

# Improving B-School Positioning Through High Quality Placement



## The Context:

One of the highly ranked business schools which aims at building leaders for the digital age, this college was keen on improving their brand positioning by increasing their placement numbers with top recruiters. TalentSprint was given the mandate to train 390 of their students and make them placement ready.



## The Design Process

The design of this program followed a three step approach. The three steps were

- 1) **Early Intervention** - for language and communication enhancement.
- 2) **Spaced repetitions** - for aptitude skill development.
- 3) **Just in time refreshers** - for domain specific learning.

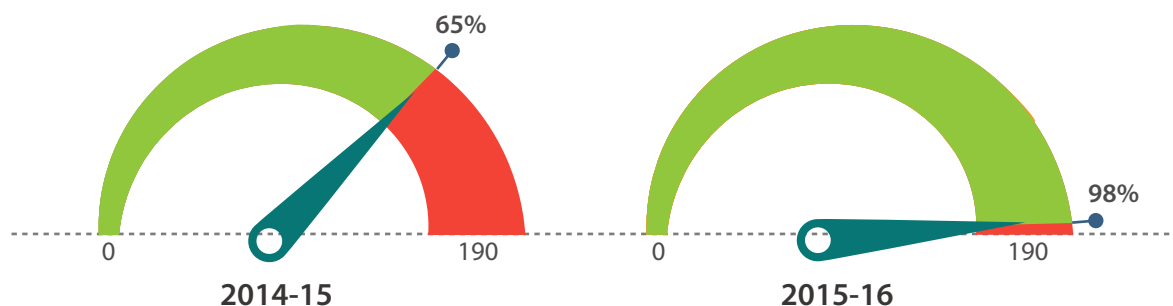
This program was designed in a manner such that upon completion, participants were able to take action and apply what they learned in our training intervention program to get results.

## What Helped

- **Orientation** - The program started with orienting the participants to clearly set objectives. This improved participation and engagement.
- **Experiential Learning** - The pedagogic approach was through experiential learning methods including role-plays and group discussions.
- **Real-Life examples** - All the examples were real life examples to which the participant is exposed to and thus relates to.
- **Continuous Evaluation** - Weekly assessments and personalized feedback on performance was a cornerstone of the program.
- **Guided practice** - Guided practice was also done thus increasing the probability of success and accuracy.
- **Final Assessment** - A final assessment was conducted to understand the impact of the program.



## The Outcomes



## Testimonials



We are happy to have partnered with TalentSprint and are delighted to see knowledgeable, committed staff and trainers who extend support to our students both during and beyond the training period

*Director - Training and Placement*



With the help of TS I was able to clear my aptitude tests with ease. Apart from classroom training, TS also offered an online learning platform where we could log in anytime and prepare at our convenience. TS made us Job-ready.

*Divya M*



## About TalentSprint

TalentSprint is India's leading Youth Career Accelerator. Its digitally intelligent platform empowers every young person to pursue an exciting career of their choice. Funded by Nexus Venture Partners and the National Skill Development Corporation, TalentSprint aims to empower ONE MILLION young job seekers to pursue careers in Information Technology, Banking and Financial Services, and Education. The platform delivers technology-enabled experiential learning through a mix of cloud, contact, and colleges. It leverages digital and social media for youth outreach and forward integrates with a high quality employer network.



## Corporate Office

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