

EUM Certification Workshop
June 5-8, 2024
On-line (Zoom)



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 8000+ individuals** steer their personal and professional journeys and offered significant insights to craft a substantive transformation agenda for **over 200 organisations**.



EUM Existential
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 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 various reports

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

COURSEWORK

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

POSTWORK

- Certification examination completion
- Administering EUM assessment + coaching real time



HOW IS THIS CERTIFICATION PROGRAM STRUCTURED?

This is an online certification program.

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
- 18 hours of instruction (virtual) & learning materials
- Peer-coaching experience and feedback thereon.
- Certificate attesting post successful 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

On-line Sessions: 5, 6, 7 and 8 June 2024
(14:00 to 19:30 hours IST)

B. Venue

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

C. Investment, Registration & Refund Policy

Early Bird Fee INR 70,800/- including GST
(if you pay between 15th April
and 15th May 2024)

Standard Program Fee INR 80,240/- including GST
(if you pay on or after 16.05.2024)

If you have any other program-related queries, please contact Sarbari Gomes at +91 98455 64848 or via email sarbari@eumlens.in

Nominations will be confirmed on receipt of workshop fees.

If you'd like to register, please fill out the enrolment form here: [click here](#)

or please send an email to eumtests@eumlens.in or call Ms. Indumathy at +91 77084 21422.

For payment via net transfer or payment through credit or debit cards, please contact Mr. Rajesh at accounts@eumlens.in or mobile: +99805 24696

Refund request received before 25th May 2024, 90% of fees will be refunded 26th May 2024 onward, there will be no refund

At RLC's discretion, the registration may be transferred to the next certification workshop for no additional fee.



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About the Facilitators

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.

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.



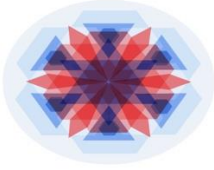
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EUM Select Clientele

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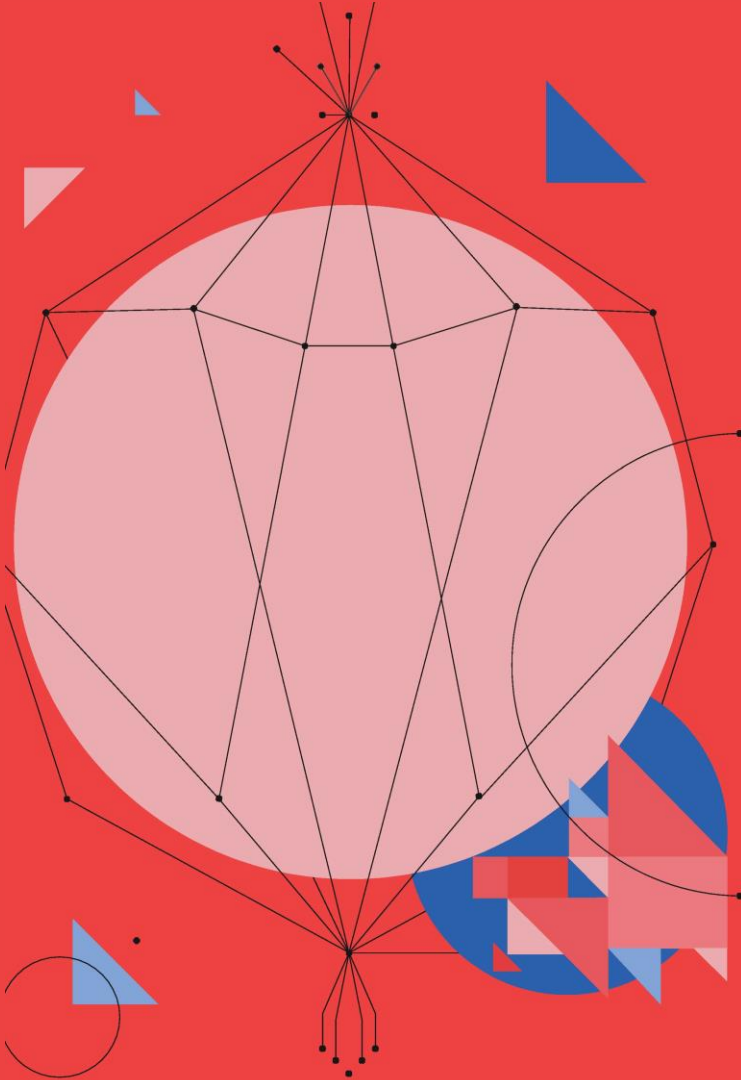


EUM framework and tools are being used in India, UK, USA, China, Japan and many parts of the South-East Asia. Today, the EUM community includes over 150 practitioners spread across three continents who have found EUM to be a powerful diagnosis and development tool for Coaching, Organization Development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



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Regd. Office : Flat 2053, Prestige Wellington Park Apts.,
Gangamma Circle, Jalahalli, Bengaluru 560013. KA, India
E: administration@eumlens.in | T: (080) 2308 9064

www.eumlens.in