

Simplifying your Virtual Journey

Campus2Corporate



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(NASSCOM Certified Master Trainer, Agile Coach, Author)

RaiSE Society
(Rai Singh Education Society)

25+ yrs of IT experience, Author of 4 books (on IT)

India's FIRST and only NASSCOM Certified Master Trainer

Agile Coach, Tech Writer, Program Mgr, Business Analyst



50,000 man hrs of training in 200+ institutions

Accolades: Narayan Murthy, P Rajendran, Y S Rajan

Promoting Technical Writing and Agile profession

Corporate Experience



GLOBAL SERVICES®
Measurable Performance Delivered Globally



World Health
Organization

RaiSE Initiatives

- [JEMS: Just Evaluate My Skills](#)
- [MentorsCafe: Looking for Mentors](#)
- [Simplifying C2C.Campus2Corporate Journey](#)
- **APIWriters: Technical Writers**
- [GIVers: Group of International Volunteers](#)
- [RJAudience: Those who attended my session](#)
- [CRaJI Tips: Interview Tips](#)

My Nigeria Connection

Gusau (Nr Sokoto) Govt. School, 1983

My friend:

- Alhaji Mustapha Megumi (Ruwan Bagaja)
- Please connect me with him, if u can

Financial Times, April 2021

“In Nigeria you have to know **someone**,

who knows **someone**,

who knows **someone** —

and you have to pay **someone**,

who pays **someone**,

who pays **someone**,

before you get that job,” said Akinnouye.

[Nigeria's graduates live 'hand to mouth' as jobs crisis worsens | Financial Times \(ft.com\)](https://www.ft.com/content/2021/04/21/nigeria-graduates-live-hand-to-mouth-as-jobs-crisis-worsens)

Looking for



Job through that “Someone” 😊

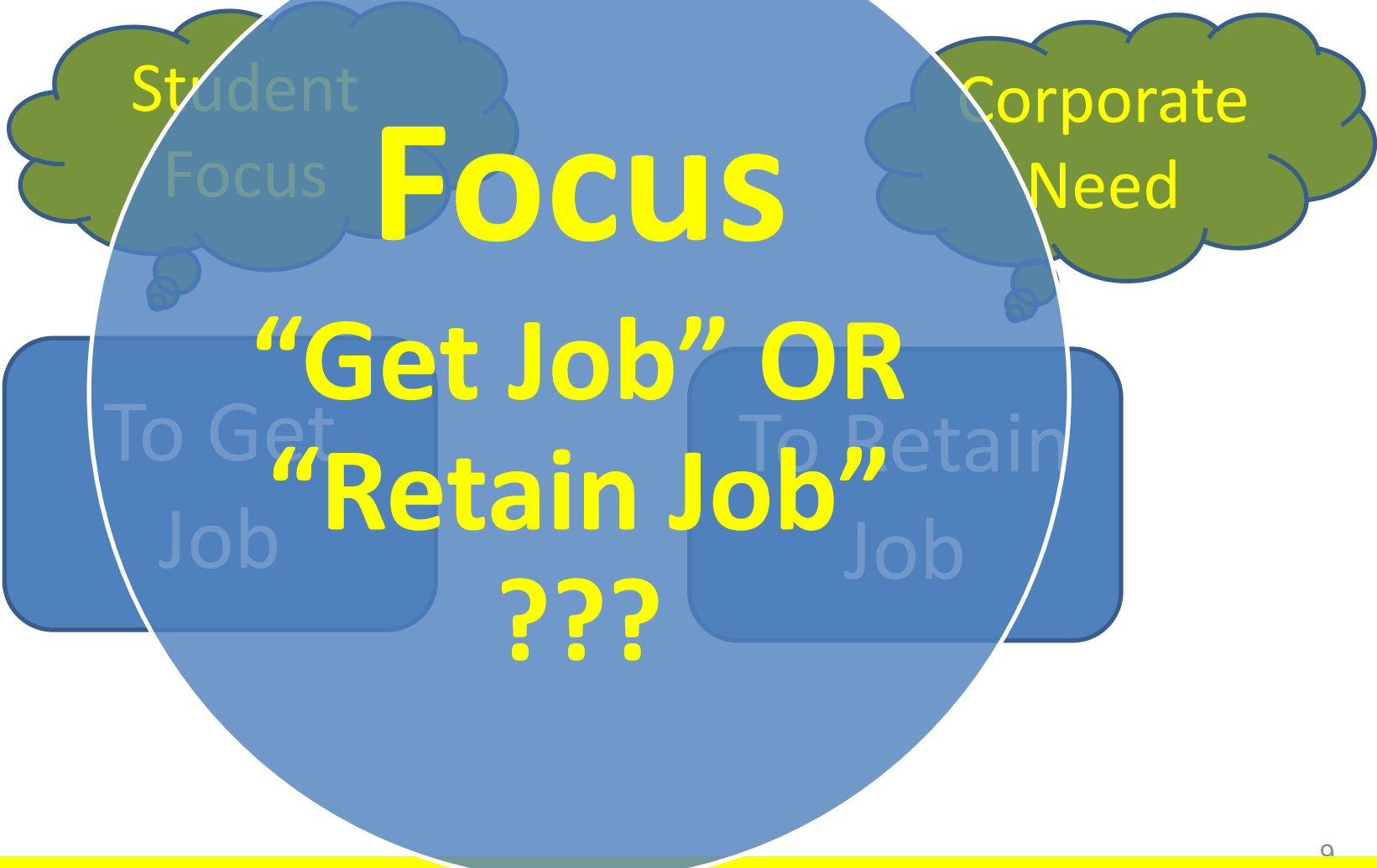
You

- Career oriented
- Highly
 - Connected
 - Ambitious
 - Enthusiastic
- Very Smart and mature
- Want to learn
- Ready to go extra mile
- Don't need hand holding
- Looking for mentors/guides
- Who cares...
- **Want to enjoy life**

