BLUZEE

01

TIME TO SHIFT FROM JOB ORIENTED TO VALUE ORIENTED

Design Your Professional Character™

Invoke the Value Creator in You

A premium corporate workshop for professionals who aspire to move beyond effort and competence into reliability, ownership, decision maturity, collaboration excellence and measurable value creation.

Because effort is not value.

Skills open doors. Professional character keeps you in the room.



Led by Mukundakumar KG

Alumnus BITS Pilani & IIM Kozhikode

28 years of professional exposure across Tata Steel, EY, Capgemini, NTT Data & more.



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What makes some professionals **impossible to ignore?**

Not another training. Not another motivational session. This is a deeper intervention designed to address the invisible gap that weakens outcomes even when skills are present.

The Reality Today
(Silent productivity crisis)

- High effort but low value creation
- Low ownership and poor follow-through
- Constant follow-ups and dependency culture
- Cross-functional friction and misalignment
- Execution inconsistency despite competence

This is not a **skill problem.**

It is the Value Creator Mindset Gap -
the Character Gap.

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THE WORKSHOP PROMISE

The capability organizations assume people have

Professional Character is the internal operating system
that drives the behaviors leaders trust and customers remember.

- **Reliability** — Can be counted on without repeated reminders
- **Ownership** — Takes the outcome personally, not just the task
- **Decision maturity** — Understands trade-offs and business consequences
- **Collaboration excellence** — Reduces friction across functions
- **Value creation** — Connects effort to customer and business impact

The outcome: employees who do not simply complete work - they create confidence, clarity and business value.



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WHAT PARTICIPANTS LEARN TO SHIFT

From activity to impact	→	**From task execution** to meaningful business contribution
From reporting activities	→	**to owning** outcomes
From functional expertise	→	**to integrated thinking** across domains
From customer handling	→	**to Customer Experience** as the product
From good intentions	→	**to a repeatable Value** Creation Framework

This ensures participants do not just learn - **they transform.** They understand how real businesses operate end-to-end and how their decisions affect trust, speed, cost, and customer experience.

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BENEFICIARIES AND REACH

Proof that travels across campuses and corporations

3000+
students reached through CSR initiative - 2025

Conducted at leading organizations

Corporate: Volvo Group - India

- IIT Madras
- IIM Kozhikode
- NIT Calicut
- College of Engineering Trivandrum (CET)
- Barton Hill Govt. Engineering College
- TKM College of Engineering
- TKM Institute of Management
- Kerala Digital University
- Institute of Management in Kerala
- IHRD Kozhikode
- Holy Cross Kozhikode
- St Joseph's College Devagiri
- Rajagiri School of Commerce (MBA)
- St Alberts Ernakulam
- Bharat Mata College Ernakulam
- PSMO College
- SNES Chathamangalam
- Faroke College Kozhikode
- Garden City University Bangalore
- Ramiah University Bangalore
- ISBM Bangalore
- RSET Rajagiri
- FISAT Ernakulam



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PILOT RECOMMENDATION

Start small. Trigger visible change.

Bring this workshop to your organization or platform as a focused pilot cohort designed for immediate conversation, reflection and behavior shift.

COHORT SIZE
15-30 participants or more

FORMAT
2-hour interactive workshop

IDEAL FOR
HiPos, early career talent, cohort groups, new managers and cross-functional teams

BEST USE
HR/L&D; pilots, leadership development, campus-to-corporate readiness and value-creation culture building

Do not compete only on degrees and tools. Compete on what cannot be copied easily - your professional character.

For HR/L&D pilot discussion: **mukundkg@bluzee.xyz**

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