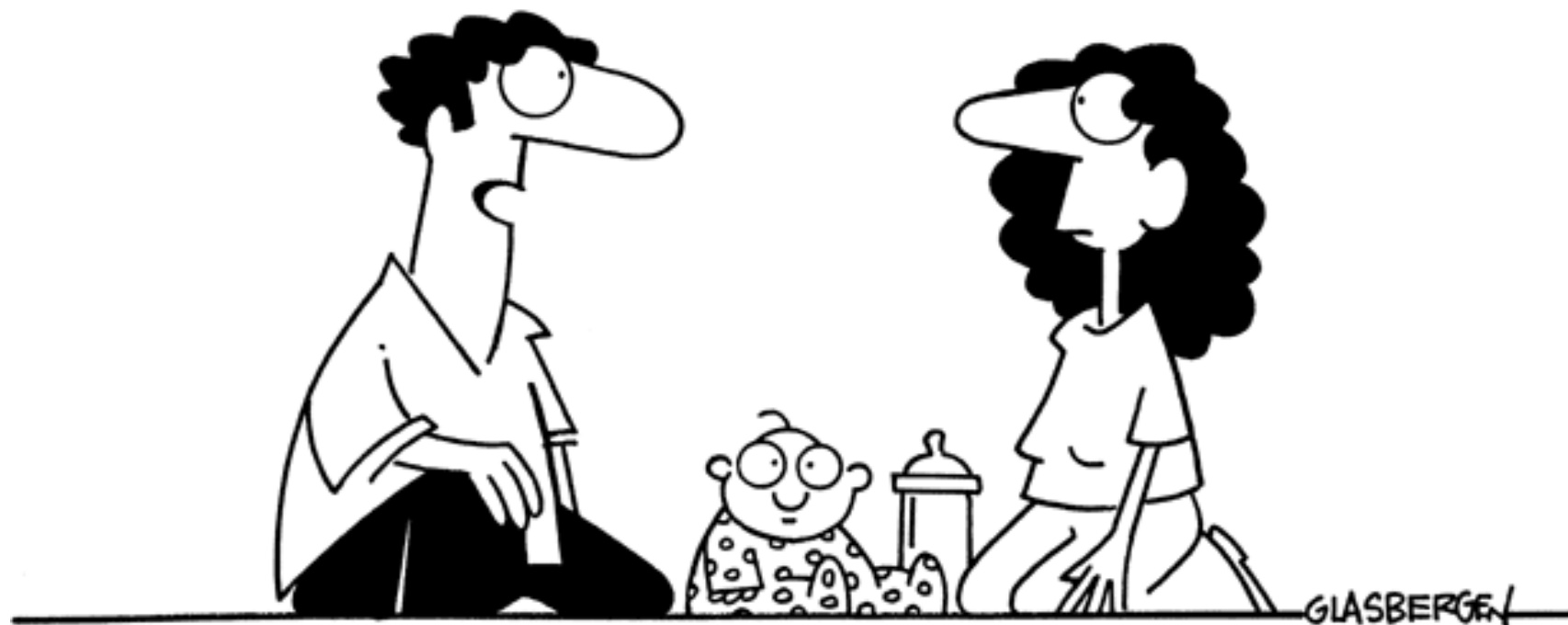


Innovative Approaches  
to  
On the Job Training

In School you're taught a lesson