

With over 23 years of corporate leadership experience, **Anubhav Kumar Jain** has worked extensively with business owners, leadership teams, and organisations across diverse industries.

A Civil Engineering graduate with management education from **IIM Lucknow**, he has been associated with the institute as a Guest Faculty since 2015, contributing to Executive Education and Management Development Programmes

" Through Walk The Talk, he brings together practical business experience and strategic insight to help organisations build stronger leaders and better businesses."



ANUBHAV KUMAR JAIN
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AREAS OF EXPERTISE

- * NEGOTIATION
- * STRATEGIC THINKING
- * LEADERSHIP IN EXECUTION
- * DEMAND FORECASTING
- * SALES & PREMIUM SELLING MINDSET

- * GENERAL MANAGEMENT
- * READING FINANCIAL STATEMENTS
- * MARKETING STRATEGY
- * CUSTOMER RELATIONSHIP MANAGEMENT

BUILDING LEADERS. STRENGTHENING BUSINESSES.



WHY WALK THE TALK?

THE GAP BETWEEN KNOWLEDGE & BUSINESS

Business owners don't need more management theory.
They need knowledge that works in their business.

After working closely with entrepreneurs and core teams, Anubhav Kumar Jain identified a recurring gap in conventional management education:

- Management programmes often fail to address the specific requirements of business owners.
- Textbook concepts don't always translate into real business situations.
- Industry-specific case studies can be difficult to adapt and implement.

This led to a 12-year research journey focused on improving the key drivers of business performance, efficiency, relevance and sustainability — and eventually, Walk The Talk was born.

WHAT IS WALK THE TALK?

More than management education.
An approach to applying management thinking to the business you actually run.

Walk The Talk bridges the gap between management concepts and business realities by bringing structured learning into the context of each entrepreneur's business.

Modern business books and insights from industry professionals and researchers are used to explain concepts — but the focus remains on understanding the business, connecting the learning, and moving towards the stated goal.



THE WALK THE TALK DIFFERENCE

Learn. Apply. Improve.

Business Context

Understanding the unique conditions and challenges of your business.

Practical Application

Connecting management concepts to real business situations.

Strategic Thinking

Building the ability to make better decisions and improve execution.

Long-Term Relevance

Creating greater efficiency, relevance and sustainability in the business.

ADD BUSINESS TO YOUR BUSINESS

WE ADD BUSINESS TO YOUR BUSINESS THROUGH:

01 | ONE-YEAR BUSINESS OWNERS' PROGRAM

A structured learning journey designed for business owners, combining 24 sessions of 12 hours each with 24 online sessions, presented across three four-month modules.

WALK

Build the foundation.

SPRINT

Strengthen business thinking and execution.

FLY

Move towards sustainable growth.

Negotiation • Strategic Thinking • Leadership • Demand Forecasting • Sales & Premium Selling Mindset • General Management • Financial Statements • Marketing Strategy • Customer Relationship Management

KEY AREAS COVERED

02 | CORPORATE WORKSHOP / TRAINING

Two-Day On-Site Business Workshop

Focused, practical sessions designed around:

- **Negotiation**
- **Strategic Thinking**
- **Premium Selling Mindset**
- **Leadership in Execution**

**Not just knowing what to do.
Knowing how to apply it to your business.**

Walk The Talk aims to create a linkage between management learning and the realities of business — helping entrepreneurs strengthen efficiency, relevance and sustainability.