Walk the Talk
AN ANUBHAV JAIN INITIATIVE

Bringing Management Thinking into

Business You Actually Run

Anubhav Kumar Jain
Founder — Walk The Talk

For over three decades, Anubhav Kumar Jain has worked closely with entrepreneurs, business owners, leadership teams and professionals, enabling them to navigate complex business challenges through practical leadership, strategic intent and effective negotiation.

Leadership | Strategic Thinking | Negotiation | Business Transformation



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WHY DOES GOOD MANAGEMENT KNOWLEDGE OFTEN FAIL IN BUSINESS?

After closely working with entrepreneurs and core teams, a recurring gap became evident. Management programmes often do not address the specific requirements of business owners. Textbook concepts may not always find relevance in the realities of an individual business. Published case studies can be industry-specific and difficult to directly implement.

THE REAL CHALLENGE

Business owners don't necessarily lack knowledge. The challenge is making that knowledge relevant and applicable to the business they actually run. This led to a 12-year research journey focused on improving the key drivers of business performance, efficiency, relevance and sustainability.

THIS JOURNEY LED TO THE CREATION OF WALK THE TALK.



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SO, WHAT DOES **"WALK THE TALK"** REALLY MEAN?

MORE THAN BUSINESS OR MANAGEMENT EDUCATION.
Walk The Talk is an enabler to apply management concepts to the business you actually run.

The approach brings together three essential elements:



Modern business books, industry professionals and researchers provide the foundation for the concepts discussed.

KNOWLEDGE



The concepts are connected to the specific conditions, challenges and requirements of the business.

CONTEXT



The learning is taken beyond discussion and connected to real business situations and decisions.

APPLICATION



To draw a meaningful linkage between management learning and the efficiency, relevance and sustainability of the business.

THE OBJECTIVE

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WHAT CHANGES WHEN LEARNING STARTS WITH YOUR BUSINESS?

THE SAME CONCEPT CAN HAVE A DIFFERENT APPLICATION IN EVERY BUSINESS.
Walk The Talk therefore does not look at management concepts in isolation.



It looks at:

THE CONCEPT
What does the management principle tell us?

THE BUSINESS
What is happening in your business?

THE CONNECTION
Where does this concept become relevant?

THE APPLICATION
How can it be applied to the actual business situation?

THE DIFFERENCE
The focus moves from simply understanding a concept to understanding its relevance within the business.

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WHAT DOES A BUSINESS OWNER REALLY NEED TO KNOW?

Business growth rarely depends on one function or one management subject. Walk The Talk brings together the areas that influence business performance, decision-making and sustainable growth.

STRATEGIC THINKING

Building clarity around direction, choices and long-term priorities.

LEADERSHIP

Strengthening leadership capability and execution.

NEGOTIATION

Developing the ability to negotiate effectively and create value.

SALES & PREMIUM SELLING MINDSET

Moving beyond price-led selling towards value-led selling.

CUSTOMER RELATIONSHIP MANAGEMENT

Building clarity around direction, choices and long-term priorities.

DEMAND FORECASTING

Understanding demand and preparing the business accordingly.

GENERAL MANAGEMENT

Connecting different aspects of the business for better decisions.

