



Liberation Coaches Pvt. Ltd.

Transformation Stories

REAL STORIES.
SHARP INSIGHTS.
SMALL CASE STUDIES
THAT SPARK BIG SHIFTS.

Welcome Letter

We often believe that ambition alone is enough to propel us to success. But as many have discovered on their journeys, mere ambition doesn't help you reach where you intend to reach. The path to true transformation demands more, it requires that we partner, collaborate, align and join hands with experts. Experts who not only know what they're doing but also have your best interests at heart.

This book is a curated collection of real stories of ambitious individuals, families and organizations who had a vision and chose to partner with the right experts at the right time. These are not just stories of business growth; they are stories of personal evolution, team alignment, cultural transformation and building legacies that last.

Whether you're a leader navigating uncertainty, an entrepreneur chasing scale, or a professional passionate about impact, we hope these stories inspire you, challenge you and most importantly, guide you.

Energizing... Enabling... Empowering... Always.

**Warm regards,
Team Liberation Coaches**



Disclaimer

The following stories are brief glimpses into the journeys of selected clients who partnered with Liberation Coaches Pvt. Ltd. They do not capture the full scope of the engagements or every detail of the transformation process.

To protect the identity and reputation of our clients, names and certain identifiable information have been intentionally withheld.

While Liberation Coaches has played a significant role in the transformation of these organizations, we do not claim sole credit for their success. In many cases, there may have been multiple contributing factors, including other consultants, advisors, internal efforts and market conditions.

Every client and their business environment is unique and context-specific. As such, outcomes and results may vary based on circumstances, timing and the extent of implementation.

These stories have been chosen not just to showcase success, but to highlight the power of alignment, courage and timely partnership.

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Transformation Journey in the Manufacturing Sector

Industry: Manufacturing Of Industrial Water Tanks

Client Since: 4 Years

Turnover Growth: Grew from 2.5 Cr in 4 years to 65 Cr as of 2025, now on track for ₹300 Cr in the next 3 years

Team Size: Expanded from 35 to 250+ Employees

Infrastructure:

Grew from 1 small unit (3,000 sq. ft) to 2 large manufacturing units, one 30,000 sq. ft. facility and another new 60,000 sq. ft. unit

Business Structure: Transitioned from Proprietorship to Private Limited Company

About the Company :

An emerging manufacturing organization that has experienced rapid growth in both scale and capability over just four years. What began as a modest operation has now evolved into a robust, multi-unit enterprise, with exponential growth in team size, turnover and physical infrastructure.

Challenges :

- Required a shift in leadership mindset to see the possibility of rapid expansion
- Needed structural and cultural evolution to handle team and business scale
- Gaps in quality systems hindered readiness for high-value exports
- Lack of 2nd line leadership in all departments
- Lack of competent team members in nearly all departments

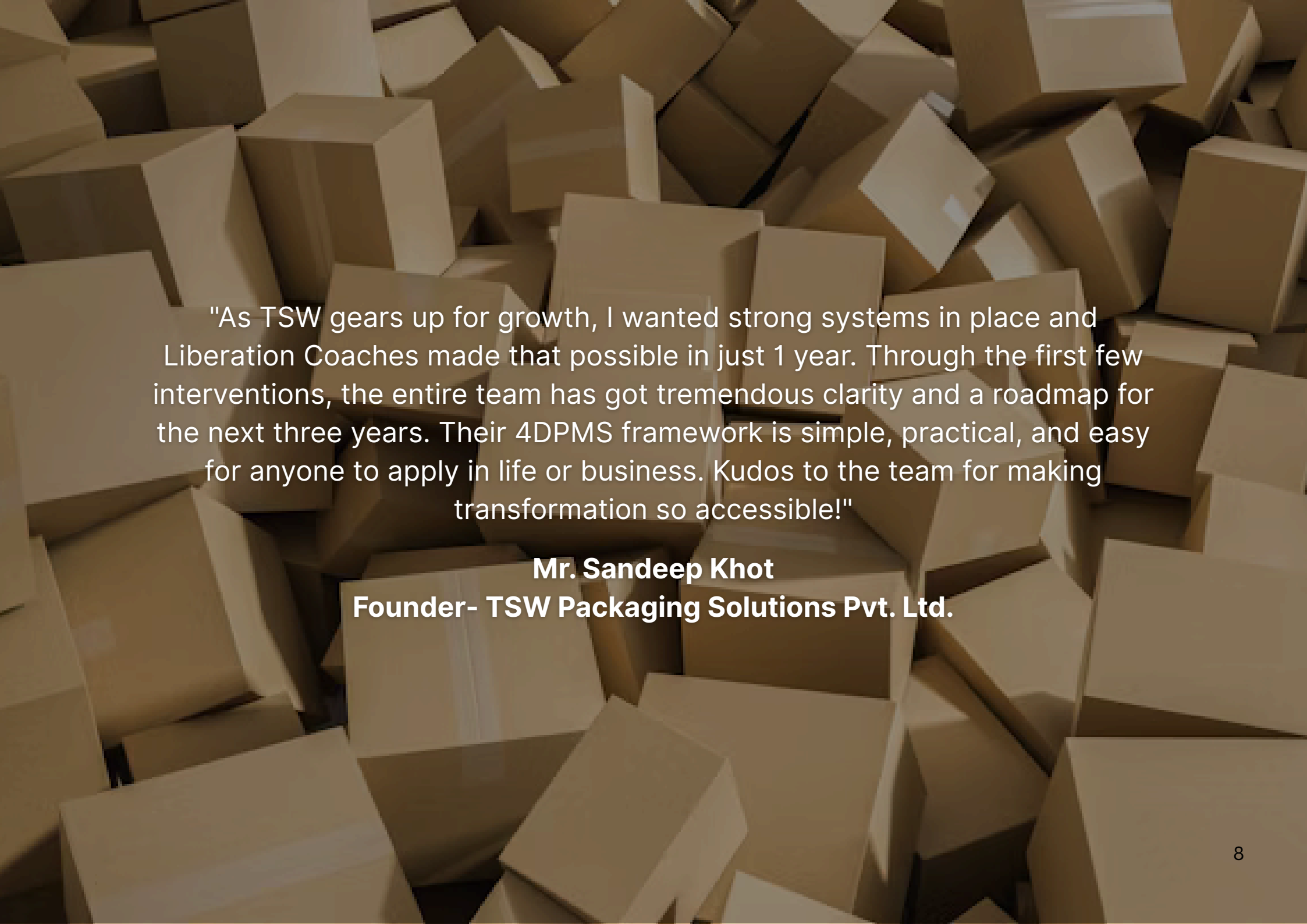
Actions Taken by Liberation Coaches :

- Founder-level coaching to align mindset with business scale and future vision
- Multiplied the capability of the Board of Directors by adding two highly capable Directors
- Leadership development initiatives across second-line management
- Enhanced the entire team's capabilities to suit high-quality exports
- Brought in a culture of performance orientation through highly scientific people management systems



Benefits Achieved :

Strong leadership bench strength built through structured development
Significant growth in production capacity, manpower and market presence
Seamless expansion from 1 small unit to 2 large units, 20 times the original capacity
Smooth transition from proprietary model to Pvt. Ltd. entity
Cultural and operational maturity now aligned with growth ambitions of ₹300 Cr



"As TSW gears up for growth, I wanted strong systems in place and Liberation Coaches made that possible in just 1 year. Through the first few interventions, the entire team has got tremendous clarity and a roadmap for the next three years. Their 4DPMS framework is simple, practical, and easy for anyone to apply in life or business. Kudos to the team for making transformation so accessible!"

