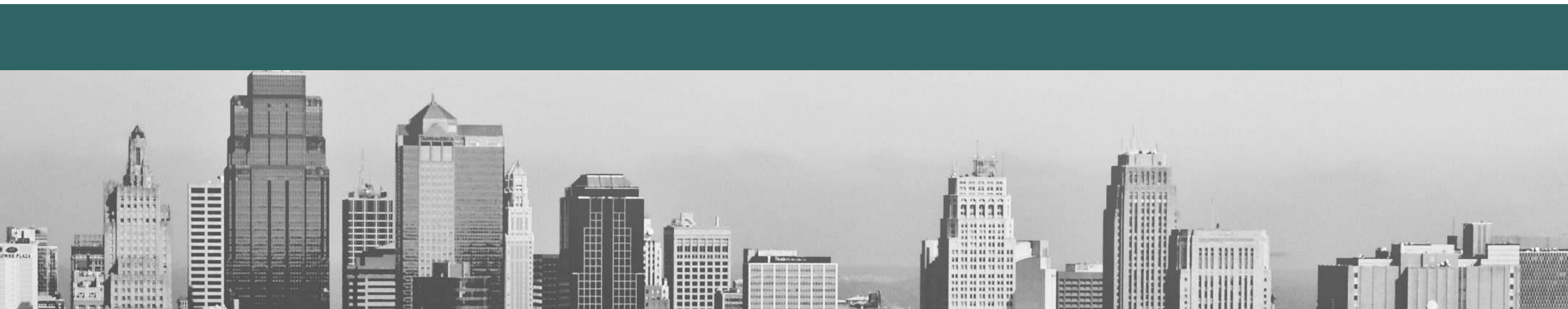
Through people practices

**Our Business is to GROW your business**

There are a handful of companies who understand all successful business operations come down to three basic principles; **People—Product—Profit.**

Without **PEOPLE**, you cannot do much with the other two

Highly engaged workforces outperform their peers by **147%** in earnings per share  
Gallup study





# Do These Challenges Look Familiar?

- How do we promote ownership and accountability for better outcomes?
- How can we evolve our Performance Management System to boost organizational performance beyond annual paperwork?



- How can HR go beyond recruitment and payroll to drive growth?
- How can I free up bandwidth from employee issues to focus on strategic growth?
- How do we turn KPIs from paper metrics into productivity drivers?

# (Your) Current challenge....

- In most organization, the HR team often finds itself bogged down by administrative tasks like payroll & recruitment.
- KPIs are dutifully documented, but their impact on improving productivity remains low and elusive.



- Performance appraisal is often relegated to a yearly activity tied solely to salary adjustments.
- As a result, performance, accountability and productivity are wrongly tied to a question of hiring and firing.