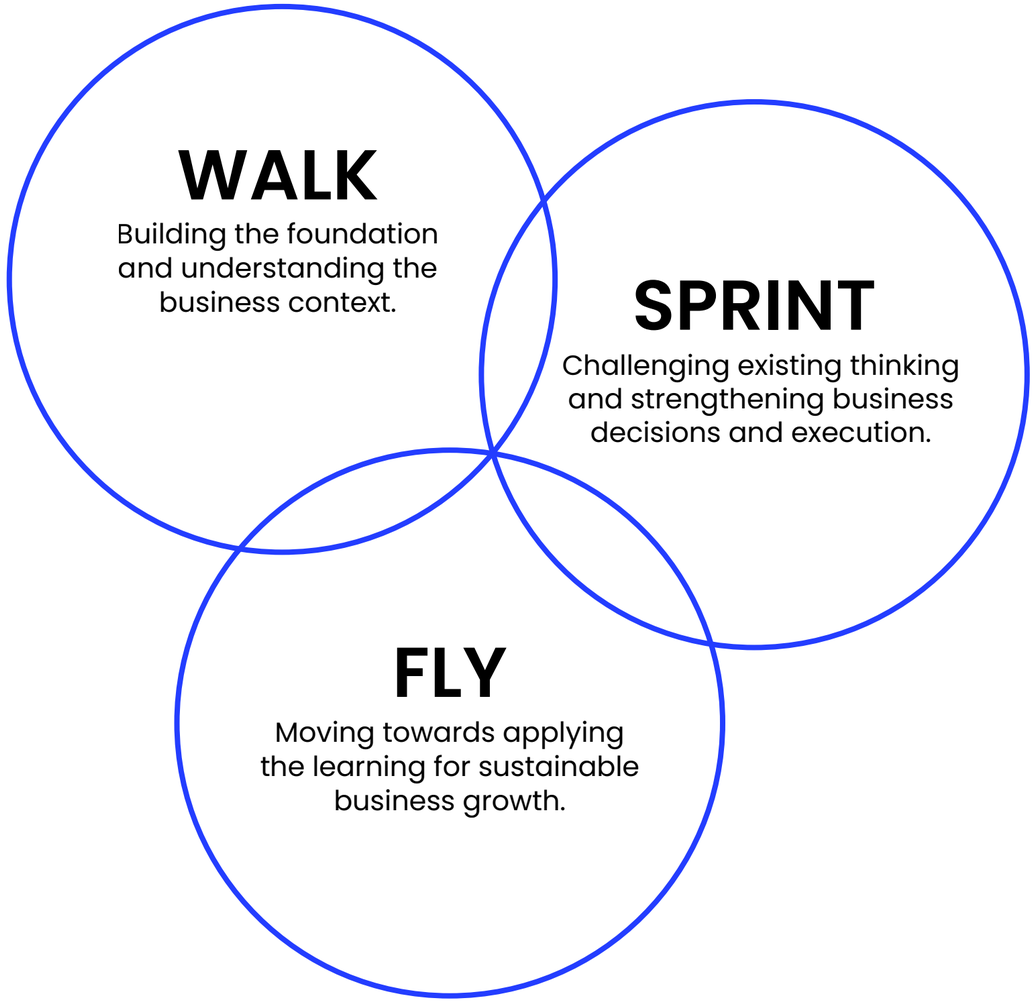
READING FINANCIAL STATEMENTS

Understanding the numbers behind business performance.

MARKETING STRATEGY

Connecting market opportunities with business objectives.

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WHAT IF LEARNING BECAME

ONE-YEAR BUSINESS JOURNEY?

ONE-YEAR BUSINESS OWNERS' PROGRAMME

A structured learning journey designed for business owners to explore management concepts, understand their relevance and connect them with the realities of their own businesses.

THE FORMAT

- **24 In-Person Sessions**
  12 hours each
- **24 Online Sessions**
- **3 Modules**
  4 months each

Mumbai | Delhi | On-Site

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WHAT CAN WE ACTUALLY WORK ON TOGETHER?

THE ONE-YEAR BUSINESS OWNERS' JOURNEY

The programme covers the critical areas that business owners encounter while building, managing and growing their organisations.

NEGOTIATION

Understanding negotiation as a business capability.

STRATEGIC THINKING

Developing clarity around business direction and strategic choices.

LEADERSHIP

Building leadership capability and strengthening execution.

DEMAND FORECASTING

Understanding market demand and preparing the business for what comes next.

SALES & PREMIUM SELLING MINDSET

Developing a value-led approach to selling.

GENERAL MANAGEMENT

Understanding the interconnected nature of business decisions.

READING FINANCIAL STATEMENTS

Understanding the financial information behind the business.

MARKETING STRATEGY

Connecting marketing decisions with business objectives.

CUSTOMER RELATIONSHIP MANAGEMENT

Creating stronger and sustainable customer relationships.

THE OBJECTIVE IS NOT TO STUDY THESE SUBJECTS IN ISOLATION.
It is to draw linkages between the concepts and the business situations where they matter.

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WHAT IF THE BUSINESS NEED IS MORE SPECIFIC?

TWO-DAY CORPORATE / ON-SITE WORKSHOP

Not every business requires a year-long learning journey. For organisations looking for a focused intervention, Walk The Talk offers a two-day on-site workshop built around specific business and leadership requirements.

KEY AREAS

NEGOTIATION
Strengthening negotiation thinking and approach.