Mr. Sandeep Khot
Founder- TSW Packaging Solutions Pvt. Ltd.

Success Story from the Plastic Manufacturing Industry

Industry: Plastic Manufacturing (Injection & Blow Moulding)

Client Since: 2006

Turnover Growth: Grew from ₹ 6.5 Cr at the time of Liberation Coaches's engagement to ₹390 Cr as of 2025

About the Company

A pioneering plastic manufacturing firm that began its journey with a turnover of ₹6.5 Cr and has grown into a listed entity with ₹390 Cr in revenue. The business is managed by three brothers, who were originally involved in all operations. The company has now set a bold vision to scale up to ₹10,000 Cr by 2035 with the help of Liberation Coaches.

Challenges

- Leadership was overly involved in operational activities
- Staff showed high dependency on leadership for decisions
- Rising attrition and lack of structured delegation
- All key leaders were required to be physically present on-site


Actions Taken by Liberation Coaches

- Leadership coaching and succession planning
- Defined Vision, Mission and long-term business goals
- Revamped organizational structure to create accountability
- Rolled out intense people development and capability-building initiatives, that have continued for two decades
- Guided the leadership towards SME listing with growth scalability in mind



Benefits Achieved

- Empowered and independent teams leading to an execution-oriented culture.
- Strong data systems and improved quality management.
- Significant reduction in rejections and customer complaints.
- Leadership freed from daily operations to focus on strategy.
- Successfully listed on the BSE SME platform; then moved to main board during the pandemic
- On track toward ₹10,000 Cr vision with a sustainable, scalable model

The background of the slide is a photograph of the Maharashtra Police Academy in Nasik. The building is a large, multi-story structure with a classical architectural style, featuring numerous domes, arches, and a central tower. It is surrounded by a well-maintained green lawn with some shrubs and a small circular water feature in the foreground. The sky is clear and blue.

“Your approach to people development
is so refreshing, even a traditional
organization like ours is simply loving it!”

Mr. Naval Bajaj
IPS, Director Maharashtra Police Academy, Nasik

Growth Story from the Packaging Industry

Industry: Growth Story from the Packaging Industry

Client Since: 2019

Turnover Growth: Grew from ₹ 110 Cr at the time of Liberation Coaches Pvt Ltd engagement to ₹450+ Cr as of 2025 (on track for ₹ 2,000 Cr target)

Team Size: 500+ Employees

About the Company

The organization manufactures and supplies corrugated and paper boxes to industry leaders, including brands in the Bajaj, LG and Godrej ecosystems. After the sudden demise of the Founder- a visionary and respected figure in the industry, leadership transitioned to his 27-year-old son, who stepped up to lead the company during a critical period.

Challenges

- Sudden leadership vacuum following the Founder's unexpected demise
- The company needed to be saved from breaking into two and to get back on track
- Entire business dependent on 2 or 3 large customers
- Lack of structured decision-making and direction in leadership transition
- Young MD faced the challenge of proving leadership ability at an early age


Actions Taken by Liberation Coaches

- One-on-one leadership mentoring and close strategic guidance to the new MD
- Implementation of a customized Performance Management System (PMS) i.e. 4D PMS
- Launch of organizational vision and strategic planning initiatives
- Leadership Development Program to build capability across levels
- Ongoing support through Director Reviews and critical decision alignment

Benefits Achieved

- Company saved from splitting up
- MD transformed into a confident and visionary Leader
- Business growth accelerated with turnover crossing ₹450 Cr
- Company stabilized and began its journey toward a ₹ 2,000 Cr target
- Structured leadership and people practices brought long-term clarity and focus
- Tremendous transformation in production, quality, stores, dispatch and logistics functions - all of them surpassing the industry standards
- Well-balanced portfolio of clients from varied industries
- Several 'Best Supplier' awards from the likes of Bajaj, LG, Godrej etc



A brass balance scale is centered in the frame, resting on a wooden surface. The scale's pans are empty, and it is in a balanced state. In the background, a book with a green cover is visible. The lighting is soft, creating a warm atmosphere.

“Every company aims to reach a certain stage, but to get there, your energy needs to be focused in the right direction, with the right people, ideas, and structure. That’s where Liberation Coaches truly helped us. Their interventions gave us the clarity and planning we needed to build a strong future for our company. I’m really thankful to them for that.”