# INTRODUCING CHRO



Transformative  
Leader



Visionary  
Approach

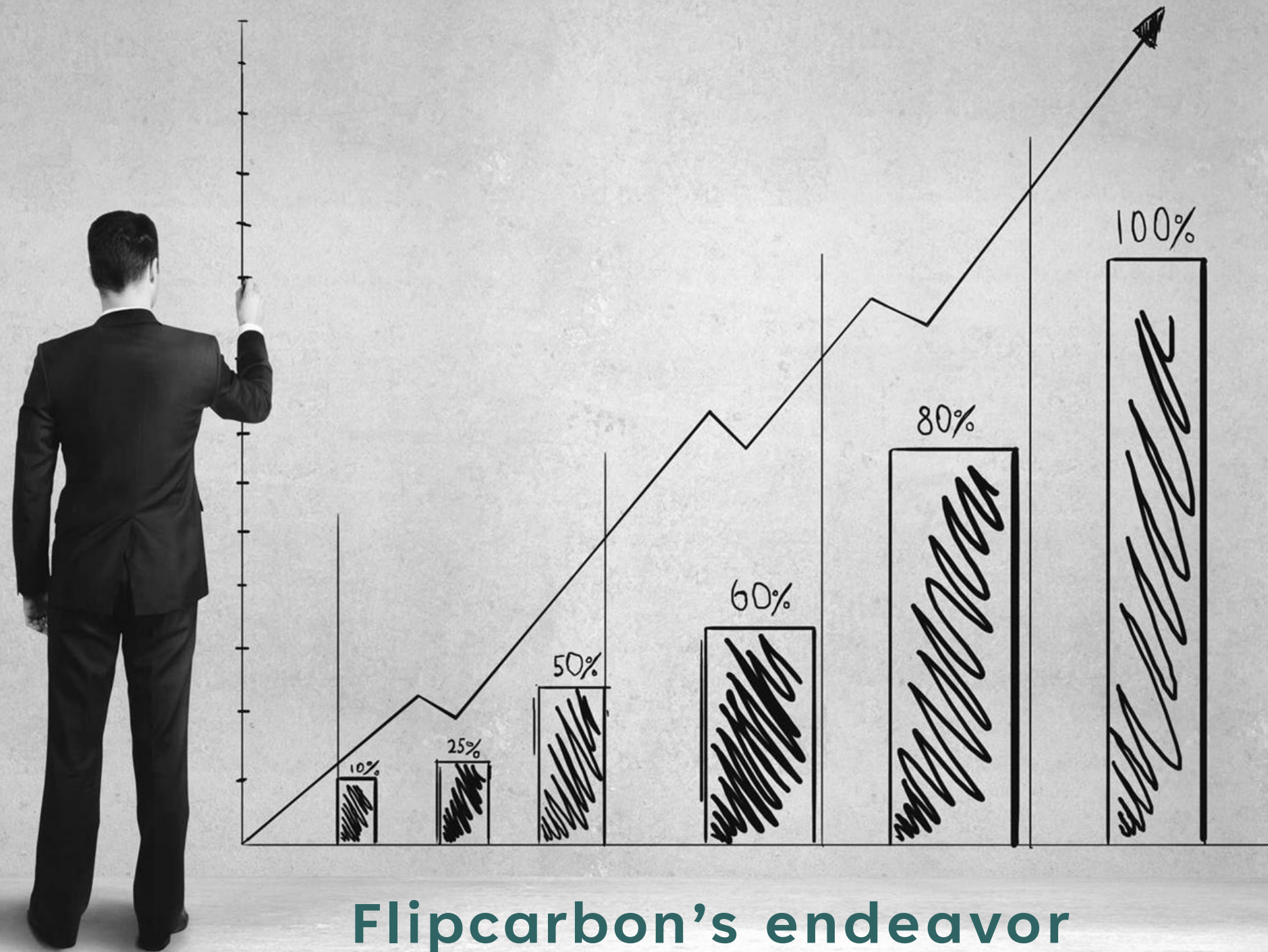


Domain  
Experts

A Robust Business Strategy Is Crucial, But Its Execution Hinges On The Human Element.

This is where the CHRO steps in as the architect of people-powered growth.





## WHY CHRO?

- For 5X growth, just refining products or market strategies won't suffice.
- Success hinges on how you manage employee performance.
- At Flipcarbon, our top-notch CHROs ensure alignment with business objectives for success.



**Flipcarbon has generated ₹2250+ crore in revenue impact for 200+ organizations across 40+ industries throughout India in the last 36–48 months.**



**A Deloitte report states that organizations with highly engaged workforces outperform their peers by 21% in profitability.**



**Companies and organizations with greater-than-average levels of employee engagement reported 27% higher earnings and 38% higher productivity.**



# Your Benefits



Improved Productivity



Enhanced Accountability across the Organization



Elevated Organisation Performance



Optimized people-driven business growth



Facilitated Change Management



Fortified Recruitment Process



Strengthened Succession Planning



Greater Leadership Bandwidth



High Employee Engagement



Talent Management & Culture





# Strategic CHRO Services



Strategy Articulation & Integration



Aligning Organization Structure & Role Expectations



Performance Management



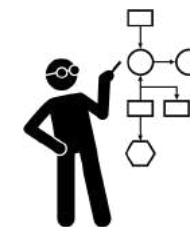
Compensation Structure



Talent Engagement Strategy



Talent Acquisition Transformation



Defining and building the L&D framework



Standardization of HR Process & System

**We OWN it END to END to drive your Vision and Dreams**



# What Execution looks like?

- **Diagnostic-** To understand your perceived problem statement.
- **Discovery-** Uncovering the actual problem and delivering a baseline assessment.
- **A 90-day plan-** This will have the details of the solution we are going to deliver over the course of 90 days. Our execution is driven by our series of evolving 90-day plans.
- **We work as part of your HR team-** Working alongside your HR team, engaging in strategy implementation through monitoring, weekly engagements, and training sessions.







# Action-Oriented **Approach**

- We are NOT an HR consultancy. The outcome of our interaction will NOT be a glorified document with a to-do list.
- We are action-oriented with a priority to drive growth in your organization
- We take an execution approach focused on implementing positive change in your organization.