**Guided or
Misguided
???**



Skills Required...



C2C:Campus2Corporate Journey



Campus

Skills to
get job

Corporate

How to Simplify your Journey

- Know about the Industries hiring
- Role and Skills in demand
- Understand the Job Cycle

**“Remote Jobs” to bypass
that “someone” 😊**

Expected Demand: Industries

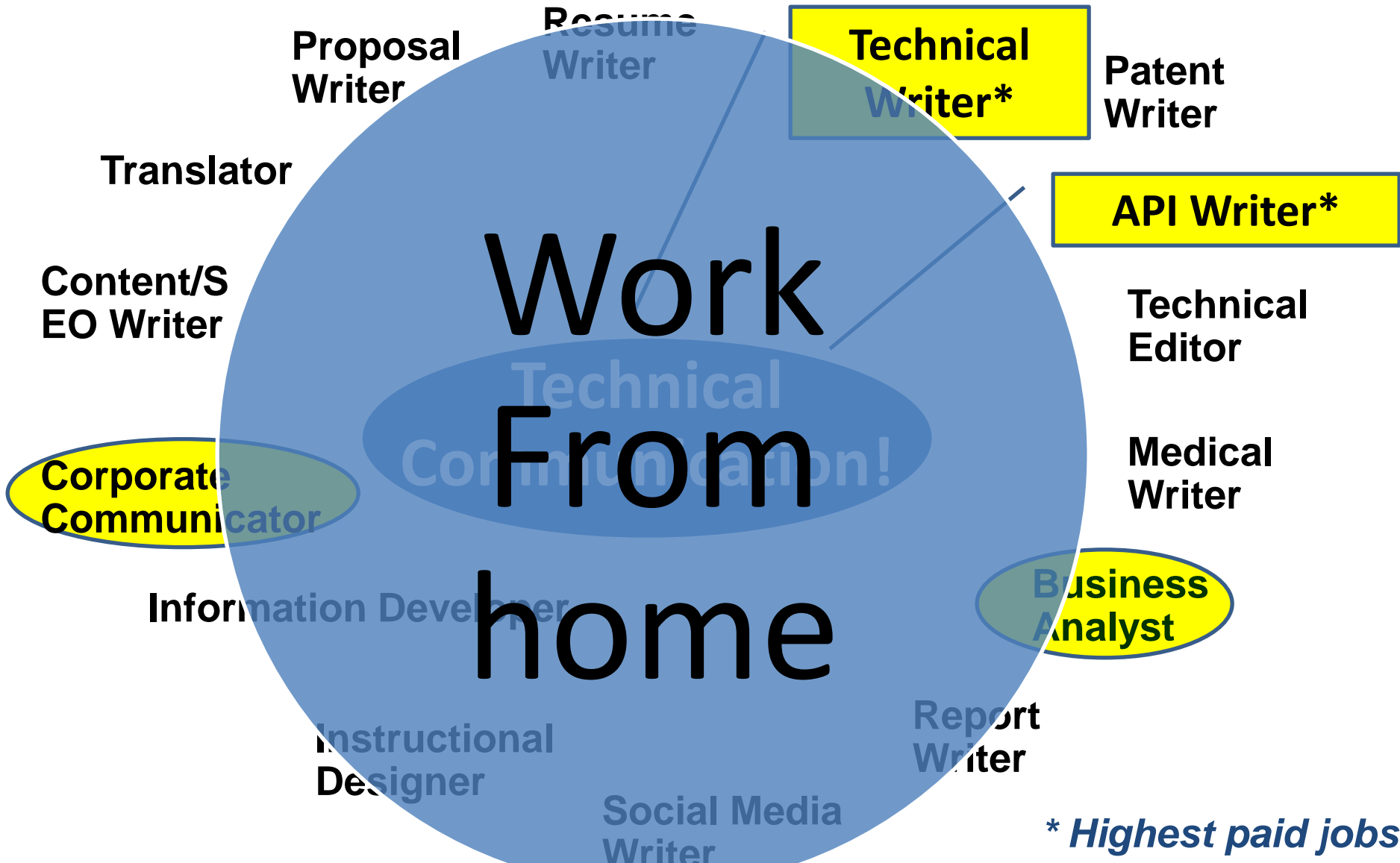
- Oil and Gas, Pharma, Healthcare, Medical, Logistics
- FMCG, **Agriculture**, e-Commerce
- Infrastructure, Telecom, Data (IT)
- FinTech, Insurance, Digital Currency (IT)
- **Education (IT)**
- **IT-AI, ML, BlockChain, Business Analytics, Data Science, Cyber Security**
- **Writing**, Digital Marketing, Technical Communication
- Training