STRATEGIC THINKING
Building clarity around business choices and direction.

PREMIUM SELLING MINDSET
Moving beyond price-led selling towards value-led selling.

LEADERSHIP IN EXECUTION
Connecting leadership intent with effective execution.

FORMAT *2 Days | On-Site | Focused Business Intervention*

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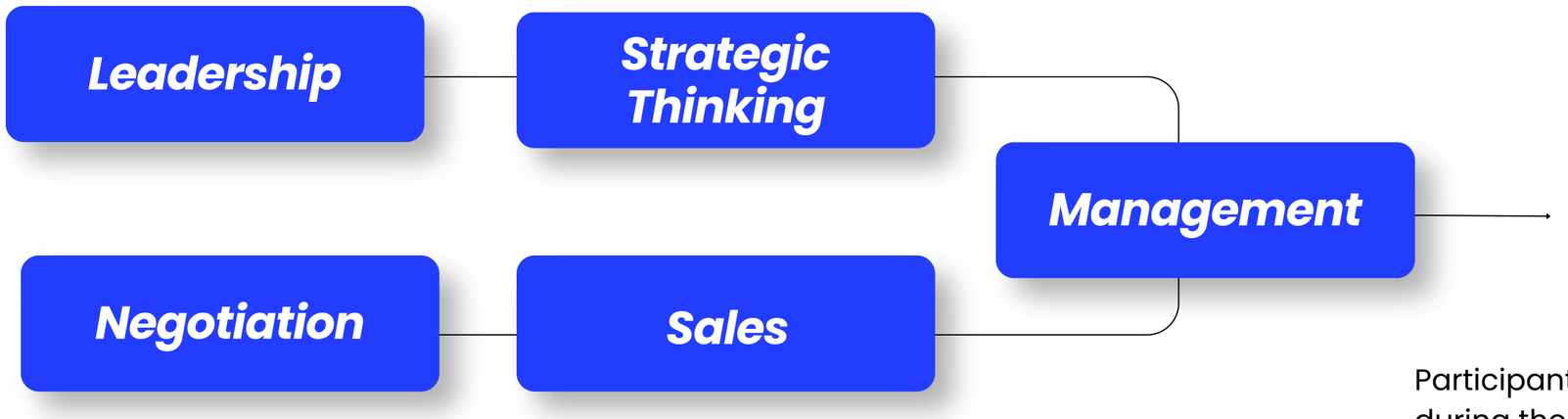
WHERE DO THESE IDEAS COME FROM?

THE BOOK IS THE STARTING POINT / THE BUSINESS IS THE CONTEXT.

Walk The Talk uses modern business books, industry professionals and researchers to introduce relevant concepts and perspectives.

- The books provide the knowledge.
- The discussions provide the perspective.
- The business provides the context.

THE REAL QUESTION IS: "HOW DOES THIS APPLY TO MY BUSINESS?"

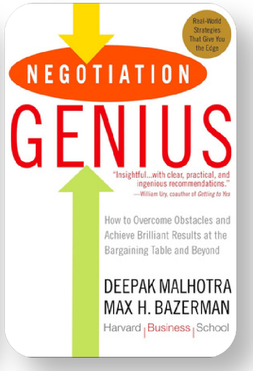


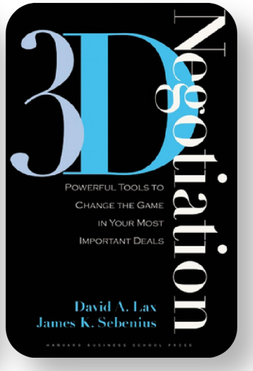
AREAS OF READING

Participants are also provided with the books discussed during the programme as a reference for continued learning.

