



PE Coaching Certification and Business Partner Program

India, April 2018



About The Potter's Earth

The Potter's Earth is a Career and Employability organisation that aims at enabling students to make value and information based decisions about their careers.

The Potter's Earth Career Coaching -

- *Robust Process* and proven methodology
- *Psychometric Evaluation* and deep understanding of every student
- *One-on-one Career Guidance* for students
- *Detailed Career Planning* and parent onboarding
- *Information focused* hand-holding and holistic support
- *Admissions Counselling Support* and Study Abroad Counselling
- *Technical Support* to Coaching Process through Online Portal

We have worked with schools and colleges like Vikhe Patil Memorial School (Pune), Rustomjee Cambridge International School (Mumbai), HR College (Mumbai), School of Scholars (Nagpur), Lexicon International School (Pune) and many more...

10,840

Students

35

Schools and Colleges

80

Certified Career
Coaches and Trainers

Role of a Potter's Earth Career Coach

A Potter's Earth Certified Career Coach will conduct Career guidance sessions based on The Potter's Earth Psychometric Test and unique Career Coaching Process

The Potter's Earth Certified Career Coach will be aided by a rich repository of coaching tools and online aids as well as a Master Coach to help bring the best value to the coaching process

The Certification program is meant to help you adapt to systems and processes that are aligned to our value on child-centricity that is at the centre of all our offerings





Eligibility for Certification

Anyone with a passion for youth development and a desire to contribute to the younger generation are eligible for this certification. Particularly:

- Human Resource Professionals, School Counsellors, Psychologists
- Teachers and academicians, Heads of Department, Principals
- Women looking for a self-managed career with flexible timings
- Professionals with 5 or more years of corporate or business experience
- Senior executives or Ex-Defence Personnel having experience of handling people





PE Certified Career Coach

- **1 Day Immersive Program**
- **Coaching Handbook written by Saurabh Sharma (author of Future Ready – a guide for parents and teachers)**
- **5 Psychometric Test Subscriptions**

Responsibilities: Test Administration + Coaching

Training Details: Weekend Training Program

Training Time: 8 hours (1 Day Program)

What will you learn:

- The Potter's Earth Child Centric Philosophy
- Coaching and Counseling techniques specific to dealing with Young Adults' context
- Understanding The Potter's Earth Psychometric Test and Report
- Information on various careers and guiding students on stream and board selection
- Guiding students on Workplace Values, Career Direction and Learning Styles
- Coaching parents to transition into Enablers and understand their child's career dreams

How will The Potter's Earth continue supporting you:

- Opportunity to shadow a Master Coach for 2 sessions
- 5 Subscriptions to PE Psychometric Test
- Hand-on training on administering the Psychometric Test online
- Training on how to leverage The Potter's Earth online Career Coaching Tool
- Access to The Potter's Earth Coaches and Training Community

Type B : PE Certified Business Partner



**PE Certified
Career Coach
+
PE Certified
Business Partner**

- **1 and a half day Immersive Program**
- **10 Psychometric Test Subscriptions**
- **1 Coaching Portal Subscription**

Responsibilities: Test Administration + Coaching + Representing the PE Brand

Training Details: Weekend Training Program

Training Time: 13 hours (1 Full Day + 1 Half Day Program)

What will you learn: *(Basic take-aways same as Type A Certification)*

- Training and practical guidance on representing The Potter's Earth business
- Sales and Marketing Training on the Potter's Earth products and offerings for your region
- Business Growth Strategies and Training on expanding PE to your region

How will The Potter's Earth continue supporting you: *(Basic take-aways same as Type A Certification)*

- 5 Business Mentoring sessions from Anamika Dasgupta (CEO, The Potter's Earth)
- 10 Subscriptions to PE Psychometric Test
- 1 Student Subscription to Coaching Portal
- Lead Generation Support
- Internet Marketing Support and Social Media Integration
- Integration into The Potter's Earth website
- Bulk Sales and Delivery support
- 24 x 7 Helpline Support for any Business Process and Tool Queries

Ideal Business Partner Profile

The PE Certified Business Partner role is ideal for you if you want to capitalize on the huge business opportunity that is the Indian education market.

It is ideal for you if:

- You are a counsellor wanting to expand your business prospects
- You are a professional looking to transition to a career in education and counselling
- You want to be more closely integrated from a business perspective with The Potter's Earth, which is an established brand in this sector



	Type A – Rs. 9,999/-	Type B – Rs. 24,999/-
	PE Certified Career Coach	PE Certified Business Partner
Classroom Training to be a Coach	8 hours (1 Day Program)	8 hours (1 Day Program)
Coach Shadowing	2 hours	2 hours
‘Potter’s Earth Certified Career Coach’ Certificate	✓	✓
‘Potter’s Earth Certified Business Partner’ Certificate	✗	✓
Access to Coaches Community	✗	✓
Psychometric Test Subscriptions	5 Free Subscriptions worth Rs. 5,000	10 Free Subscriptions worth Rs. 10,000
Coaching Portal Subscription	✗	1 Free Student Subscription worth Rs. 2,000
Business handholding to set up a coaching business	✗	5 hours Classroom Training (Half Day Program)
Business Mentoring	✗	5 hours personalized mentoring from The Potter’s Earth Founder and CEO



**APPLY
NOW**

How to Apply

STEP 1

Call us on **+91-9823056913** for more information

STEP 2

Complete the Registration Process as guided by our Community Manager

STEP 3

Attend the Program and get Certified as a PE Certified Career Coach!