Un-common Jobs

- Program Manager, Scrum Master
- Virtual Technical Recruiter
- Instructional Designer
- CSR Executive
- Software Implementer , Data Scientist
- Virtual Office Astd
- Business Analyst
- Online Marketing, Sales, Purchase
- Social media mktg
- Graphic Designer
- Technical Writer
- Resourcing Specialist, Virtual Councilor
- Assessment and Competency Expert (Psychology and HR)

Virtual
Interviews

Technical Writing/Communication

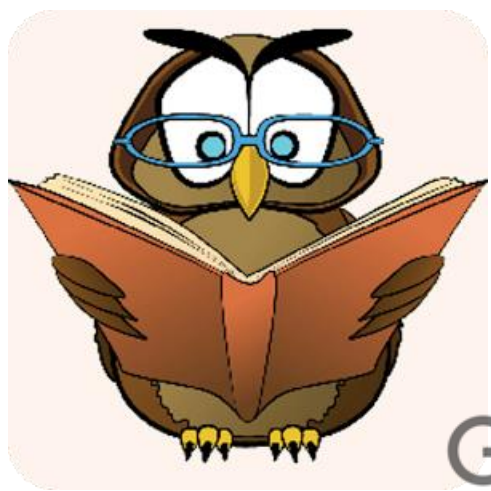


** Highest paid jobs*

Job Sites

- Apart from job sites
- Social Media: LinkedIn, Google, and Facebook

Generic Skills, Tools

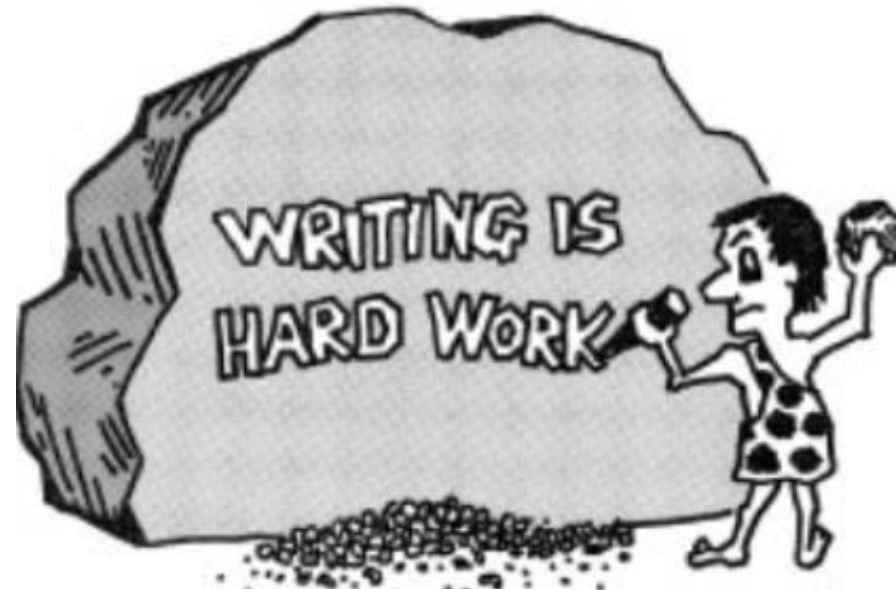


Google Docs

Skills

Interpersonal Skills

- Be Appreciating
- Pay Attention
- Practice Active Listening
- Bring People Together
- Resolve Conflicts
- Communicate Clearly
- Humor Them
- Empathise
- Smile Always
- Don't Complain (Too much)



