

SEEK - A Tech-Enabled OD Platform That Facilitates Change and Culture Building Across All Levels

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Started in November 2015, Bangalore-based SEEK is an interactive mobile led organization development (OD) intervention platform that utilises technology and the power of research to facilitate change and culture building across all levels in the organization through a process of enrollment, motivation and empowerment. The company was established by Manford, a leading corporate training and workshop specialist in 81 countries, that facilitates breakthroughs in organisations by driving performance and enterprise culture amongst the leadership teams.

SEEK's core competency has been derived from Manford's rich legacy and 22 years of research in the field of organization development. SEEK enables organizations to implement behavioral change, measure progress, increase engagement, build and reinforce culture and create a strategic approach to talent management through employee development. It also provides valuable insights on workforce trends and predictive organizational analytics.

SEEK was founded by Deepa Rachel (Founder) and works with organizations across varied sectors that includes health and pharma, auto and financial services, manufacturing and FMCG, IT and Services amongst others. The company has its headquarters in Bangalore with offices in Delhi and Mumbai.

SEEK, is a tech-enabled organization development platform that facilitates change and culture building across all levels in the organization through a process of enrolment, motivation and empowerment. It aims to reach a 100 thousand users by next year.

Founders:

About Anand David:

Anand David is the Director at SEEK and Founder Director of Manford (Management Foundation for Organization Research and Development), with over 20 years of management consulting and leadership coaching experience. He established Manford in 1993 and with a sole aim to create Breakthroughs in Organizations, Teams and

Leaders who have a high and sustained pressure to perform. Manford's strength in leadership development, lies in its thoroughly researched, thoughtfully designed disruptive methodology.

As a coach to CEOs in the country and overseas, Anand has been leading Communications and Change Workshops for the agencies of the United Nations and has addressed the UNDP Global Deputies Meet of over 200 delegates from 135 countries. He has been a speaker at the ASSOCHAM and CII National Summits, as well as a key note speaker at the Annual Meets of HP, Ericsson, Ford, Rotary International, Hindustan Times, ASCENT etc.

Under his leadership, Manford has served in 81 countries with assignments for organizations such as Whirlpool, Strides Arcolab, Zensar, Avery Dennison, Maruti Suzuki, Ford, Xerox, Cairn India, Blackrock, Fiserv, Edelweiss Financial Services Limited, Fidelity International, CapGemini, Virtusa, Airtel, MakeMyTrip.com, Beckett, World Bank, Standard Chartered, Deutsche Bank, Google, Motilal Oswal, Shapoorji Pallonji, Thermax, Nicolas Piramal, Garware Polyester, Raymond, Fijitsu, Canon, Sony, National Panasonic, Cafe Coffee Day, Best Seller - Jack & Jones, Vero Moda, HCL, Lexorbis, Clairvalex, RPG Group, Harrison Malayalam, UTV Bloomberg, SET India and UTV Disney to name a few.

Anand acquired his professional licenses to lead and administer Achievement Motivation laboratories, NLP (Neuro-Linguistic Programming), MBTI Step-1 and Step-2, Negotiation Skills Workshop and is Will Schutz's Licentiate Human Element Practitioner (LHEP). In the course of acquiring these licenses, he has studied under experts and authors such as Richard Bandler, Linda Kirby, William Ury and David McClelland's Team.

Anand specialized in Industrial Management and Behavioral Sciences with a focus on Performance Enhancement & Motivation. He is a graduate engineer in Electronics & Communications.

About Deepa Rachel:

Deepa Rachel is the Founder and Director of SEEK. Deepa also heads operations of Manford in South India and has been working in the area of Organization Development for over 15 years.

Deepa takes inspiration from Manford's visionary statement which is built on a dynamic, vibrant and durable state of peace at all times everywhere. It reaffirms that peace is a right not an option.

Her core competence is in the areas of Organization Diagnoses and Climate surveys, Conflict Resolution, Negotiation, Executive Coaching, Customer Orientation,

Relationship Management, Assertive Communication, Team Building, Achievement Motivation, Corporate Breakthrough Strategies, and Empowerment.

With a coachability index that is in the range of very good, she has acquired both degrees and licenses granted by experts in the field. She has been an executive coach to many Sr. Executives and has lead interventions with the senior management teams of some of the largest organizations in the world, which include Capgemini, Neilson Group, Microsoft, Bharti (Airtel), CSC, Toyota, Fidelity Investments, McKinsey Knowledge Center, Maruti Udyog Limited, Strides Arcolab, Sasken, Sun Pharma, Trident Group of Companies and Whirlpool.

Deepa holds a Bachelor's degree in Psychology from the Delhi University and a Postgraduate Certificate in Business Administration from Bolton University, UK. She holds licenses and certifications from NFNLP, FIRO-B, assessment centres, Conflict resolution, Negotiation skills, T-Group training, etc. She has participated as a speaker on various Indian and international forums, such as the Global Peace Convention, Manila, World Peace Conference, Rotary Cochin, Alliance for International Education Conference, Melbourne, Organisational Development Network Conference, New Orleans.