## **USP #1**

**We specialize in taking you from Strategy to Execution**



# Best Value for Money (By Far!)

- You pay a fraction for top HR Professionals
- Gain multifold organizational growth, with 2x to 300x returns
- Partner with us for the best people strategy
- Achieve sustainable high performance
- Implement budget-friendly solutions

## USP # 2

**Engage Flipcarbon at 10% of the cost of a top-level CHRO, obtain the same expertise and achieve a 10x improvement in your people agenda.**



## Bespoke solutions

- When it comes to HR services tailored for SMBs, we stand head and shoulders above the rest.
- Our HR leaders have diverse experience across industries, growth paths, and challenges. They adeptly navigate various environments and understand business complexities
- Our solutions are custom-made & implemented based on YOUR needs and aspirations.

**USP # 3**

**The solution that is specially crafted for YOU**



# Build CULTURE

Culture is the **DNA** of an organization. It defines how **things get done** and shapes **employee behaviour**. A strong **culture** fosters engagement, **productivity**, and **innovation**. We help you Discover how to unlock the **full potential** of your team.

**We try and understand**

**USP # 4**

**We work on your strength**



## Unique Identity

Both DNA and company culture are unique and specific to each entity, defining its identity and characteristics.



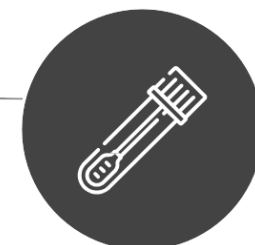
## Hereditary Transmission

Both Culture & DNA are passed down through generations, shaping the entity's traits and behavior.



## Stability & Growth

Both DNA & Culture improve Stability for growth and foster an environment to thrive.



## Wellbeing

Both DNA & Culture impact individuals well-being & Satisfaction





# Further deep-dive into our offerings

<b>Translating</b>	Translating strategy into a robust cascading model and integrating it with the people process.
<b>Applying</b>	Applying a scientific approach to assess the feasibility of organizational structure and refining Job Descriptions aligned with business strategy.
<b>Implementing</b>	Implementing a performance management tool tailored to drive business success.
<b>Designing</b>	Designing a legally compliant, tax-friendly, and future-oriented compensation structure that aligns with organizational aspirations, including a variable pay structure to incentivize desired behaviour.
<b>Redesigning</b>	Redesigning the Selection and Hiring process to create an effective onboarding framework, enhancing the success of new joiners.
<b>Developing</b>	Developing legally compliant processes and policies that attract and engage top talent.
<b>Creating</b>	Creating a dynamic and strategic talent engagement approach to maximize the potential of your workforce, fostering organizational excellence and driving growth.
<b>Establishing</b>	Crafting and establishing a comprehensive leadership framework that empowers and guides organizational success.



# What you experience?



## Comprehensive People Strategy

(by Very Senior HR professionals & Board members)



## In Fractional time investment

(1 day in week)



## And at Fractional Cost

(@10% cost of CHRO)





# \$7.8 Trillion

is the cost to the Global Economy due  
to productivity loss of  
disengaged employees.

# OUR DREAM

Our leadership - some of the best leaders in the HR space came together with the dream to help India and its citizens like YOU, fulfil their dreams.

## OUR BUSINESS IS TO GROW YOUR BUSINESS



India has nurtured countless TALENTED professionals who have excelled in their respective fields.

As a result, many small and medium-sized businesses (SMBs) in India face challenges in accessing and leveraging top-notch talent to realize their aspirations.

A **significant** number of these exceptional individuals either work for multinational corporations worth billions of dollars or seek opportunities abroad.



# About US

**Flipcarbon** is a Strategic Consulting firm, founded in **2014**, delighting clients and making a difference across **42+ industries** for a **decade**.

We have successfully partnered with over **200 clients** impacting topline, bottom-line and business sustainability.

Working closely with **CXOs**, we tackle complex challenges and deliver accelerated results, ensuring that strategies are seamlessly executed from the boardroom to the operational level. Focused on creating agile, future-ready enterprises, we empower industry leaders to **drive innovation** and achieve sustained **competitive advantage**.