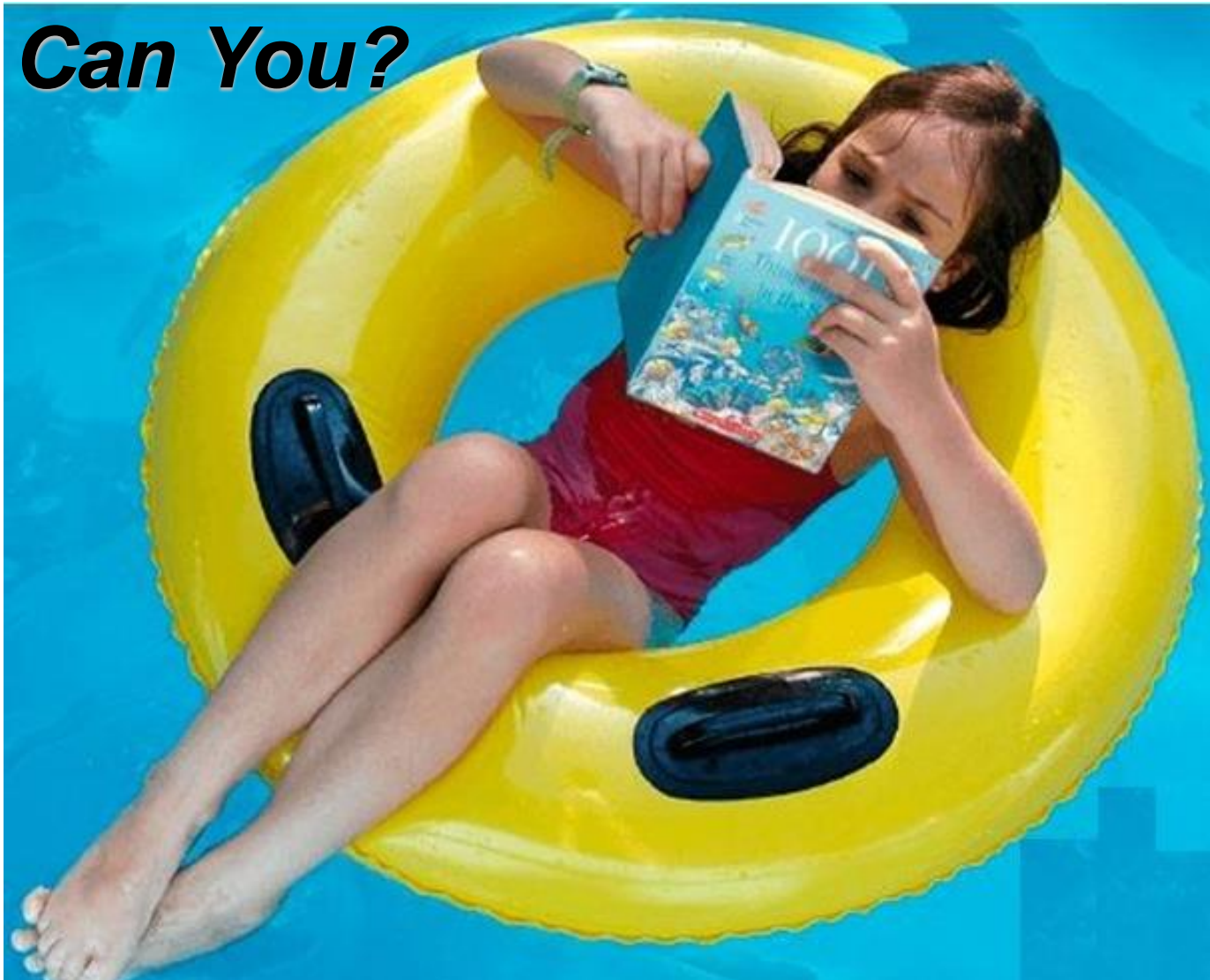
Master
Effective Body
Language Well
Cross Good
Business
Non-verbal
Listening
Communication
Skills

BODY

LANGUAGE

Learn Swimming

Can You?



What next???

- Self SWOT (**Strength** and **Weakness**)
 - <https://www.16personalities.com/free-personality-test>
- Understand Corporate expectations from a fresher
- Resume Writing
 - Cover Letter
- CRaJI Tips (for Virtual Interview)
 - With mock sessions
- Search Jobs
- Start Applying
- Once u get job – work on **Professional Skills** (to retain your job)
- **All the Best for your successful journey!**

Questions

“Take the first step – Today”



Thanks!

Join C2C.Campus2Corporate

- Rajeev Jain

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RPSMarComm

Email: raise.society37@gmail.com

Blended learning

- Mix of
 - Training
 - Coaching
 - Guidance
 - Mentoring
 - Teaching (help build skills in n things)
- Use
 - Tools & Technology
 - Corporate & Academic Resources