**Mr. Rajendra Bhapkar,
Managing Director of Gramton
Weighing Automation Pvt. Ltd.**

Leadership Assessment & Succession Planning in Manufacturing

Industry: Paper Manufacturing

Legacy: 25+ Years of Business with a Loyal & Experienced Senior Team

Challenge Type: Leadership Conflict, Succession Planning, Culture Transformation

About the Company

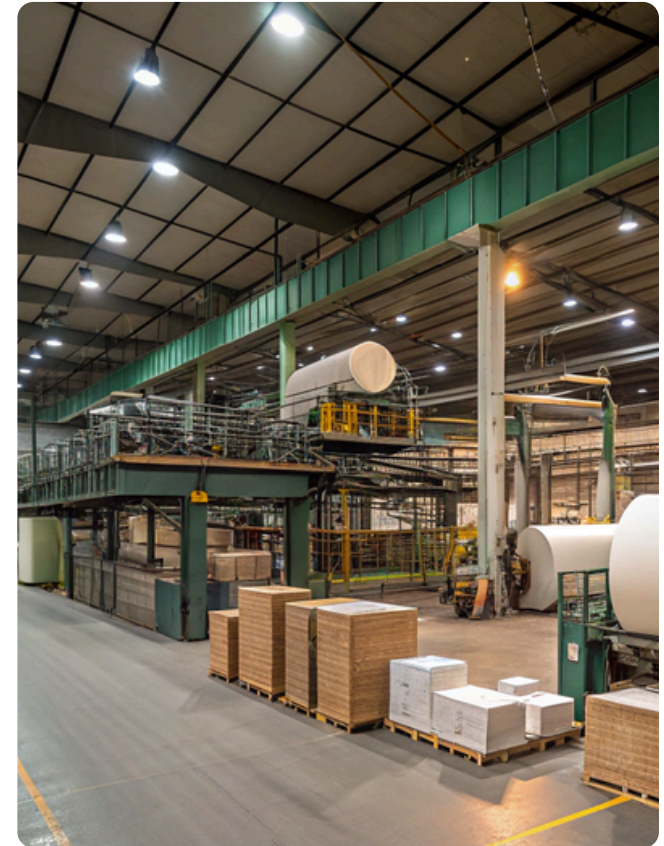
A well-established paper manufacturing company led by a visionary founder, known for building a strong and loyal senior management team. Many of these senior members have been with the organization for over two decades. However, the same strength had become a challenge: every top leader saw themselves as the natural successor, creating friction, politics, and performance misalignment.

Challenges

- Rigid mindsets and inter-personal conflicts among senior leaders
- Lack of self-awareness and absence of developmental direction
- High ambition not backed by structured growth plans
- No data-driven insights into the actual competencies of the senior team
- Power struggles overshadow performance and collaboration

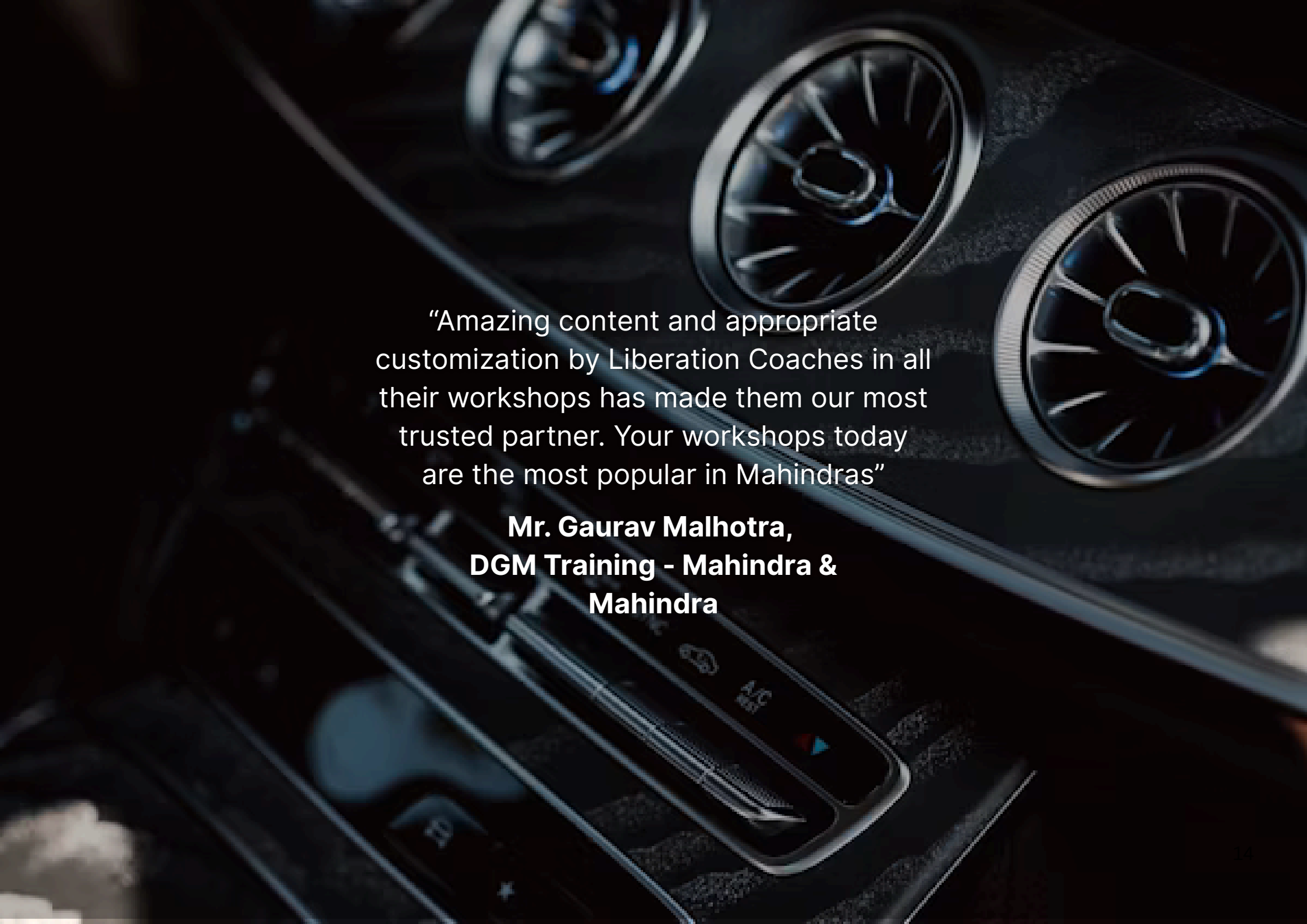
Actions Taken by Liberation Coaches

- Conducted a two-day Leadership Assessment Centre for senior management
- Used psychometric testing to understand deeper traits and motives
- Implemented IQ and decision-making case studies for analytical benchmarking
- Conducted simulation exercises to assess execution ability and pressure response
- Designed business plan presentations to evaluate strategic and forecasting skills
- Delivered individualized reports mapping strengths, weaknesses, and leadership potential



Benefits Achieved

- Identified two strong potential successors for future leadership roles
- Created transparency in leadership selection using competency-based data
- Each senior leader now has a personal development roadmap
- Significant shift from political orientation to performance-based leadership culture
- Renewed energy and ownership among senior leaders toward personal growth

A close-up, low-angle shot of a car's interior, focusing on the dashboard and center console. The image is dark and moody, with the car's lights and controls visible. The text is overlaid on the image.

“Amazing content and appropriate customization by Liberation Coaches in all their workshops has made them our most trusted partner. Your workshops today are the most popular in Mahindras”

**Mr. Gaurav Malhotra,
DGM Training - Mahindra &
Mahindra**

Organizational Overhaul in Machine Manufacturing

Industry: Industrial Machinery (Pharmaceutical Equipment)

Legacy: Second-generation leadership post-founder's demise

Exports: Serving top Indian and global pharmaceutical clients

About the Company

A well-respected name in the pharmaceutical machinery sector, this company had earned a distinct market position under its founder's leadership. After the founder's sudden demise in 2006, the next-gen leaders found themselves managing not only growth ambitions but also overwhelming day-to-day operational chaos. They reached out to Liberation Coaches for structured transformation and strategic alignment.

