

# EUM Certification Workshop

Brochure

February 2024

Bangalore

Registration link



## About EUM

EUM represents an **evolutionary framework** and a set of associated tools/reports that serve diagnostic and developmental needs of individuals and organisations. The EUM framework has been created by Ashok Malhotra. Major contributing influences have been the work of Prof. Clare Graves, and various strands of Indian philosophical thought such as pluralism and context-sensitivity. The two most popular instruments/applications of the EUM framework are:

- **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, organisations and the society at large.

- **EUM-O**

The Organisation Identity Mapper or the EUM-O framework is a lens to explore the myriad relationships that co-exist between the organisation, its multiple stakeholders, its ecology and its individual employees. EUM-O serves both as a diagnostic lens as well as an OD tool to co-design viable organisations, and enable strategic fitness. The Organisation Identity report provides deep insights into:

- How the organisation 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 be responsive to its context

The EUM framework has helped **over 7000+ individuals** steer their personal and professional journeys and offered significant insights to craft a substantive transformation agenda for **over 200 organisations**.



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Universe  
Mapper

## About EUM Certification

Reflexive Lenses Consulting offers a composite workshop to get certified in both EUM- I and EUM-O frameworks and reports. The certification will enable the practitioners to use both the tools and reports with individuals.

### WHAT WILL YOU LEARN?

The learning objectives of this certification program are as follows:

- To understand the assumptions and philosophical underpinnings of the EUM framework
- To gain a deeper understanding of the essential building blocks of EUM – the EUM - I & O universes
- To get an overview of the various EUM reports and their applications for different purposes
- To become familiar with EUM-O report and how to use it for organization development purposes.
- To practice coaching individuals and giving feedback using the Self-System report

### WHO SHOULD ATTEND?

While this certification program can practically help anyone who is interested in understanding themselves and/or other people and/or who wishes to apply this framework in a professional setting, our past participants have typically been:

- HR/OD Executives
- Coaches
- Change Agents
- Consultants
- Counsellors
- Internal OD Anchors
- Business Leaders
- Team Managers



## ARE THERE ANY REQUIREMENTS TO CERTIFY?

This certification program requires learners to complete certain requirements before, during as well as after the course to become certified to use EUM - I and EUM-O suite of reports and join the EUM partner community. These requirements are illustrated below.

Please note that after you will have cleared the certification exam, you can deploy any 3 EUM reports of their choice in real-world situations. These reports can be used for executive coaching, mentoring, leadership development, team alignment or any other suitable OD intervention. The reports are valued at INR 24,000/- + GST and are offered at NO ADDITIONAL COST to the learner.

### PREWORK

- Completion of EUM-I and EUM-O Profiles online
- 1-on-1 Dialogue Session with a EUM Partner
- Mandatory Reading
- Familiarization with LMS

### COURSEWORK

- 100% attendance in all sections (virtual +in-person)
- Homework completion (after each session)
- 1-on-1 Peer Coaching

### POSTWORK

- Online Certification examination completion
- Administering EUM assessment + coaching real time
- Attendance in Fireside Chat with Ashok Malhotra



## HOW IS THIS CERTIFICATION PROGRAM STRUCTURED?

This is a hybrid certification program. The course learning journey and content coverage is detailed in Annexure A to this brochure.

You will need to complete EUM-I and EUM-O assessments online as well as attend a dialogue session with a EUM coach before joining the first virtual session.

To make the program engaging, we use a mix of learning methodologies such as:

- Lecturettes
- Small-Group Work
- Plenary Discussions
- Videos
- Polls/Quizzes
- Check-In/Check-Outs
- Peer Coaching
- Group Presentations

## WHAT BENEFITS WILL YOU GET?

In summary, by joining this certification program, you will get the following benefits:

- new lens and tool that goes beyond traits/type instruments
- 21 hours of hybrid instruction (virtual + in-person)
- learning materials
- peer-coaching experience and feedback thereon
- certificate attesting program completion
- 3 free reports for real-time application worth over INR 24,000/-
- chance to interact with EUM's author Ashok Malhotra
- opportunity to join the evergrowing EUM partner network



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## PROGRAM LOGISTICS

### A Dates

- 1<sup>st</sup> Virtual Session: 9<sup>th</sup> February (07:00 to 08:30 p.m. IST)
- In-person Sessions: 15<sup>th</sup>, 16<sup>th</sup>. and 17<sup>th</sup> February 2024 (09:30 a.m. to 06:00 p.m. IST)
- Fireside Chat with Author: 27<sup>th</sup> May 2023 (10.30 am to 1.15 pm IST)

### B. Venue

Virtual Sessions: Zoom (Link and Password will be shared.)

In-person Sessions: Buckingham-1, Fortune Park JP Celestial, 5,43, Racecourse Road, near Anand Rao Circle, Bangalore 560009

### C. Investment, Registration, & Refund Policy

Very Early Bird Fee (if you pay on or before 15.01.2024)	INR 75,000/- including GST
Early Bird Fee (if you pay between 16.01.2024 and 31.01.2024)	INR 80,000/- including GST
Standard Program Fee (if you pay after 31.01.2024)	INR 89,000/- including GST

If you have any other program-related queries, please contact Ajay Viswanath at +91 99005 80855 or via email: [ajayviswanth@gmail.com](mailto:ajayviswanth@gmail.com) or Lakshitha at +91 90088 61100 or via email: [social@eumlens.in](mailto:social@eumlens.in)

Nominations will be confirmed on receipt of workshop fees. The fees can be paid via cheque deposit, NEFT transfer, or debit/credit cards. If you'd like to register, please fill out the enrolment form here: [registration link](#) or please send an email to [accounts@eumlens.in](mailto:accounts@eumlens.in) or call Ms. Mahalakshmi at +91 9176 68 0727

For cancellation requests received up to 31.01.24, 90% fees shall be refunded. No refund thereafter. At RLC's discretion, the registration may be transferred to the next certification workshop for no additional fee.