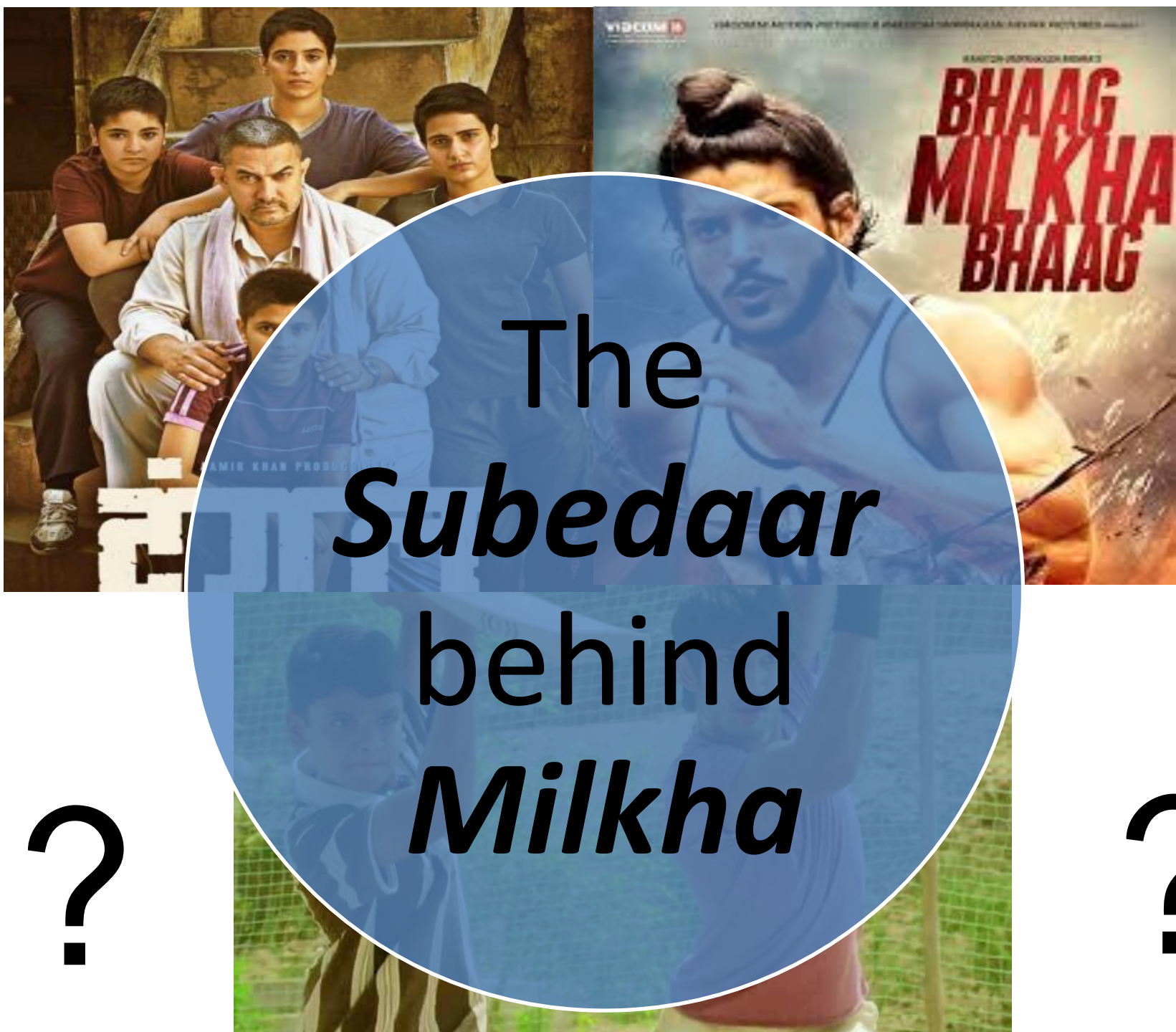
Let's Work
Together!

Industries in demand

- Production moving out of China
- India's youngest country
- Human power
- IT is in-built
- Pehle app – disciplined Indians, respect for police and cleaners
- Biz agility is must to
- Going back to our own Indian traditions
- Make in India
- A United Nations Conference on Trade and Development (UNCTAD) report titled *The Covid-19 Shock to Developing Countries* pleaded “governments to do whatever it takes” to stop economic contraction becoming a recession or worse, a prolonged depression, and to protect the poorest.
- Oil is all time low (aviation and defence expenditure will come down)
- US is banking on defence purchases
- Pharma, FMCG, agriculture will be in demand
- Gold is moving stronger
- Stock mkt down, WFH is new normal – indian housed are not made to accommodate WFH –
- TCS: 25% workforce from office, rental space down, startups suffering, companies where Chinese investments are down;
- Digitalization of service industries; cash transactions are down; who knows drones to delivering foods
- Online ducation will increase – work timings will change
- New normal will be there few months down the line

Covid 19

- Global economy to halt
- Ozone patch recovered, nature is at full bloom, clear skies, pollution levels down
- Remittance projected to decline
- Daily wage workers biggest losers
- Gold imports down by 99.9% (110 tonnes to 50 kg)
- China importing steel from India
- Ratan tata picks up 50% stake in Generic Adhar; reliance to buy Netmeds
- Warren Buffet: don't live or invest in debt; index investing
- Hospitality will take years to come back to normal
- Bad loans would hit banks, money in pvt banks is unsafe
- Online assessment (more IT firms)
- Chemical companies will in demand
- Time to reboot – complete the things which u wanted since long
- Digitalization – new normal
- Virtual is not reality; cyber security
- **The problem is that we don't yet know what that difference will be.**
- More automation to cut labor cost



The
Subedar
behind
Milkha

?

?

Task Focus

- Corporate: Only One
- Faculty: Most challenging 😊

How to
Start?

Do you want to know?

- About **Sanjeevni Booti** of many skills?
- How to
 - Teach beyond Classroom
 - become excellent **Mentor**
 - launch MDPs and Corporate Trainings at your college?
 - Improve College **branding and** More Admissions
 - **\$\$\$**: Get regular hikes, extra income, freelance work
 - **Connect with Corporate (Tips and best practices)**
 - Select/Invite the right corporate expert for guest lecture
- **Skills** required to become **Corporate Ready**
- How **CSR/Charity** can help?
- Need and Importance of **Live Projects**
- Faculty Role in Placement?
- Introduce **latest Industry-Ready Courses**
- **Corporate expectations** from a fresher
- **Latest High-paying Jobs for fresher (least competition)**
- **Corporate way of teaching, training, and mentoring**
- List of **fresher training topics** (with insights)

Want to Know Yourself

- <https://www.16personalities.com/free-personality-test>
- Your Strengths and Weakness (Self SWOT)
- Things you like doing
- Your passion and interest

Time to
Experiment!