Challenges

- Operational delays and cost overruns due to inefficiencies in purchase and inventory
- Total dependency on the Directors for even minor decisions
- Lack of HR and Customer Service departments
- No clarity of KRAs across the organization; poor appraisal system
- Senior manager conflicts and lack of accountability due to a 'family-like' culture
- Non-standard product offerings leading to production confusion


Actions Taken by Liberation Coaches

- Defined KRAs for all employees, including Directors
- Conducted documentation audits for purchase, stock, and inventory
- Designed and rolled out HR systems and processes across the organization
- Facilitated an organization-wide future planning exercise for strategic clarity
- Conducted leadership capability development focused on conflict management, KAM and negotiation
- Rolled out a mentoring program to empower frontline staff
- Delivered 1-on-1 coaching to senior management for leadership maturity

Benefits Achieved

- Productivity doubled with the same team size
- Created a dedicated Customer Service Department, improving client experience
- Employee morale has soared due to new appraisal systems and ongoing mentoring
- Future vision now energizes all departments with clarity and purpose
- Implemented ERP system to digitize and standardize operations
- Power struggles reduced, replaced with collaboration and clear accountability





“Your understanding of family business and their challenges has helped us overcome our limitations as a family business. HRM, once our weakest link is now our strength!”

**Mr. Jagdish Dedhia, Mr. Sanjay Dedhia,
Mr. Manish Dedhia- Mitsu Chem Pvt. Ltd.**

Evolution Story In the Interior Design Industry

Industry: Corporate Interior Solutions

Turnover Growth: From 10.5 crores to 175 crores in just 5 years, now targeting ₹1,000 Cr in 5 years

Geographic Expansion: Offices established in Hyderabad & Chennai

About the Company :

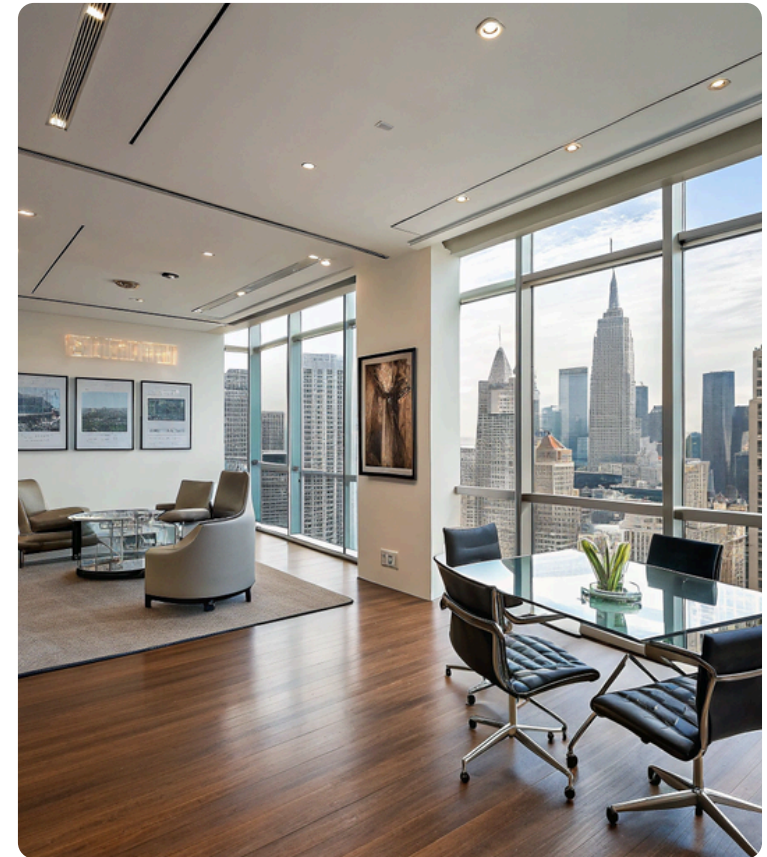
This interiors firm began with humble roots, founded by brothers who started as carpenters and gradually transitioned into designing premium office spaces. Their reputation for quality and adaptability attracted leading corporate clients, but growth was limited by internal bottlenecks. With the right interventions, the organization has now transformed into a forward-looking business with structured teams and major national clients.

Challenges :

- All three founders were involved in every project, creating decision-making bottlenecks
- Operations were reactive, stuck in day-to-day firefighting
- Delayed payments and minimal sales bandwidth
- No second-line leadership or structured team hierarchy
- Lack of clarity in roles and low strategic focus