NEGOTIATION

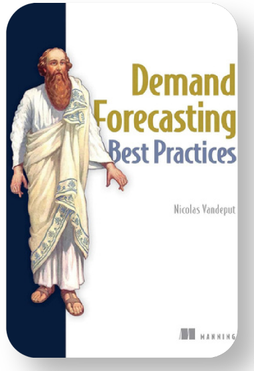


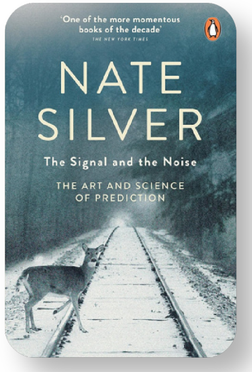




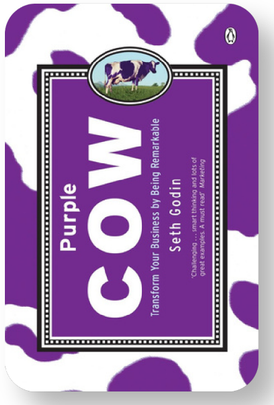


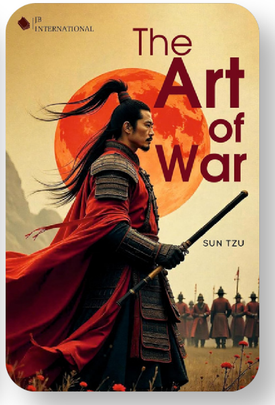
DEMAND FORECASTING

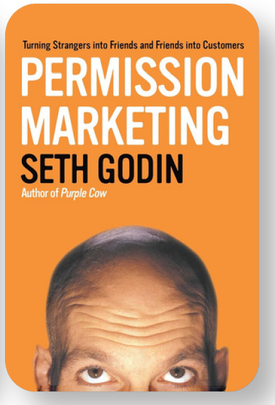


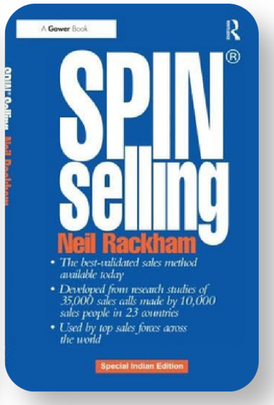


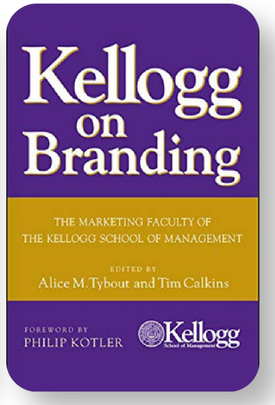
SALES AND MARKETING

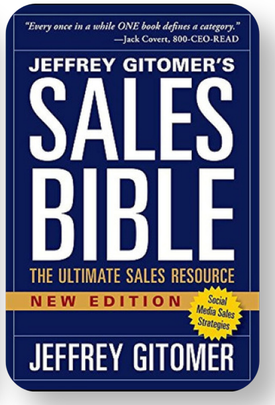


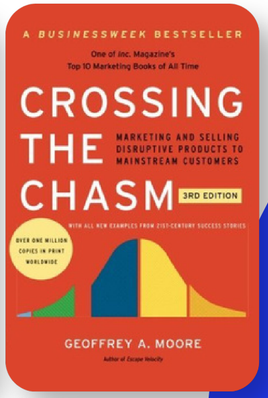




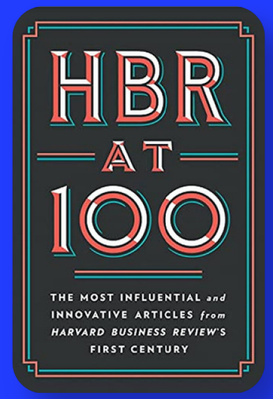