Online Teaching

- Challenges
 - Infra, technical, network
 - Students find it difficult to engage, extended session becomes boring
 - Too much time to prepare content, tips reqd to create content
- Tips
 - Engage students (with homework, groundwork – less than 10% may do, don't ignore them)
 - Ask questions, call out name
 - Crack jokes, lighter moments
 - Give break (if class of more than 60 min)
 - Gap of 10-15 between two classes
 - Chk connectivity before the first session, trial session
 - KYS: Know your students
 - Walk through with content
 - Ask for feedback (on how to improve, what could have been better, ask for ideas/suggestions)
 - Acknowledge their feedback/ideas
 - Buddy concept, team (change it periodically)
 - Ask team of student to take brief sessions (10-15), 1 or 2/week
- Approach
 - PPT content only?

Online Teaching

- Most of the things u already know – u just need to tweak due to different WoW
- Weekly plan (not monthly)
- Be punctual
- Minimize social media use
- Show your face
- Test our slides for content
- No need to answer each and every questions (during class)
- Look for activities (individual, not team)
- Work environment
- Keep copy/pen/notebook – ask students too
- Look for quiet corner , out houses are not WFH friendly
- Innovate and stimulate discussions
- Communicate regularly
- Provided references and resources (which was difficult during classroom)
- Assignments
- Agend-Recap, important, repeat the keywords write often
- Be flexible
- Plan in advance for un-responsive students
- Practice trial classes
- Fortinghtly/weekly discuss your challenges and best practices, you may have to prepare for online assessments too
- Set classroom norms
- Contingency plans (power failure at your end)
- Don't rely on 100% live streaming video

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Training and Learning Sprint (Agile)

- Internal/External Trainer
 - Understand Issues/challenges
 - Expectation Settings
 - Ask question/Questionnaire
 - Groundwork/Preparation
 - Customized trainings
 - Warm up session (addressing issues, challenges)
 - Multiple sessions
 - 60 minutes
 - Follow up with individual

Training and Learning Sprint (Agile)

- User Story (What all topics and end result)
- Tasks (for a sprint)
- Timelines and estimation
- Periodic updates (not daily stand up)
- Training Delivery
- Retro (Feedback)
- Backlog (pending training, participants)
- Update story – if required

Ex1: Faculty Development Programme

- From 2-5 days to 4 hours
- Participants shared their issues, concerns, challenges, expectations from FDP (google form)
- Graphical representations of feedback (in front of mgt)
- Shared Pointers and Suggestions (mature audience)
- Tips and best practices
- Key Takeaways
- Other Topics

Ex2: Professional Email Communication

- From 1-2 days to 2 hours
- Asked for key issues, challenges, and expectations
- Sample mails*
- Answers
- Tips and best practices
- Pointers and Suggestions (mature audience)
- Key Takeaways
- Follow-up (2-3 times)

Nobody has time...

- *Stop extended trainings*
- *Even if its all practical – is it related to work, will it help me*
- *Students get bore in 90 minutes*
- *Looking for shortcuts –*
- *Candidates enroll to complete the number of hours*

Hard to
find
Learner

Who wants to learn???

- Looking for **shortest** possible cut
- Class > 90 minutes (ZZZZZZZ)
- Fast food learning options
- Completing mandatory no. of hours
- Want to close early
- Consider it as a break (especially non-technical)
- Texting
- So called - Important Calls 😊
- Trainers : Keep trying innovative things

Corporate Way of Teaching, Training

- *Outcome based learning*
- *Focused*
- *Duration & Time*
- *Practical, Hands-On, OTJ (On The Job)*
- *Internal/External Trainer*

Corporate Needs and Expectations

- *Expectations1*

Understanding Challenges

- *Corporate*
- *Students/Parents*
- *TPOs/Faculty*
- *College Management*

Getting Started: Job Roles

- Know about latest Jobs
 - Emerging and Hidden High-Paying Jobs
 - Example (Fresher):
 - Technical Writer, Proposal Writer, Report Writer
 - Technical Recruiter
 - Business Analyst
 - (No colleges in India offering these courses)
 - Software Implementer, Tester, Trainer
 - Program Manager
 - Instructional Designer
 - Corporate Trainer
 - Social Media Marketing
 - Quizzer
 - Start with Generic Skills