and then given a test

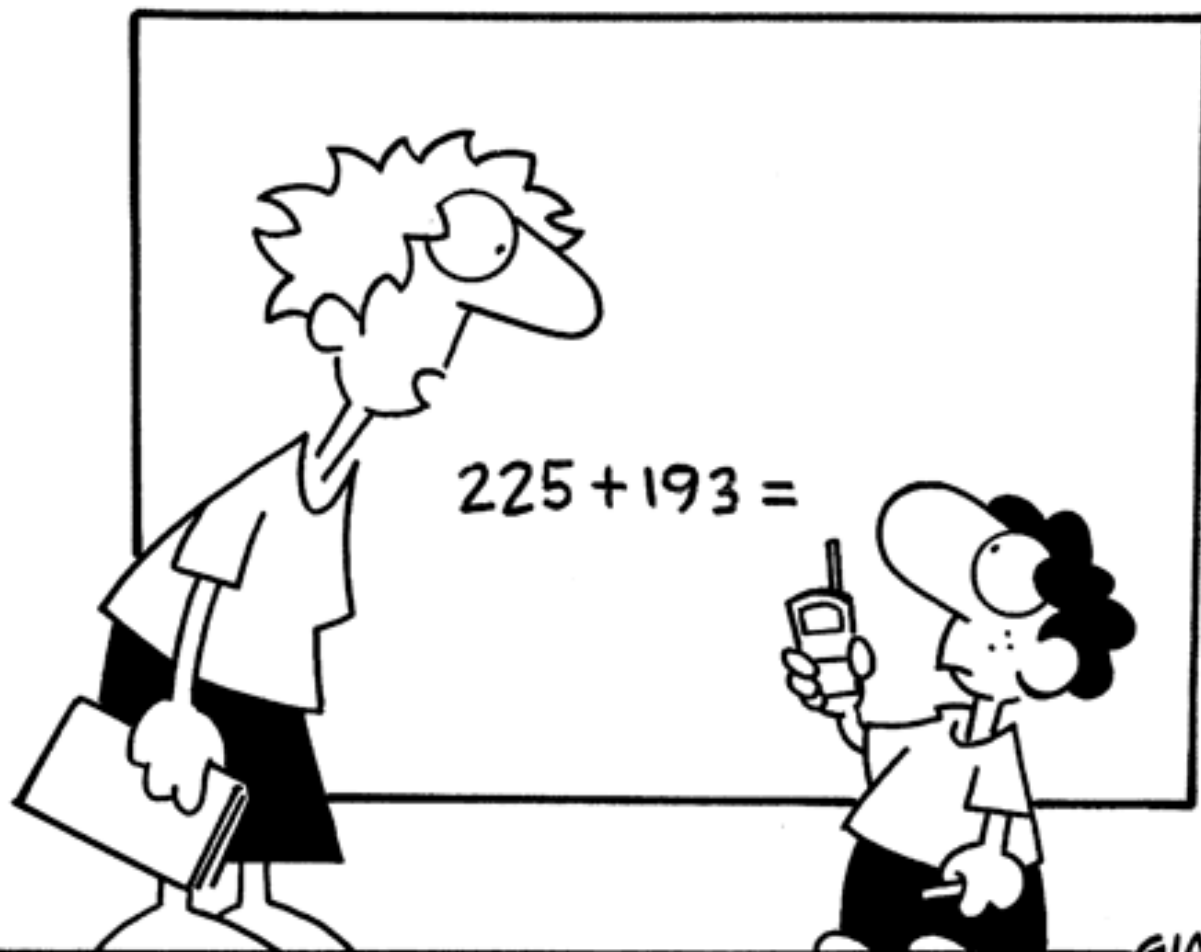
In Life, you're given a test that teaches you a lesson