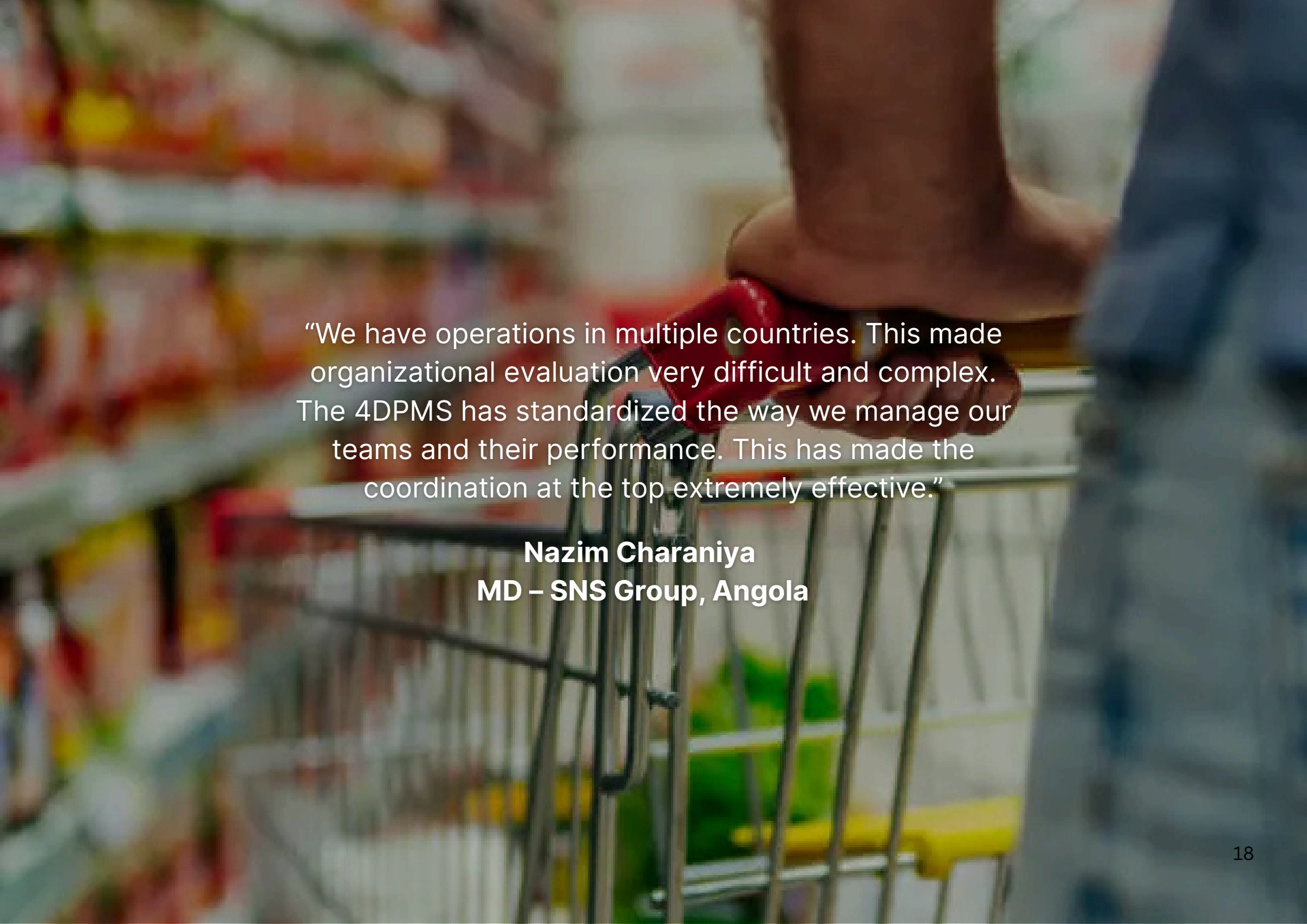
Actions Taken by Liberation Coaches :

- Strategic planning aligned with vision and business direction
- Aligned the founders through joint planning and role clarity
- Built action plans linked to Directors' KRAs
- Supported recruitment and team building (including sales team setup)
- Introduced Key Account Management (KAM) for more structured client discussions
- Conducted coaching and leadership development programs
- Developed and nurtured second-line leadership



Benefits Achieved :

- Secured high-value projects, including a ₹28 Cr order from a leading bank
- Expanded operations with new offices in Hyderabad and Chennai
- Successfully implemented backward integration of furniture parts to reduce costs and increase profitability
- Profit margins improved from 3% to 9%
- Built internal leadership capacity to support ₹1,000 Cr growth vision over the next 5 years

A close-up, slightly blurred photograph of a person's hand pushing a metal shopping cart. The hand is wearing a red glove. The background shows shelves stocked with various colorful products in a grocery store.

“We have operations in multiple countries. This made organizational evaluation very difficult and complex. The 4DPMS has standardized the way we manage our teams and their performance. This has made the coordination at the top extremely effective.”

Nazim Charaniya
MD – SNS Group, Angola

Sales Transformation in Real Estate

Industry: Premium Residential & Commercial Construction

Project Sites: Thane & Goregaon

Focus Area: Sales Process & Customer Conversion

About the Company :

This leading real estate player had invested heavily in talent and projects across Mumbai. Despite high footfall and numerous enquiries at their sites, actual sales conversions remained negligible. The senior leadership was frustrated by the gap between market interest and closure rates, and sought a deep-dive intervention through Liberation Coaches

Challenges :

- High volume of walk-ins but very low conversion
- Sales team lacked customer empathy and probing skills
- No structured understanding of customer dreams or needs
- Weak follow-up mechanisms after site visits
- Poor listening and engagement approach by sales managers
- Reporting systems were over-engineered but lacked actionable insights


Actions Taken by Liberation Coaches :

- Conducted Mystery Shopping at two sites to assess sales behaviors
- Delivered a customized training program on the full sales cycle: greeting, probing, follow-ups, closure and asking for the cheque
- Focused sessions on handling objections, especially project delays
- Initiated monthly individual performance reviews for sales staff
- Built a strong review and feedback mechanism across the sales hierarchy
- Intervention lasted for 1.5 years to ensure deep, sustainable change



Benefits Achieved :

- Sales conversions improved by 200% to 300% in key team members
- Attrition reduced significantly, despite not being a targeted objective
- Customer satisfaction rose, resulting in a stronger brand perception
- Renewed energy and morale uplift across senior management and frontline staff
- Internal and external customers alike regained trust and confidence in the brand



“Your understanding of family businesses and your close guidance to our Board of Directors have given us clarity for the future”

**Mr. Kamlesh Patel,
Chairman- Asian Tiles Ltd.**

Transforming a Failing Teamwork Training Program

Industry: Multinational Corporate

Function: Learning & Development

Focus Area: Workshop Re-engineering & Participant Engagement

Location: Pan-India

About the Company :

The Training Head of a large multinational company was concerned. The annual Teamwork Workshop—a key part of the competency development framework—had been failing for 3 consecutive years. Feedback showed disengaged participants, theoretical content, and poor trainer ratings (average: 3.0/5). Department Heads were reluctant to nominate team members, citing minimal ROI and lack of enthusiasm.

Challenges :

- Poor conceptual design of the workshop
- Lack of customization and practical relevance
- Weak examples, case studies, and facilitation tools
- Low engagement from trainers and audience
- Poor workshop flow, weak openings and closures
- No actionable takeaways for implementation

Actions Taken by Liberation Coaches :

- Held detailed consultations with top management and field visits for contextual understanding
- Redesigned the entire module with relevant examples, psychometric tools, film clips, and case studies
- Introduced interactive team games, indoor and outdoor exercises
- Adopted two-way facilitation pedagogy to maximize audience engagement
- Created space for participant-led action plans to ensure implementation
- Designed high-impact opening and closing formats to boost emotional recall
- Distributed customized posters and takeaways for post-workshop reinforcement
- Implemented a gamified rewards structure to boost participation



Benefits Achieved :

- Over 30 workshops conducted, impacting 900+ participants
- Trainer ratings surged to 4.6/5 on average
- 96% participants said the workshop met learning objectives
- Workshop became the most recommended on the company intranet
- Department Heads requested rollout for senior leadership teams as well
- Employees voluntarily pinned teamwork posters and followed self-created action plans

“What I like about your workshops is
your amazing ability to simplify most
intricate concepts and connect
immediately with the audience”

Mr. Kedar Dubhashi
Sr. V.P- Transocean Ltd.