I may hire
for
Attitude

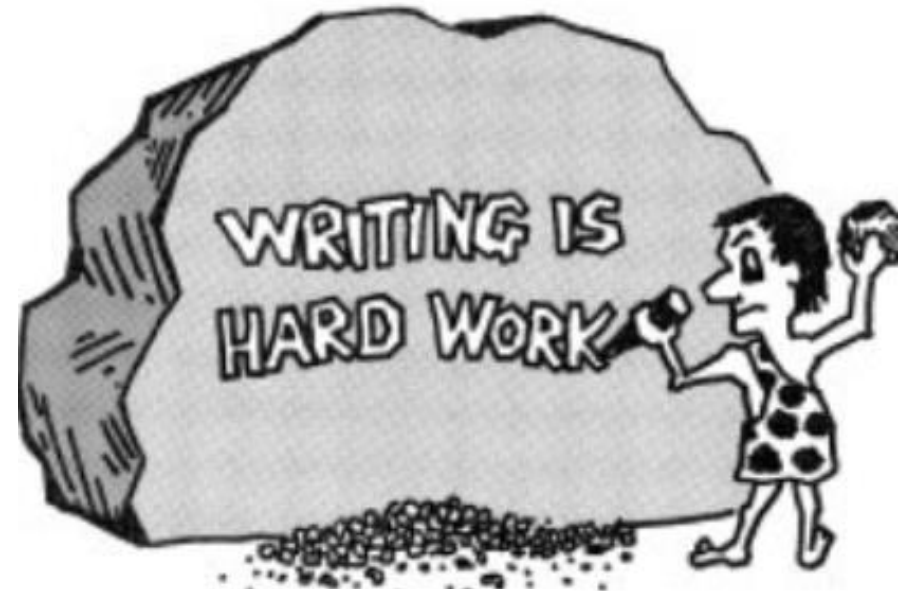
Skills



Skills

Interpersonal Skills

- Be Appreciating
- Pay Attention
- Practice Active Listening
- Bring People Together
- Resolve Conflicts
- Communicate Clearly
- Humor Them
- Empathise
- Smile Always
- Don't Complain (Too much)



Master Effective Body
 Business Language Well
 Non-verbal Cross Good
Listening
Communication
Skills

BODY

LANGUAGE

Student Challenges

- Punctuality, make them work hard
- Prioritizing, Lack of initiatives
- Don't want to work independently
- Mismatch: Expectations Vs Potential
- Spoon feeding, only syllabus
- Intolerance, Attitude, Don't want to learn
- Work-load, don't like Time Table, Not sincere
- **Difficult to engage them at their level**
- **Complete Laundry List**

Mentoring: Benefits (Teachers)

- High Retention
 - Replacement cost up to 40%
- Committed Teachers
- Improved Performance
- Engaged Teachers
- Up to date
- Research and Innovation
- Inclusive growth
- Win-win scenario

Mentoring: Benefits (Teachers)

- More Earning Opportunities
 - FDP, MDP, Writing, Training
 - Campus2Corporate Trainings
 - Freelance
 - Projects with Corporate
 - CSR, NGO, Social Work
 - R&D, Innovations
 - Mentor for other college (Adopt)

Mentoring: Benefits (Students)

- Engaged Students
- Leads to Learning
- Employable
 - Leading to high placements
- Research and Innovation
- Competitive
- Inclusive growth
- Win-win scenario

For Mentoring, start from:

- Job Vs Entrepreneur
- Employability Skills
 - To get job
 - Retain job
- Entrepreneurship
 - Idea, Implementation, challenges
- Communication (Professional, Business)
 - Listening
 - Writing
 - Oral
- Selecting the Right Major

Mentoring at College

- Teaching beyond classroom
- Live projects
- **Earning-Learning opportunities \$\$\$**
- Alternate avenues
- Soft Skills
- Paper presentations
- Attending Conference/Seminar
- Research paper (writing together)
- **NGO, Social Work, CSR**
- Moving together, including mentee

