

virtual EUM certification workshop

**10th to 13th September 2020 0930 to
1800 hours (details inside)**

For: Professionals in HR and OD,
Coaches, Consultants, Change Agents,
and Counsellors

for registration visit
www.eumlens.in



Reflexive Lenses Consulting offers a composite workshop, with an opportunity to get certified in EUM-I and EUM-O frameworks and reports.

One of the distinctive features of the EUM framework is that it looks at the orientations of both the individual and the organization. The central premise is that the individual and the organization are intertwined, and meaningful insights and action can emerge when they are both seen in conjunction with each other. There are separate but interrelated instruments for mapping the individual and the organization. These can be used on standalone basis or in conjunction with each other.

The certification will enable the practitioners to use both the tools and reports associated with them.

about EUM - I

The EUM-I enables an exploration and portrayal of an individual's identity and role taking on a wide canvas. Unlike some other tools that are deterministic and are based on an "a priori" construct of types of people, the EUM-I addresses people as vested with a range of potentials, allowing for their unfolding through a process of dynamic engagement with their context

The EUM-I maps the individual both as a "whole", and as a "part" of the larger context, offering insights on his/her membership in familial systems, institutions, organizations and the society at large.

On Certification, you can use **EUM-I and EUM-O** tools and reports for coaching, leadership development, team alignment and mentoring

about EUM - O

We believe that Organizations are living entities with a distinct identity which precedes Strategy, Structure and Culture. The Organization Identity Mapper or the EUM-O framework is a lens to explore the myriad of relationships that co-exist between the organization, its multiple stake-holders, its ecology and its individual employees
EUM-O serves both as a diagnostic lens as well as an OD tool to co-design viable organizations, and enable strategic fitness.

The organization identity report provides deep insights into

- How the organization perceives itself and what it wishes to become.
- How it deals with various tensions and polarities
- Some of the issues which it needs to address to enhance fitness and responsive to its context

The workshop will include

- 1** The EUM framework- assumptions and philosophical underpinnings
- 2** In depth understanding of EUM Universes (both I and O) – the essential building blocks of EUM
- 3** Working with the EUM-I tool and portfolio of reports
- 4** Working with the EUM-O tool and the Organization Identity report.
- 5** Working with the individual's EUM-I and EUM-O responses in conjunction – the individual and the "picture of the system in the mind"
- 6** Overview of applications for assessment, personal growth, leadership development, systemic coaching , team building, Organization Development.



Ashok Malhotra

Lead Faculty & Author EUM

Ashok is the author of the EUM Framework. He is an IIM-A alumnus, and an Organization Consultant. Ashok articulated his EUM framework in the late 1990s after having explored the work of Clare Graves, and that of Scott and Myers,

His latest book (Routledge) on 'Indian Managers and Organizations – Boons and Burdens', is based on the EUM data collected over the years and his insights on Indian-ness.

His first book, 'Child Man – the Selfless Narcissist' was also published by Routledge. He is one of the Founder members of Sumedhas Academy for Human Context, and a Director on the Board of many Indian companies.



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Fee Structure

Fee (excluding GST)

Organization Sponsored Participant

70,000 INR

Self Sponsored Participant

50,000 INR

Early Bird Discount

10% for registration within
Aug 15th and full payment
made on or before August 17

Session Timing
Everyday

09.30-11.00
11.30-13.00
14.30-16.00
16.30-18.00

Payment Details:

For Cheque / draft in favor of
Reflexive Lenses Consulting Private Limited

For Net transfer, please contact
Ms. Mahalakshmi at accounts@eumlens.in

For administrative help please contact
Ms. Kokila S at administration@eumlens.in

Nominations will be confirmed only on
receipt of workshop fees.

GST would be levied on the participant fee.



The End.



The EUM-I has been deployed with great success with companies across India, China, Europe and USA such as:

The logo for TATA CONSULTANCY SERVICES, with 'TATA' in blue and 'CONSULTANCY SERVICES' in a smaller blue font below it.

The logo for talent sprint, with 'talent' in orange and 'sprint' in green, accompanied by a stylized human figure icon.

The logo for colruyt, with 'colruyt' in black and a small orange square to the right.

The logo for ICICI Bank, featuring a stylized 'i' icon followed by the text 'ICICI Bank'.

The logo for ADITYA BIRLA GROUP, featuring a colorful geometric pattern above the text 'ADITYA BIRLA GROUP'.

The logo for WNS, with 'WNS' in bold black letters and the tagline 'Extending Your Enterprise' below it.

The logo for Chola, featuring a stylized flame icon followed by the text 'Chola' and the tagline 'Enter a better life'.

The logo for ThoughtWorks, with the text 'ThoughtWorks' in a sans-serif font.

The logo for MAERSK, featuring a blue square with a white star above the text 'MAERSK'.

The logo for Broadridge, featuring a stylized 'B' icon followed by the text 'Broadridge'.

The logo for accenture, with 'accenture' in black and a red checkmark above the 'e', and the tagline 'High performance. Delivered.' below it.

The logo for kotak, featuring a stylized 'K' icon followed by the text 'kotak' and 'Kotak Mahindra Bank' below it.