The Potter's Earth Advantage

- 40 years of consolidated Career Coaching experience
- Led by Internationally Certified Career Coaches from ICCO, Switzerland
- 50 years of consolidated Corporate Experience with MNCs
- Thousands of students coached and trained from school to college, across multiple disciplines
- Vast network of Career Mentors and Coaches across the globe
- Well-researched career information and internationally certified coaching material
- Robust digital support for enabling a high-quality coaching experience

About The Potter's Earth Founding Team

- Anamika is a Certified Executive Coach and Career Expert. An alumnus of the prestigious Symbiosis Institutes, Pune, Anamika is a Post Graduate and gold medalist in Human Resource Management and a Masters in Labour Laws and Labour Welfare. She has extensive experience of 15+ years in the Corporate sector, spearheading talent and leadership development agendas for various organizations, and coaching mid to senior level professionals on their career development. She was Head HR at Microsoft India for Enterprise Products and SME businesses, as well as Employee Engagement Lead at Nokia India. She started her career with the Tata Group where she was part of Corporate HR at Voltas Limited. Through the years she has had extensive experience in executive coaching and has worked with a host of managers and leaders enabling their personal and organizational success. Anamika's area of passion has always been in coaching people to believe in their inherent positivity and enthusiasm. She has worked on consulting assignments with companies like Amdocs, Bajaj Finserv, Schlumberger, Greaves Cotton, Thomas Cook to name a few, where career counseling for professionals is an imminent need. Through a value-based, informed decision-making process, she also coaches professionals who require midlife career change counseling. Through her career counseling for professionals, she also covers career change counseling for the individuals who want to re-start their professional lives.

Anamika Dasgupta
Founder and CEO



- A Sales and Marketing professional and a certified Executive Coach, Saurabh has extensive experience of over 15 years in the banking and retail sector with expertise in setting up B2B sales functions in various start-up ventures. He has also worked as a consultant in the people development space with Think Talent Services, a Gurgaon-based boutique consulting firm specializing in leadership development. With his applied knowledge and expertise in creating opportunities and expanding businesses, Saurabh as the Co-Founder and COO drives the Sales and Business Development function at The Potter's Earth. An avid reader of texts about Indian mythology and religion, as well as a professional interest in psychology, Saurabh believes that story-telling is a powerful medium to inspire young people to follow their dreams. He is the author of the book 'Future Ready: a Guide for Parents and Teachers'. With a foreword by Dr. SB Mujumdar, eminent educationist and Founder of the Symbiosis group, the book delves into the role of parents and teachers as significant adults who influence a young person's decisions. He firmly believes that a critical step towards career success depends on the choices made by managers everyday. He specializes in coaching young professionals and managers in decision making through career discovery and enhancement sessions, both individually as well as through group workshops.

Saurabh Sharma
Co-founder and COO



Testimonials



I have been an ardent supporter of The Potter's Earth right from the day they took their first flight. I really appreciate all the workshops that they have done with us and hope that our association continues. The one thing I liked last year was the book on teacher training and parenting which they launched. I thought it was insightful with a fresh approach and answered quite a few questions that arise in teachers' minds. I look forward to many more such publications and wish them all the luck for the future!

- Madhuri Kakade, Senior Educator



The Potter's Earth's 'Torchbearers' Program' was a holistic program for the development of our teaching staff. The diagnostics and counselling done by them was insightful and relevant and the teachers always had a positive take-away from these sessions. In the development cycle, the workshops and learning labs were interactive, progressive and apt for the teachers. It is with this experience in mind that we chose to opt for The Potter's Earth to initiate other detailed Teacher Development Programs in our school.

- Pallavi Naik, Principal, Dr. Kalmadi Shamrao High School



I was really impressed by the Career Test deployed by The Potter's Earth for the students and thought it was different from the usual tests given as a part of career counselling. On seeing the Summary Report of the program shared by them, I was surprised at the detailed understanding they had developed of the students in one counselling session. I also appreciated the various career options they provided to students in their individual report and counseling session with parents.

- Kiran Jadhav, Principal, Vikhe Patil Memorial School

Testimonials



It was indeed one of the best interactions I've had in a long time. The way they handled Eshaan and kept him interested for more than an hour was truly amazing. There were lot of thoughts and points that I personally need to introspect. We came back satisfied and happy we chose The Potter's Earth and would love to continue to engage with them for advice.

- Kedar Dahiwadkar, Parent of Eshaan Dahiwadkar



Guiding us to realise it without getting worked up in today's competitive environment. The very fact Anamika made us and our child realise that there are many roads to achieve one's dream; was an eye opener. She made the toughest part of my child's career choice very simple. Overall it was a very pleasant experience and it was good that we contacted and interacted with Potter's Earth team for our elder child.

- Abhijit Mishra, Parent of Vaidehi Mishra



The Potter's Earth combines passions, skills and values which are very relevant for future generations to make wise career choices. Their explanation of a child's creative needs was very apt. I thoroughly enjoyed interacting with them.

- Anjana Arakerimath, Parent of Pratham Arakerimath

contact
us



CONTACT US

ADDRESS

PHONE NUMBER

EMAIL ID

208, Turning Point 2, Opposite Rosary
School, Vimannagar, Pune - 14

9823056913

aanchal@thepottersearth.com



www.thepottersearth.com



www.facebook.com/ThePottersEarth

