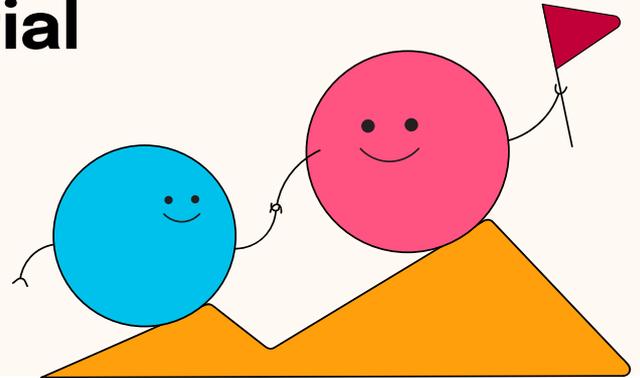


CASE STUDY

Changelnkk's Experiential Learning Journey:

Upskilling 30 Neurodiverse Leaders on storytelling, influence, design thinking, nurturing a growth mindset, and fostering critical thinking



About the Client

Changelnkk is dedicated to empowering individuals with learning disabilities such as dyslexia, recognizing their crucial role in India's journey towards a \$5 trillion economy. With dyslexics comprising 40% of self-made millionaires and pioneering inventors, Changelnkk's mission is to establish inclusive ecosystems that unlock their true potential.

Their interventions include sensitization campaigns, policy advocacy, capacity building, and catalytic programs. Over the years, they have successfully engaged with ministries and governments, conducted capacity building programs for over 55,000+ stakeholders, and implemented numerous early detection and entrepreneurship programs.

Their **#Speak4Dyslexia** campaign has reached 250+ million, highlighting their commitment to inclusivity.

Background and Solutions:

Changelnkk approached FocusU to craft an immersive experience that delves into the nuances of human behavior and organizational dynamics.

They selected ~30 participants for a journey of self-discovery and skill enhancement, guided by the pillars of storytelling, influence, design thinking, nurturing growth mindsets, and fostering critical thinking.

Given the neurodiverse nature of the participants, they provided specific guidelines to ensure an optimal learning experience: such as avoiding time-bound activities, activities involving numbers, physical touch, or loud noises.

The goal was to introduce new concepts to the participants and enable them to apply these in their daily work life.

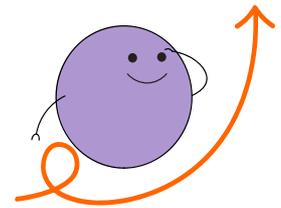
Solution:

We facilitated sessions over three days utilizing Instructor-Led Training (ILT) for workshops to deliver an experiential learning program and Learning Management System (LMS) for reinforcement. The program was designed to introduce participants to critical topics and help them apply these concepts in their work lives. This was also Changelnkk's first experience with experiential learning.

The session breakdown for the three days was:

Day 1 Nurturing Growth Mindset

- Distinguish between Growth Mindset and Fixed Mindset
- Identify how success and growth mindset are related
- Conclude which mindset allows enhanced personal growth
- Recognize how higher motivation leads to greater success
- Apply learned techniques to practice Growth Mindset in real life



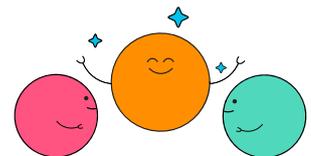
Day 2 Influencing through Storytelling

- Explore the impact of stories at work
- Identify the three key elements of corporate storytelling
- Apply techniques to tell powerful stories at work



Day 3 Influencing without Authority

- Strategies for effective influence in various organizational contexts
- Cohen Bradford Framework for Influencing others and stakeholder influence
- Creating a win-win situation



Day 4 Design Thinking and Innovation

- Workshops on applying design thinking principles to problem-solving
- Innovation exercises and real-world case studies
- Techniques for structured problem-solving
- Group exercises and analysis of real business challenges



Post the workshop, learning reinforcement and reflection content were provided on LMS to help learners consolidate their learning.

An important phase of this learning journey was the Action Learning Project (which was conducted internally post the 4 days of training). For the Action Learning Project, participants selected real issues within their work context and applied the new skills and knowledge that they learnt at the workshop, to address and solve identified challenges.

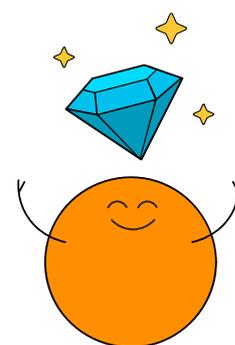
Through the project, regular check-ins were done, so that they received timely guidance from mentors/facilitators. The Action Learning Project culminated with each participant making a presentation.

Impact

Application of Knowledge:

Participants indicated they planned to apply the knowledge gained in various ways:

- While meeting stakeholders and participating in master's programs
- Guiding interactions with different stakeholders and partners
- Applying growth mindset techniques in necessary situations
- Integrating storytelling for better communication and problem-solving
- Using influence tactics in current work
- Enhancing stakeholder relations and team building
- Designing interventions and evaluating daily tasks with proper strategy



Overall Learning Experience Rating:

8.4

Average Rating

8.3

Weighted average

8.8

Average Rating
(Recommendation Likelihood)

Recommendation Likelihood:

8.8

Average Rating



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