**“I think he’s ready to start using the computer. He just said ‘Google!’”**

# # 1 : How Coca-Cola managed Brand Order

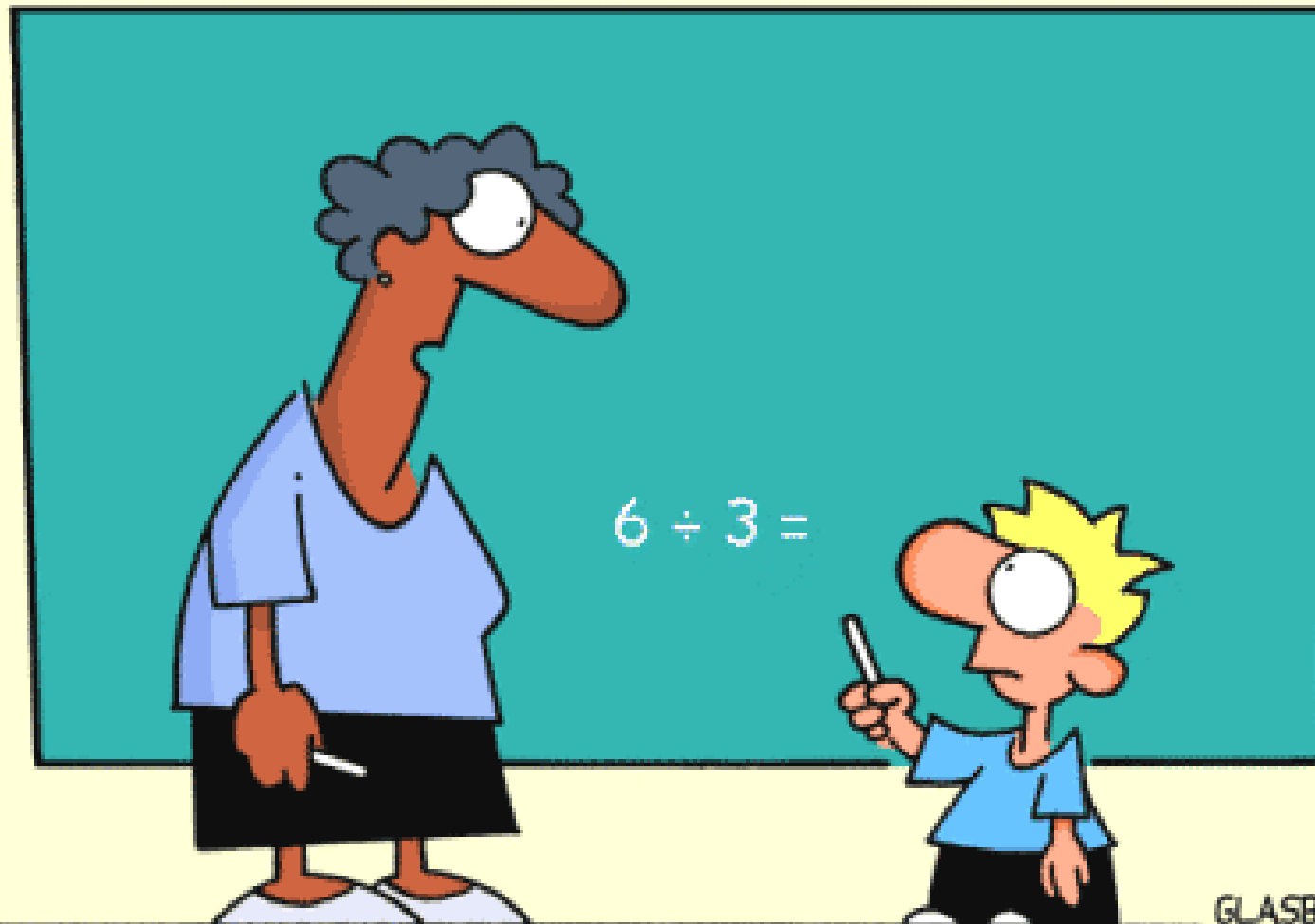




**“You have to solve this problem by yourself. You can’t call tech support.”