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## EUM Select Clientele

The EUM framework has helped over 7000+ individuals steer their personal and professional journeys, and offered significant insights to craft a substantive transformation agenda for over 200 organizations.



EUM framework and tools are being used in India, UK, USA, China, Japan and many parts of the South-East Asia. Today, the EUM community includes over 150 practitioners spread across three continents who have found EUM to be a powerful diagnosis and development tool for Coaching, Organization Development Consulting and Leadership Development. Our clients' expressions have often included words like "life-changing", "impactful", "eye opening", etc.



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## About the Author

**Ashok Malhotra** is the author of the EUM Framework, is an IIM-A alumnus, and an Organization Consultant based out of Bengaluru. Ashok is a researcher at heart, a gifted teacher and communicator, an insightful observer of human processes, and a consultant who facilitates organic evolution of organizations. He is also one of the Founder members of Sumedhas, Academy for Human Context and a Director on the boards of many Indian companies. In addition to several papers of academic and general interest, Ashok has authored two books - "Child Man - The Selfless Narcissist" and "Indian Managers and Organizations – Boons and Burdens", both published by Routledge.

## About the Facilitators

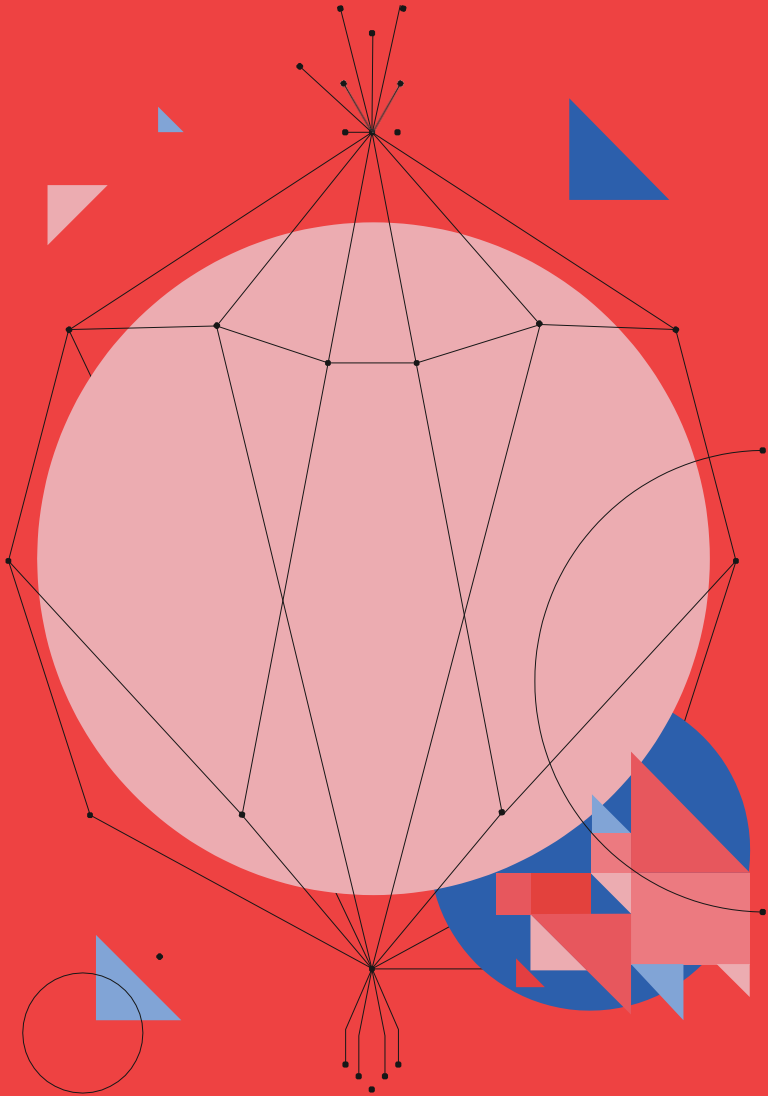
**Sarbari Gomes** is the Managing Director at Reflexive Lenses Consulting. An OD Consultant, Executive Coach and Behavioral Practitioner, Sarbari works in the areas of gender and leadership, organisation diagnostics and culture study, alignment and transformation, leadership development (assessment, workshops and coaching), inclusion and diversity and, process consulting. Apart from being trained in numerous psychometric tools, Sarbari is an Associate Coach with CCL, is a PCC with ICF, a Fellow of Sumedhas Academy for Human Context and an avid blogger. Sarbari resides in Bengaluru.

**Ajay Viswanath** is A learning professional with over 20 years of experience across academics, L&D and training domains. Ajay has successfully designed and delivered interventions focused on Competency-based LDP, assessment centres, high-performance teams, first-time managers, and change management. Ajay is an accredited Leadership Coach (PCC – ICF), and his clients include CEOs and senior leaders in various organisations across India and the US. He completed EUM certification in 2017 and used EUM for his Leadership and Organizational development. He is currently associated with TAO Academy for Leadership as a Facilitator and an Executive Coach.





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