Transformation of a Family-Run Engineering Group

Industry: Engineering, Construction & Infrastructure

Turnover Growth: 600% increase

Location: National & International

About the Company :

A family-run engineering group led by three brothers was struggling with organizational chaos. The company was executing only one project, lacked formal HR and MIS systems, and was marred by internal conflicts. Delegation was minimal, and leadership was overloaded, leading to stagnation and low team morale.

Challenges :

- Absence of functional departments and organizational structure
- Inability to delegate due to lack of trust and role clarity
- Continuous conflicts between directors
- No HR systems or defined performance parameters
- High operational stress and low scalability

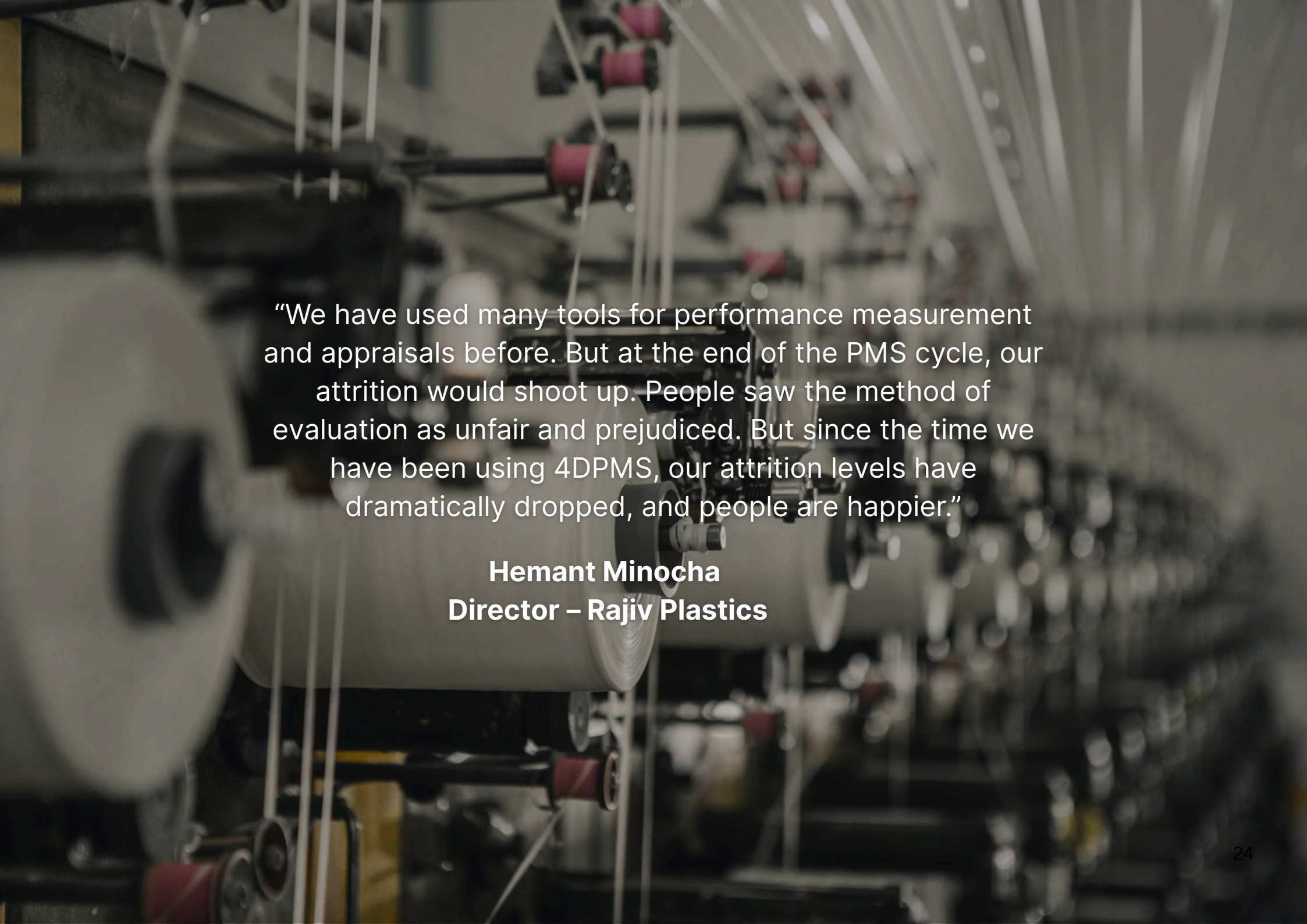
Actions Taken by Liberation Coaches :

- One-on-One Coaching with each director to identify strengths and blind spots
- Development of KRAs for each director and their departments
- Creation of Organizational Structure with distinct departments
- Conflict Resolution Work between the directors to build synergy
- Entrepreneurial Excellence Programme for leadership development
- Implementation of HR Systems:
 - Team KRAs
 - Performance Appraisal Processes
 - Structured Recruitment
- Team Capability Development: Role clarity, delegation training, team building and more



Benefits Achieved :

- Turnover increased by 600%
- Team strength increased by 300%
- Expansion into pan-India and international markets
- Directors transitioned from firefighting roles to strategic growth-focused leadership
- Plans in place to scale the organization to a ₹1000 crore business



“We have used many tools for performance measurement and appraisals before. But at the end of the PMS cycle, our attrition would shoot up. People saw the method of evaluation as unfair and prejudiced. But since the time we have been using 4DPMS, our attrition levels have dramatically dropped, and people are happier.”

Hemant Minocha
Director – Rajiv Plastics

A Long-Term Partnership for Cultural Transformation and Leadership Development

Industry: Engineering, Construction & Infrastructure

Turnover Growth: ₹130 Cr in 2013–14 → ₹9500 Cr in 2025

Location: From 2 locations in 2013–14 to 26 locations by 2025

About the Company :

In 2013–14, the senior leadership of the company approached Liberation Coaches after receiving disappointing results in their internal employee engagement survey. Despite investing heavily in employee welfare, employee satisfaction was low. In 2022, they reached out again, facing a severe attrition crisis (45–50%) and challenges in teamwork and leadership insecurity across the organization.

Challenges :

- Lack of coordination between the headquarters (Mumbai) and plants (initially Pune and Rajkot)
- Poor inter-plant communication, leading to operational inefficiencies and client dissatisfaction.
- Middle management not effectively promoting welfare programs or embodying leadership values.
- Weak internal branding, employees did not connect emotionally with the organization.
- Insecure and fragmented leadership along with high Attrition rate.