Current Scenario

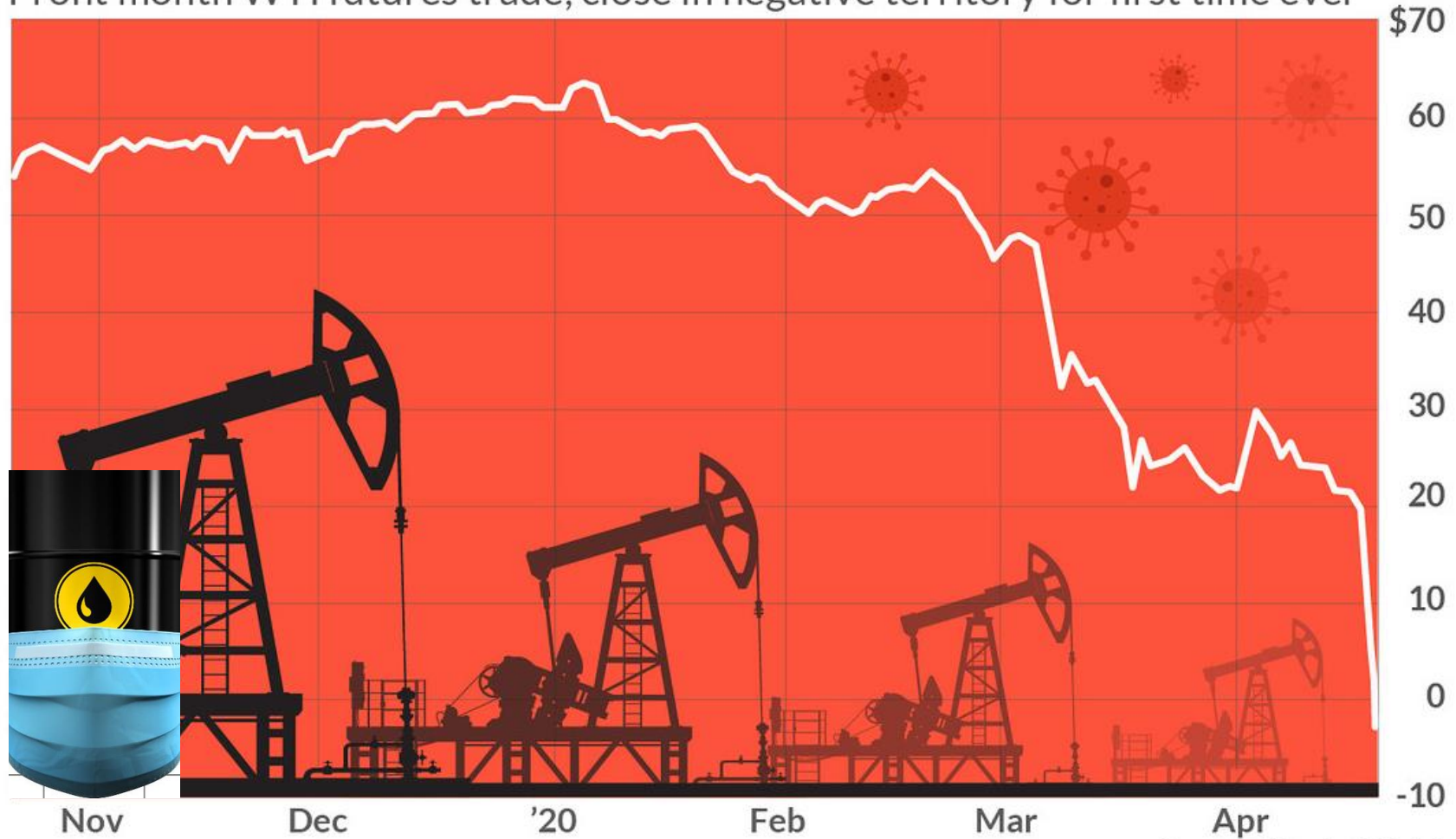


Gold import 99.9% down – Lowest ever

Current Scenario

Oil goes negative

Front month WTI futures trade, close in negative territory for first time ever



Source: MarketWatch

Current Scenario

At 69%, India's taxes on petrol, diesel highest in world

The recent **excise** duty hike of **Rs 13 per litre on diesel** and **Rs 10 per litre** on petrol on has made India the country with the highest taxes on fuel.

ET: Fuel consumption down 45.8%

ET: LPG sales up by 21%

Current Scenario



Illustrations: ANIRBAN BORA

ET: Coronavirus fee: Cash-strapped states rush to raise taxes on alcohol

Current Scenario



Forbes: Robots And Drones Are Now Used To Fight COVID-19

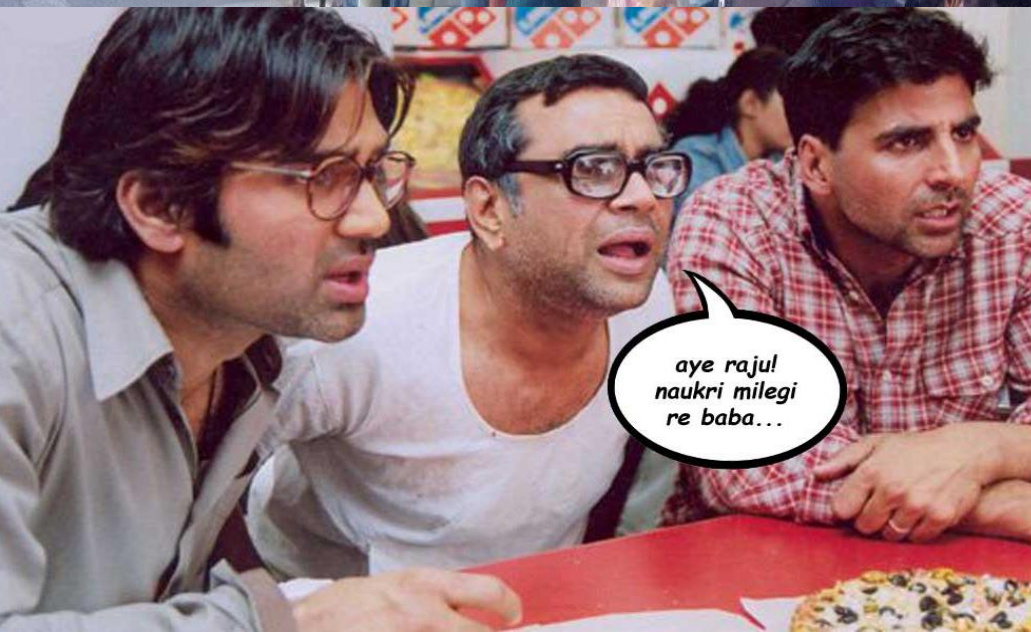
Manufacturing: Key Challenges

- Supply Chain
- Skills shortage
- Inventory Control
- Generating Leads
- Slower adoption of New Technologies
- Business Agility
- Qualification over Fittment

Rules/Norms

- Interactive session (no Bollywood movies)
- Type your reply/questions in chat window
- Volunteer to keep an eye on questions

After Covid???



56 bhog Vs Ingredients



VS

The Job Cycle

The Job Cycle



Simplifying your Journey

Skills

To **Get** Job

To **Retain** Job