**

## # 2 : Whirlpool Demonstrators Model



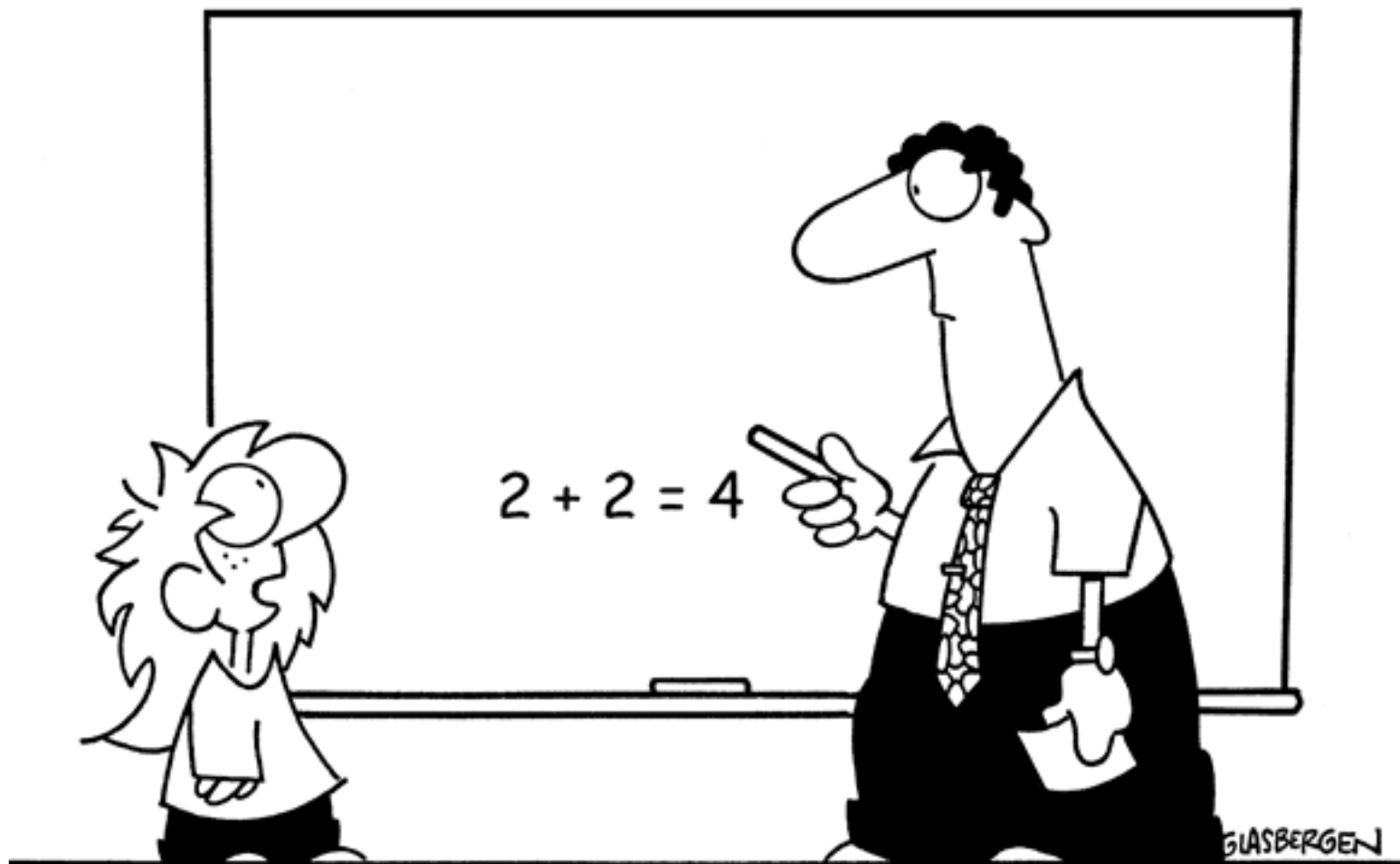


**“No, we’re just learning how to divide. When you get to business school, you’ll learn how to divide and conquer.”**

# # 3 : Udupi Supervisors Model



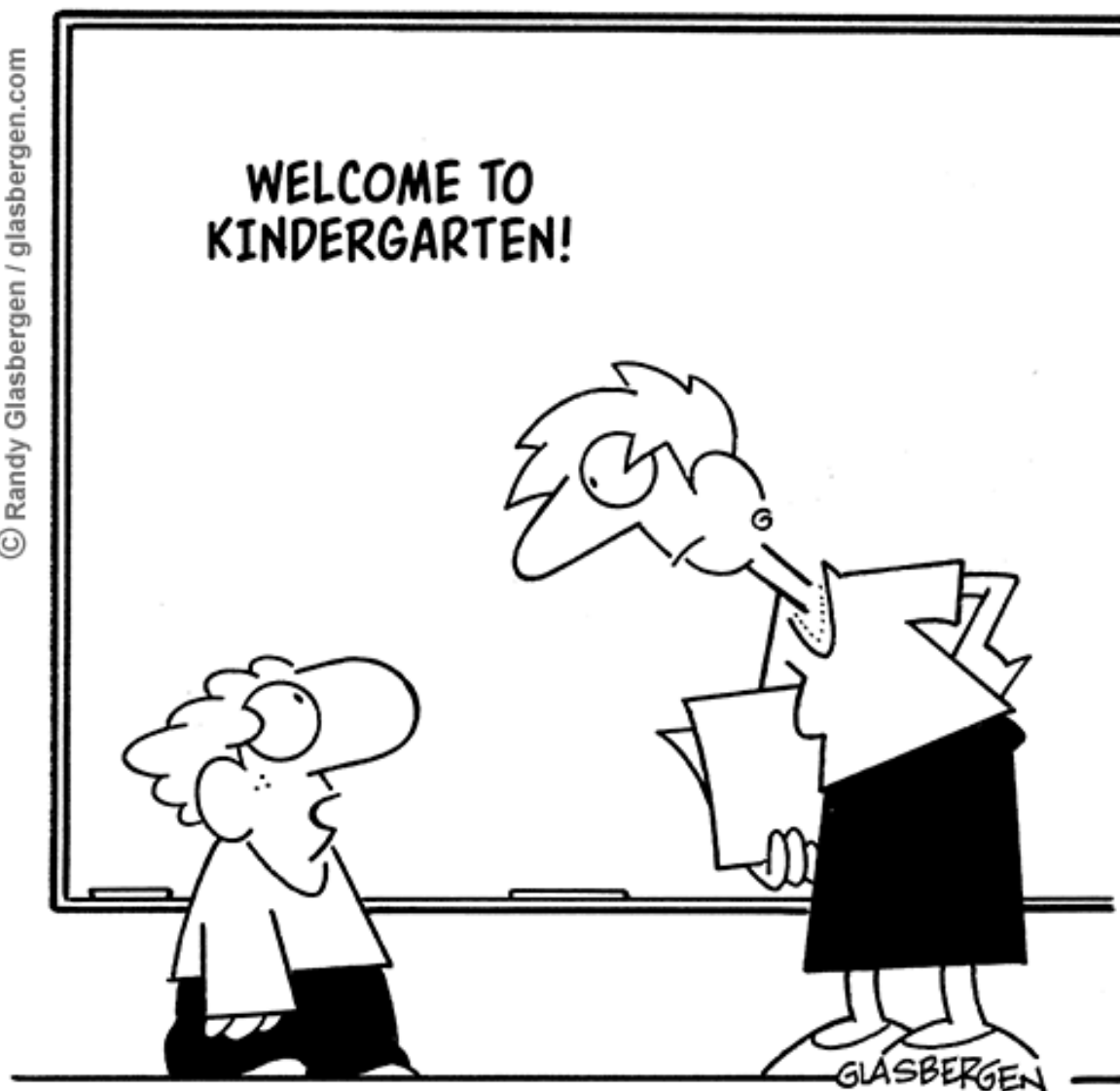




**“How can I trust your information when you’re using such outdated technology?”**

# # 4 : Fitness / Sports Coaching – Using Tech





**“You’re telling me it will take 13 years to install my education! What kind of outdated software is this school using?”**