## ★ Fractional CHRO

Enterprise Consulting

Business Consulting

UniverCT

Fractional CFO

Flipsearch



# OUR LEADERSHIP



**ALOK RANJAN**  
CEO  
Ex People Director-AB InBev India



**PRABHASH NIRBHAY**  
Founder & Director  
Ex Head HR-SABMiller India



**ABHIMANYU KUMAR**  
Partner - CHRO Practice  
Ex Head People Strategy-IDFC First Bank



**DEEPAK KEWALRAMANI**  
Partner & Founder – Virtual CFO  
Ex VP Finance-Enhance Group



**RAJESH SAHAY**  
Partner - Enterprise Consulting  
Ex SVP & Head HR-Wipro Consumer Care



**NIYATI RAO**  
Regional Head - CHRO Practice  
Ex-Consultant Tata Capital



**SURANJAN DASS**  
Associate Partner-Business Consulting  
Ex Regional Director Ops.-AB InBev India



**BHASKAR BANERJEE**  
Partner & Business Head-CFO  
Ex Associate Director-EY



# OUR LEADERSHIP



**SONIYA MITTAL**

**Principal Consultant-CHRO Practice**  
Ex-Head HR Consultant-Reserve Bank Innovation Hub



**SUPRIYA KAMBLE**

**Principal Consultant-CHRO Practice**  
Ex-Corporate HR-OD Writer's Corporation



**MANALI GODAMBE**

**Principal Consultant-CHRO Practice**  
Ex-HR BP MAC-Chem Products International SOS  
Services



**PARTHA ROY**

**Principal Consultant-CHRO Practice**  
Ex-General Manager - Tapasya



“Human Resources isn't a thing you do.  
It's the thing that runs your business.”

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— STEVE WYNN



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# Who have we solved it for?





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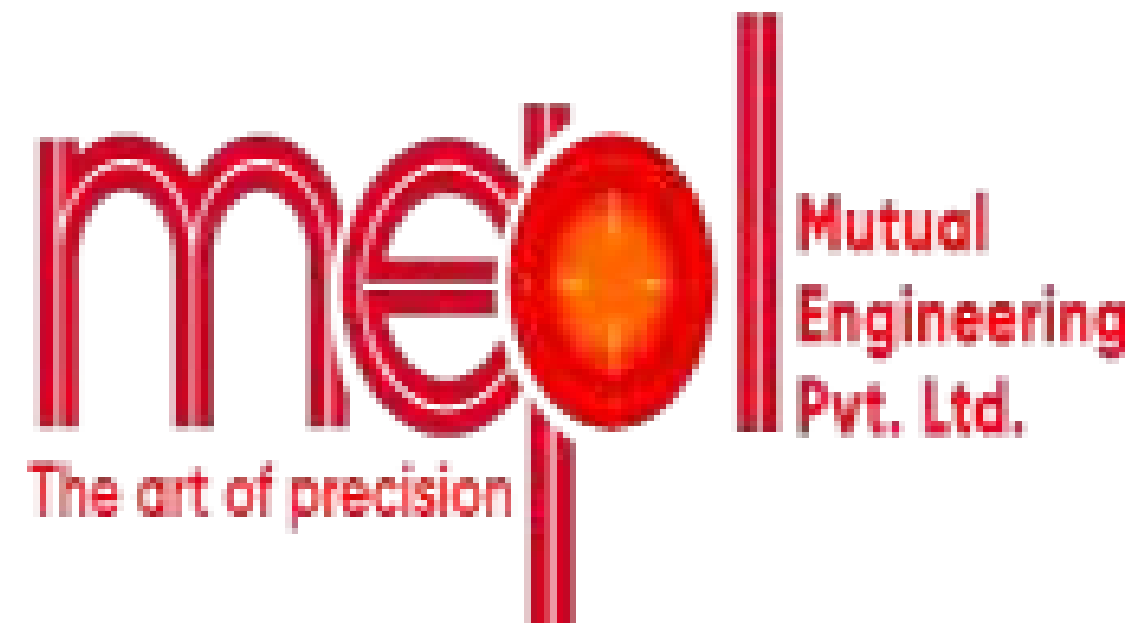




# Who have we solved it for?



# Who have we solved it for?





# Case Studies

Our Successful Projects



# ORGANIZATIONAL READINESS

## The Situation:-

India's top passenger car manufacturer recognized the need to adapt to new working methods and remain competitive. They required tailored HR goals to address the evolving landscape.

## The Solve:-

- Flipcarbon presented its Intellectual Property model, the Integrated Listening Framework, enabling stakeholders to listen actively to their environment and act on insights. To initiate this transformation, Flipcarbon engaged HR leadership through a visioning workshop, introducing them to FC's Strategy and Performance models: W3M2 (Winning Where Winning Matters Most) and A6 (Performance Management).

## The Result:-

The HR leadership successfully collaborated with Flipcarbon to establish SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) and tangible HR goals for the organization's leadership team.



