

Corporate Training

An opportunity for CAs

Presented by:
CA (Dr.) Abhijit Phadnis

Learning trends

- Increasing use of e-learning, webinars, MOOCs for generalized learning
- Corporate training: customized rather than general
- Focus on experiential learning: workshop orientation
- Blended learning: combining different media
- Result orientation & focus on ROI

Seminars vs. Customized learning

- Seminars are very useful for awareness
- Customized learning is needed to make the learning business relevant
- Corporates are willing to pay for customization
- For the trainer, that is the learning excitement
- Deep subject understanding coupled with its practical applications

Opportunities

- Corporates:
 - Fundamentals of accounting, cost & finance
 - Financial Statement Analysis
 - Cost Management
 - Strategic Financial Management
 - Risk Management
 - Corporate governance & Director training
- Banking Professionals:
 - Credit Risk Management
 - Operations Risk Management & Fraud prevention
 - Banking products
 - Regulatory training

Opportunities

- Financial Services:
 - Risk Management & Derivatives
 - Taxation aspects of financial products
 - Financial & Investment Planning
 - Mutual Funds Distributor Training
 - Bond Markets
 - NISM certifications
 - Financial Literacy
- IT & Consulting professionals:
 - Finance Fundamentals
 - Tax awareness for HR professionals
 - Banking products
 - Derivatives

Key success factors

- Fundamental difference in approaches:
 - Student teaching vs. corporate training
- Adult learning principles need to be followed
- Personalized & individual engagement
- High customer centricity

Pros & Cons

- The excitement
 - Joy of sharing
 - Noble profession
 - Steep learning curve
 - Opportunities for creativity
 - Need for constant updation
- The grim reality
 - Not necessarily a paying profession for the effort involved
 - Can be mechanical if it is commoditized
 - Very less HR professionals who have time to focus on learning in the right way
 - Quite often HR driven than business driven

My humble suggestions

- Identify your niche in tandem with your practice area
- Do not focus only on training, blend it with your practice
- Hone your teaching & communication skills before you take a plunge
- Tie-up with large institutions such as CRISIL or Dun & Bradstreet

Thank you & best wishes