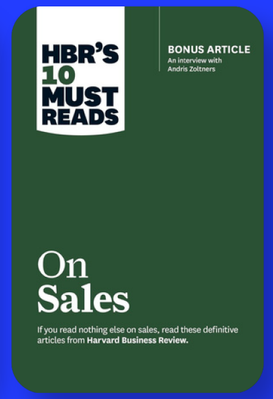


HBR SERIES OF RELEVANCE

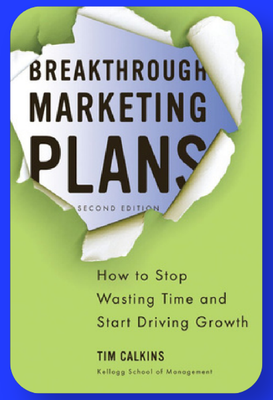


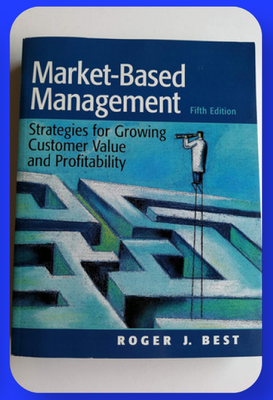


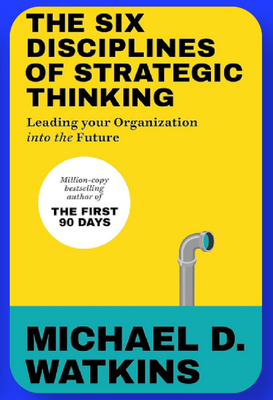




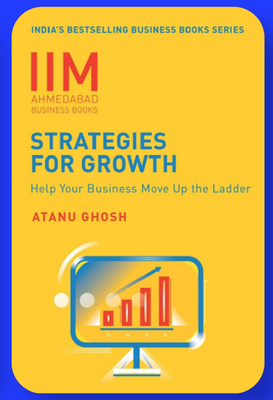
STRATEGY



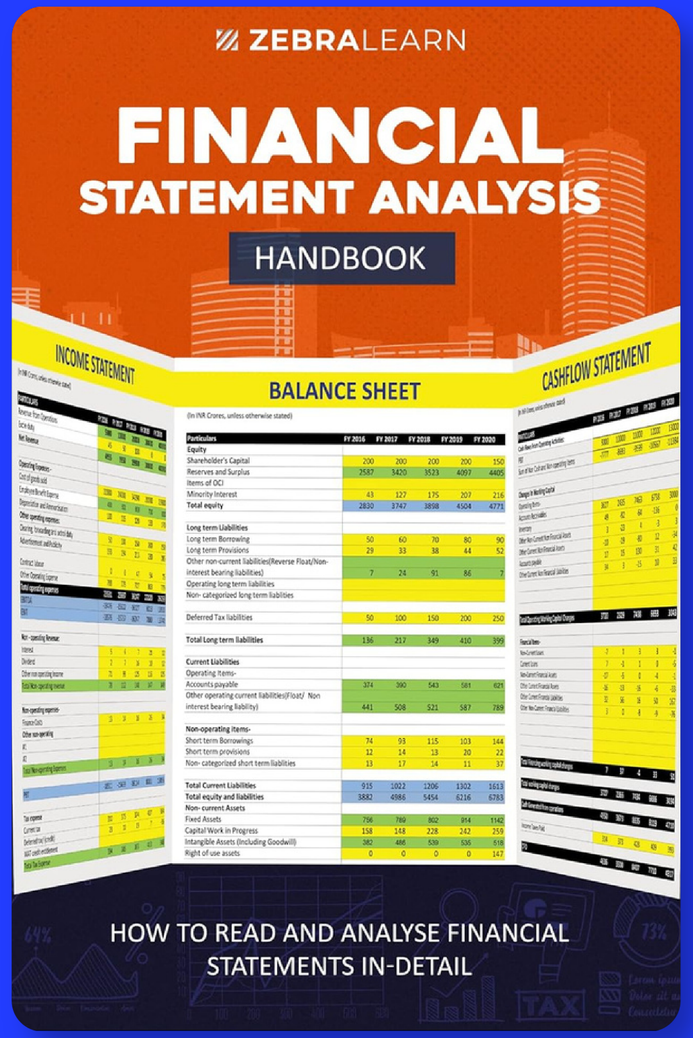






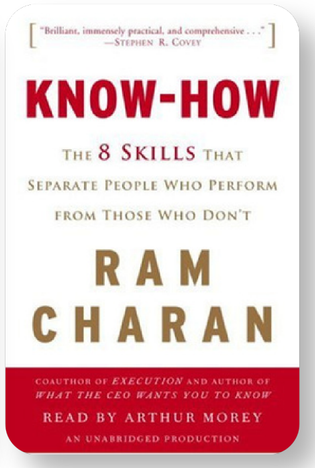


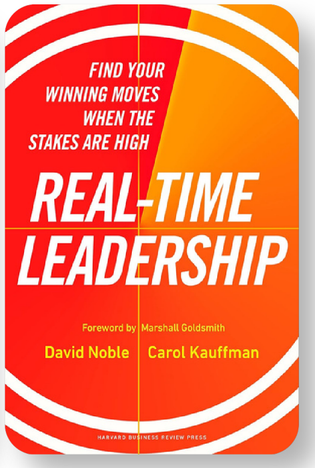
READING FINANCIAL STATEMENTS

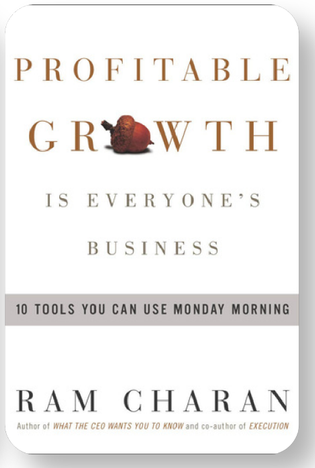