# ORGANIZATIONAL TRANSFORMATION

## Idea to IPO

## The Situation:-

The need was to grow the business aggressively by Strategic Consulting into various verticals and aligning the People practices with the overall business aspirations

## The Solve:-

- Established and communicated the Vision-Mission-Values 2025.
- Implemented the Performance Management Framework.
- Developed the Annual Operating Plan, including goal setting process.
- Equipped the organization with the necessary capabilities for success.

## The Result:-

The organization redefined its growth trajectory to be more aggressive powered by the right Systems and processes in place and grew 10X in 3 years.

They were listed on the NSE and were oversubscribed by 125% on 2023 July.





## CULTURE INTEGRATION

### **The Situation:-**

AB-InBev was focused on establishing a Strong Culture alignment around the Organizational Values.

### **The Solve:-**

- A survey was conducted across the organization to understand the current reality and gap from the desired status.
- Findings of the survey were analyzed at the Organization level, Function Level and Team Manager's level. Actions plans were prepared across these three levels.

### **The Result:-**

- Culture test became an integral part of employee selection process, it was also reinforced at the employee Onboarding sessions.
- Various employee communication platforms were leveraged on ongoing basis to share narratives around cultures.
- All these initiatives resulted in culture getting integrated with brands, supply footprints as well as with that of Talent in true sense.



## GLOBAL GOALS LIBRARY

### **The Situation:-**

The global HR team aimed to achieve sustainability and uniformity in the Performance Management system across their 17 worldwide operating locations.

### **The Solve:-**

- Flipcarbon conducting a workshop on the goals library for the 7 members from the executive suite, giving them the understanding and approach for forming the goals library.
- The members were informed about the structure, process and market availability of the goals library i.e. whether plug & play or creating in-house.

### **The Result:-**

- After the workshop the global HR team decided to create an inhouse property of goals library with the help of Flipcarbon.
- The renewed roles and goals available in the goals library were translated into five different languages and focused on creating consistency in managing PMS system globally giving the organization the benefit of performance transparency.



# ORGANIZATIONAL TRANSFORMATION

## The Situation :-

The organization required support with its next growth strategy by Strategic consulting and aligning the People practices with the overall business aspirations.

## The Solve :-

- Streamlined organizational structure for clarity and accountability.
- Implemented Performance Management and Annual Operating Plan.
- Introduced routine progress monitoring and effective communication for team buy-in.

## The Result :-

Benchmarked the structure and entrenched the new processes and practices. Organization redefined its growth trajectory to be more aggressive powered by the right systems and processes in place.



# ORGANIZATION DESIGN & STRUCTURE

## The Situation :-

The organization needed to enable their business strategy, hence the organization had to be structured in a way that met the current as well as future needs.

## The Solve :-

- Existing Organization structure was assessed from the lens of Flipcarbon's IP Organization Structure & Design Principles.
- The analysis coupled with external market study highlighted the gaps in the organization design which got addressed by scripting business appropriate organization structure capturing hierarchy, job grades and associated compensation structure.

## The Result :-

The organization is able to run the operations flawlessly with defined accountability across levels/ roles as the new structure brought clarity in workflow, processes and competence to deliver the expected jobs.





## LISTEN PROJECT

### **The Situation:-**

To understand the current culture & climate the organization has planned to implement a People Pulse survey at a large scale involving more than 5000+ employees across various geographies. One of the challenges is that the survey needs to be administered through mobile phones via SMS & WhatsApp channels of communication.

### **The Solve:-**

- Flipcarbon proposed solutions at various lengths including Diagnostic, Designing, Communication, Hosting, analysis & recommendations and formed a part of Enterprise Value Proposition (EVP).
- The intervention was led by designing a framework that not only presents insights on the organizational status quo on prevailing culture & climate but also will enable the readiness for participation in GPTW certification.

### **The Result:-**

The intervention was successfully carried out and various teams were formed to ensure the excellence of execution.

# SHAHI

## DEVELOPMENT CENTRE

### **The Situation :-**

They felt the need to be ready for the future in the dynamic environment (post covid) and collaborated with Flipcarbon in order to have a succession plan in place. They had a set of functional and behavioural competencies which they wanted their leadership to be assessed on.

### **The Solve :-**

- The assessment process consisted of understanding the competency framework at MEPL and choosing the suitable tools to assess the competencies.
- The tools used included simulation games, role plays and in-basket exercises which would assess the individual how they would perform on the job if they faced certain situations.

### **The Result :-**

The assessment process offered profound insights into the competency levels of MEPL's leadership, helping identify areas for development and individuals ready for future leadership roles. This process positioned leaders for growth and leadership responsibilities in a dynamic environment.