Actions Taken by Liberation Coaches :

Phase 1 – 2013–14:

- Conducted a diagnostic study post-engagement survey
- Facilitated team-building workshops and 1-on-1 leadership sessions
- Insights were shared with senior management regarding culture and engagement gaps


Phase 2 – From 2022:

- Conducted diagnostic across 6 key plants and Initiated a long-term development journey.
- Delivered 400+ personalized coaching sessions to managers
- Conducted 60 leadership development workshops
- Organized 2-day interventions in all plants to drive alignment and teamwork
- Built career planning awareness using data-driven tools
- Coached 160 leaders directly; 240 others were mentored by 48 trained internal champions from the client's organization.



Benefits Achieved :

- Turnover grew exponentially from ₹130 Cr in 2013–14 to ₹9500 Cr in 2025
- Location footprint expanded from 2 to 26 across India and globally
- A strong internal leadership pipeline was created through 1-on-1 coaching and internal trainer development
- Attrition rates significantly dropped after systemic leadership and teamwork interventions. (9-10% in 2024)
- A robust culture of growth, ownership and communication was cultivated
- Employees began to see the company as a career platform, not just a job provider

A large white cylindrical tank, likely a water storage tank, dominates the left side of the background. In the foreground, there is a lush garden with various green plants and flowers. To the right, a set of wide, dark stone steps leads up towards the garden. The sky is overcast with grey clouds.

“Earlier, I was juggling leadership decisions in the dark. Today, thanks to the coaching, training programs and especially the Success Alignment Meetings (SAM). SAM has become the most powerful tool for my organization, helping me stay focused, track real progress and hold meaningful conversations with my team. The clarity I have today around performance and potential of me and my team is something I never experienced before.”

Abhijeet Muley
MD – COEP Enviro Solutions

A Family Business Reinvented with Strategic Coaching

Industry: Food

Turnover Growth: ₹0 in 2019 → ₹25 Lakhs in 2020 → ₹55 Crores in 2025

Location: Ahmedabad

About the Company:

The client belonged to a first-generation business family grappling with longstanding internal conflicts. Tensions between family members, particularly between the elder and younger brother, escalated to a point where separation seemed inevitable. The younger brother felt insecure and disconnected from the established family business. To preserve the family legacy and harness untapped potential, the second generation was advised by our celebrity coach to create an entirely new venture in the food industry.

Challenges :

- Lack of alignment and trust among family members
- Insecurity and disinterest of the younger sibling
- Separation within the business appeared imminent
- Absence of structure or direction in the newly started business
- No sales team or defined recruitment strategy


Actions Taken by Liberation Coaches :

- Alignment and coaching of the first-generation members to address emotional and business conflicts
- Conflict resolution through family-based coaching by a senior coach
- Strategic guidance to the next generation in setting up a new food business
- Recruitment and setup of a dedicated sales team
- One-on-one coaching for family members to build confidence and business clarity
- Support extended not just on business but also in family relationship strengthening



Benefits Achieved :

- Started from zero revenue in 2019
- Achieved ₹25 Lakhs revenue in the first year
- Scaled to ₹55 Crores revenue by 2025
- Realigned the family, avoiding internal separation
- Created a high-potential business with sustainable growth
- Empowered and energized the next generation of leadership
- Clear succession roadmap for long-term continuity

A photograph of a modern dining room. In the foreground, a light-colored sofa is partially visible. The dining area features a long, rustic wooden table with several chairs that have dark frames and light-colored upholstered seats. On the table, there is a vase with flowers and some fruit. In the background, a kitchen with dark cabinetry and white countertops is visible. Three pendant lights hang over the dining area. Large windows on the right side of the room offer a view of the outdoors. The ceiling is made of light-colored wood.

"In a family-run business, giving performance feedback is often the toughest part, especially when it involves close family members. With the help of Liberation Coaches, we've been able to align the entire family in one direction, that's why we're growing year after year."

Dhiraj Makkad
MD – Vaibhav Inter Decor

From Client Dependence to Global Diversification

Industry: Industrial Tanks

Turnover Growth: ₹20 Cr in 2018 → ₹120 Cr in 2022

Location: Pune

About the Company :

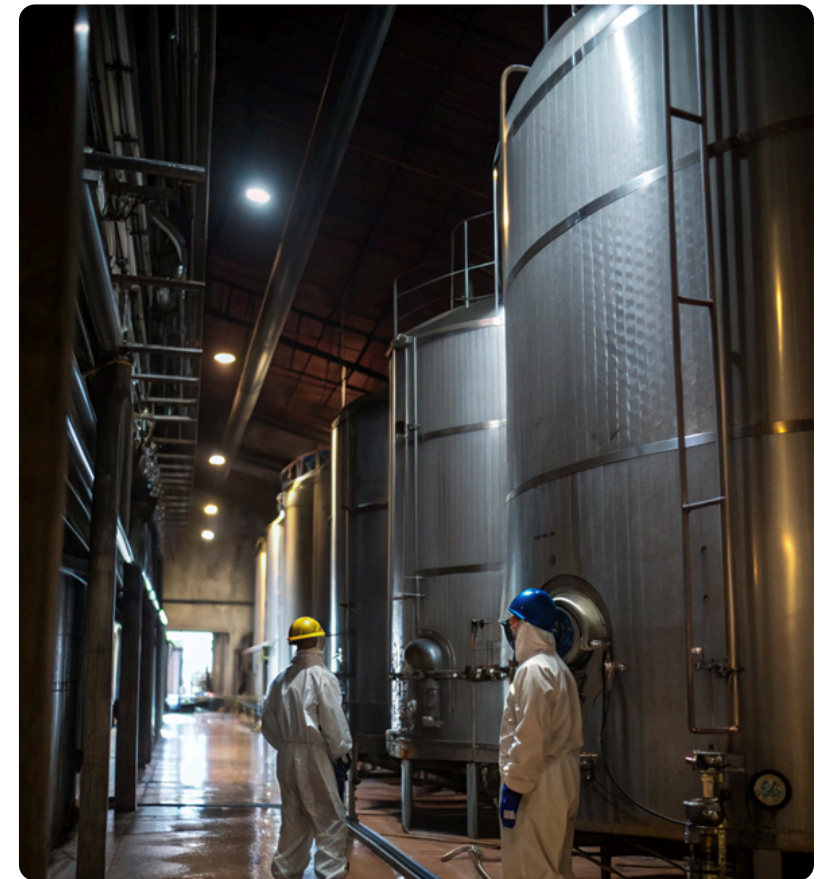
A second-generation engineering-driven business, the organization was co-led by a husband-wife duo. Despite over a decade in operation, the company had been stagnant for nearly eight years. When they approached Liberation Coaches, their goal was modest, crossing ₹25 Cr "before they die." What began as a diagnostic intervention evolved into a powerful business transformation journey.