# # 5 : Education – Academic & Corporate



Transforming the skill landscape

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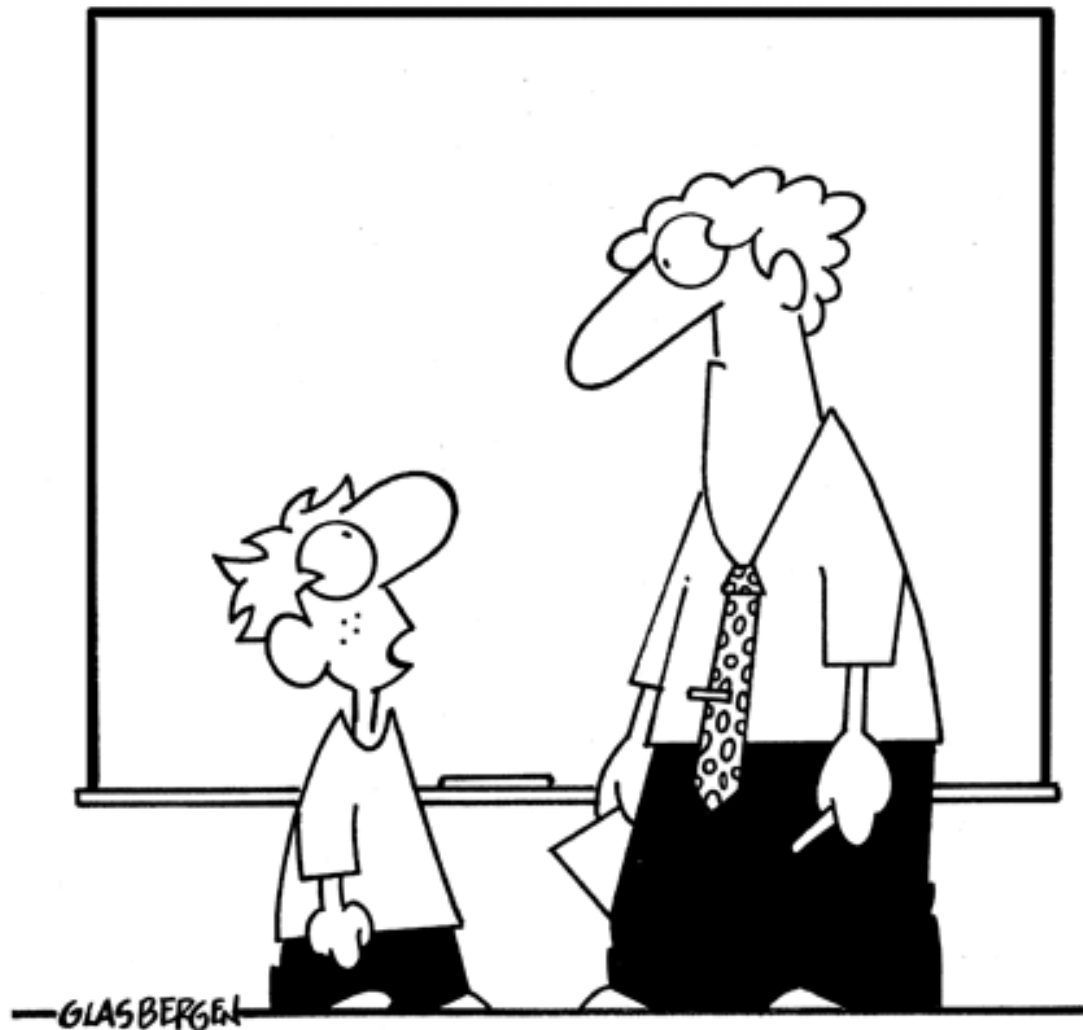
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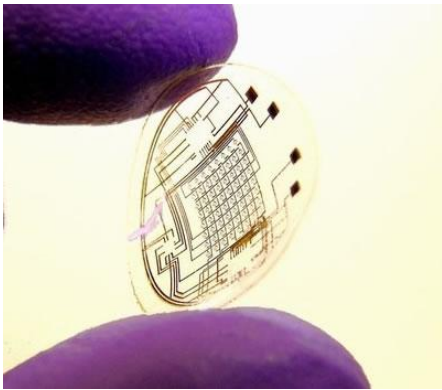
Applications invited for teaching E.T.T.  
course. Minimum Qualification for lecturer  
M.A English & Punjabi with 55% marks  
& B.Ed. with 60 % marks





**“If my mind wanders during class, think of me  
as part of a distance learning program.”**

# # 6 : Distracted Learners - On The Job Training



“One should teach us how to make a living  
AND also how to live.”

