

CASE STUDY

Instilling growth mindset, communication, and collaboration skills in new graduates, helping them thrive in their first corporate experience:



A Leading Global Technology Organisation's Campus-to-Corporate Journey

About the Organisation

The organisation is one of the world's leading technology companies, providing integrated cloud applications and platform services that empower businesses to innovate and operate with agility. With a global presence and a strong focus on talent development, the organisation invests deeply in programs that help new graduates transition effectively into the corporate environment while embracing a culture of innovation, collaboration, and excellence.

Background

As part of its graduate onboarding initiative, the organisation onboarded a large pool of fresh graduates across multiple cities in India, including Bangalore, Hyderabad, and Gandhinagar. These new hires represented diverse academic backgrounds and were about to embark on their first corporate experience.

To help them make this crucial transition, from academia to the corporate world, the organisation sought a partner who could design and deliver a learning intervention that went beyond orientation - **one that would build critical behavioral and workplace competencies**, such as:

- Growth Mindset and Change Agility
- Effective Communication
- Collaboration

FocusU Engage was chosen to design and facilitate this initiative as part of the **Campus to Corporate (C2C)** journey.

Problem

The primary challenge was to effectively onboard a large, diverse cohort of recent graduates, ensuring they could smoothly navigate the transition from a campus environment to a high-performing corporate culture. The program needed to equip them with the foundational mindsets and skills essential for personal and professional success within a fast-paced, innovation-driven global organisation, including growth mindset, effective communication, and a strong collaborative spirit.

Solution

We designed and facilitated a **one-day immersive workshop** tailored to the organisation's culture, core competency model, and learning objectives.

The workshop was designed to:

- Cultivate a **growth mindset** and change agility for navigating new challenges
- Strengthen **communication** using the 3Cs framework: Concise, Clear, Courteous
- Foster **collaboration** through experiential learning and the GRIP model (Goals, Roles, Interpersonal Relationships, Processes)
- Encourage self-reflection and commitment to action through structured debriefs and personal action plans

Execution

The program was delivered across multiple sessions in both in-person and virtual formats for new graduates across India.

The one-day experience followed a structured yet flexible flow:

1. Introduction and Context Setting: High-energy icebreakers to build comfort and engagement.

2. Growth Mindset: Interactive challenges like *Key Punch* and *Helium Hula* helped participants internalize the 4M Model (Mission, Members, Methods, Mindset).

3. **Effective Communication:** Activities such as *Grapevine Challenge* encouraged participants to practice concise, clear, and empathetic communication.

4. **Collaboration:** Exercises like *Domino Rally* and *Unveiling the Big Picture* brought the 'We before Me' mindset to life, emphasizing trust and interdependence.

5. **Reflection and Commitment:** Participants concluded with self-reflection, personal action plans, and key takeaways using the *Start-Stop-Continue* framework.

Impact

The program received highly positive feedback and demonstrated strong impact through participant engagement and skill development.

Participants consistently highlighted the most valuable takeaways:

Exceptional Engagement: The program achieved an overall attendance rate of 99%.

High Participant Satisfaction: On a scale of 1-10, the program received a Net Promoter Score (NPS) of 9, based on a 99% response rate, indicating that participants would strongly recommend the session to peers.

Qualitative feedback from post-session surveys highlighted the most valuable takeaways for the new joiners:

- A deeper understanding of Growth Mindset.
- Improved skills in Communication and Collaboration.
- Valuable opportunities for Networking.
- Practical application of frameworks like the 3Cs, 4Ms, and GRIP.
- Increased awareness of making a Personal Impact.
- Appreciation for learning through activities, which made complex concepts accessible and memorable.



The FocusU footprint



Creating impact through learning **since 2010**



Backed by our unconditional promise: **Happy or Free**



Original proprietary content based on the **latest in behavioral science**



Trusted by customers across geographies



About Us

FocusU Engage is one of India's leading names in the field of learning and OD interventions. The inspiration behind FocusU is a quote from Walt Disney: *"Laughter is no enemy to learning".*

"To enable people and teams be more through meaningful learning."

This is the mission that has driven us over the years and made us a name that L&D stakeholders across more than a 900+ corporates place their faith on to deliver every single time.

We solve two big problems for our clients:

- Learner engagement: When a learning intervention is not customised, learners are not engaged.
- Application of learning: Without planning for learning transfer, investments on training deliver very less ROI.

Every year, we conduct around 1000+ learning workshops – that touch the lives of over 40,000 employees.

As our tagline says, we hope to inspire each person we touch to #BeMore.

We are amongst a select few companies in Stanford Seed Chosen as a part of the 2025 cohort in South Asia, for having the potential to transform lives and positively impact people and the planet.



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www.focusu.com