Challenges :

- Heavily dependent on a single German client contributing to 95% of revenue
- No professional management structure or performance management systems
- Almost non-existent sales structure
- Only one HR manager managing the entire workforce
- High attrition rates due to poor internal systems
- No long-term vision or strategic planning

Actions Taken by Liberation Coaches :

- Conducted a diagnostic study revealing critical business dependency risks
- Built a core sales team and expanded market reach
- Developed leadership mindset and strategic thinking in the directors
- Recruited and trained the 2nd line leadership team
- Implemented Performance Management Systems (PMS), recruitment practices and structured exit management
- Facilitated a powerful Vision Launch where the company committed to reaching ₹1500 Cr in the next decade



Benefits Achieved :

- Business has diversified from one core product to 30–40 offerings
- Reduced dependency on a single client and entered new geographies including India, Australia, and beyond
- Strong foundation laid for scaling towards the ₹1500 Cr vision
- A professional, future-ready organization with robust systems and empowered leadership team

The background of the slide features a gradient from orange at the top to green at the bottom, overlaid with a pattern of translucent, overlapping circles or bubbles of various sizes.

“The HRM system set by your team have perfectly gelled with the organization and we are on a growth trajectory now.”

Mrs Hema Bhatwadekar
MD- Sirmaxo Chemicals Pvt. Ltd.

Transforming a Safety Culture – From Compliance to Ownership

Industry: Real Estate & Infrastructure

Location: PAN- India

About the Company :

A reputed real estate development firm approached Liberation Coaches Pvt. Ltd. with a deeply urgent concern, recurring safety incidents on project sites. Despite stellar business performance, the leadership was under intense pressure from the group's top management due to a record of fatal and non-fatal accidents. At the annual group-level seminar attended by the Group Chairman, the safety data overshadowed every other achievement. The company was issued a final warning: transform the culture or face a shutdown.

The leadership team clarified that knowledge was not the problem, employees had attended premier safety trainings and certification programs. The gap was in execution and ownership. Safety was seen as someone else's responsibility.

Challenges :

- Frequent fatal and non-fatal accidents across multiple project sites
- Loss of credibility with group leadership despite good overall performance
- Employees trained in safety but failing to implement practices on site
- Lack of emotional ownership and internalization of safety principles


Actions Taken by Liberation Coaches :

- Conducted a ground-level diagnostic study to uncover the mindset and behavior gaps
- Designed and delivered transformation-based workshops in Hindi and local languages to connect with site-level teams
- Used storytelling, real-life case simulations and role-based accountability to make safety personal
- The client approached us a year later to deliver a 2.0 version of the previous intervention. In the inaugural workshop, they presented data showcasing the transformation before and after engaging with Liberation Coaches.



Benefits Achieved :

- Zero fatal incidents reported post-intervention
- Serious accidents reduced to 2–3 annually
- Minor incidents brought down to under 10 per year
- Strong recall and behavioral change across sites
- The transformation story and safety turnaround were showcased at the next annual group seminar.



"With Liberation Coaches, we've worked extensively across every critical function, right from recruitment, defining HRM policies and developing a strong 2nd and 3rd line leadership team. Through personal coaching and assessment centres, they have prepared detailed individual reports and continuously tracked progress. Their team also supported us in strengthening our sales strategy and execution."

Salim Kamani
MD – Newaco , Congo and Dubai

Building Leadership Depth & Value-Centric Culture in a Hyper-Growth EdTech Company

Industry: Ed-Tech

Location: PAN- India

Team Growth: 120 in 2021 → 11000+ in 2025

About the Company :

An emerging EdTech startup launched in the midst of the pandemic rapidly scaled from a lean team of 120 to a nationwide workforce of over 11000+. By 2022, the company secured ₹700 crore in funding and is celebrated as a rare profitable venture in a highly competitive sector. However, with rapid success came cultural challenges. The founder's primary concern was that leaders and managers might become overconfident and lose sight of the company's core values, a fear that quickly began to materialize.

Challenges :

- Conducted 100+ interventions over four years, spanning across all organizational levels: leadership, mid-management, faculty, and influencers
- Delivered managerial and leadership skills training tailored to EdTech dynamics
- Focused on value-centric leadership development to ground decision-making in long-term vision
- Continuous coaching to help teams stay rooted amidst external hype and competition


Actions Taken by Liberation Coaches :

- Conducted a ground-level diagnostic study to uncover the mindset and behavior gaps
- Designed and delivered transformation-based workshops in Hindi and local languages to connect with site-level teams
- Used storytelling, real-life case simulations and role-based accountability to make safety personal
- The client approached us a year later to deliver a 2.0 version of the previous intervention. In the inaugural workshop, they presented data showcasing the transformation before and after engaging with Liberation Coaches.



Benefits Achieved :

- Strong internal leadership pipeline equipped with clarity, humility and execution skills
- Organization retained a value-driven and purpose-aligned culture despite scaling challenges
- Maintained profitability, a rare achievement in the EdTech space of this scale
- Leadership continues to be grounded and vision-focused, creating a benchmark for sustainable growth



“The 4DPMS has helped us to get tremendous control over the performance and management of our team. I finally have more time to focus on organizational growth initiatives.”

Nikhil Khivansara
MD – Align Components

Transforming a Insurance Firm into a ₹2800 Cr Wealth Management Powerhouse

Industry: Financial Services (Insurance Sales & Mutual Funds)

Assets Under Management: ₹2 Cr (2006) → ₹2800 Cr (2025)

Team Growth: 6 (2006) → 200+ (2025)

Location: Mumbai

About the Company :

When the client first approached Liberation Coaches, they were a small insurance sales outfit just beginning to explore mutual funds. With only six team members, limited infrastructure and basic client servicing capabilities, they faced challenges in scaling operations and acquiring high-value customers.

Challenges :

- Limited team capacity and capability
- Lack of structured sales and customer service training
- Difficulty in attracting and managing High Net-Worth Individuals (HNIs)
- Need for long-term relationship building strategies and internal team development

Actions Taken by Liberation Coaches :

- Year-on-year organization building through structured interventions
- Comprehensive training programs across sales, customer service, HNI acquisition and long-term client relationship management
- Focus on developing people from the ground up, including team members with limited educational background
- Workshops and coaching to instill ownership, discipline and a performance-driven mindset



Benefits Achieved :

- Assets Under Management grew from a ₹2 Cr venture to a ₹2800 Cr firm with a strong market presence
- A performing and consistent sales team was built, retaining many early employees who evolved into senior leaders
- Employees who once earned ₹800–₹1200 per month have grown into high-performing managers earning ₹2.25–2.5 lakh per month





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