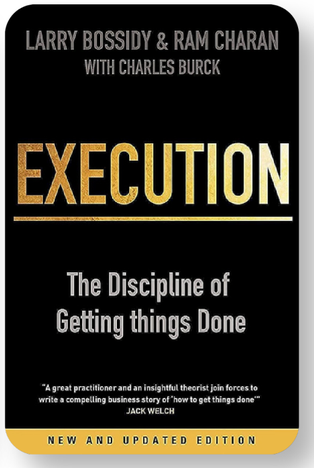
BUSINESS LEADERSHIP

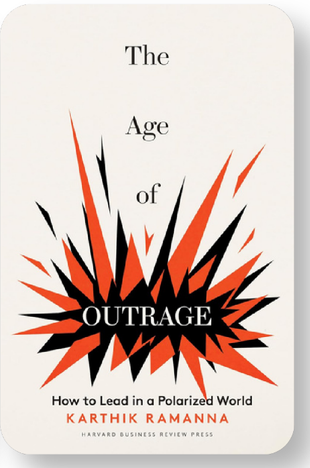






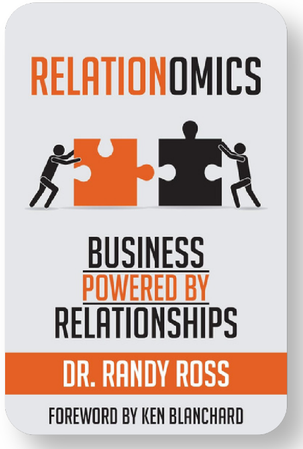


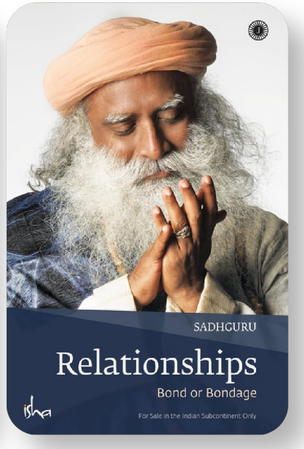


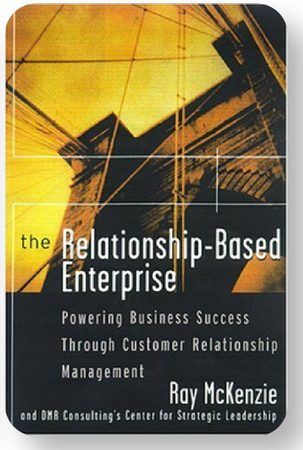


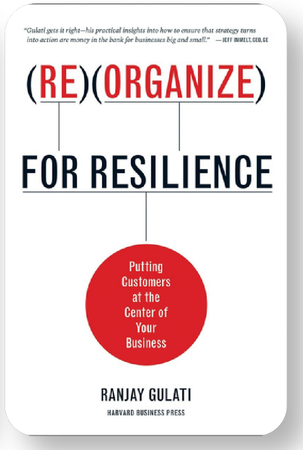


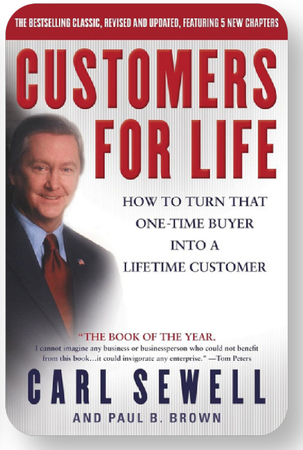
BUSINESS LEADERSHIP











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WHAT HAPPENS WHEN THE BUSINESS BECOMES PART OF THE *CLASSROOM?*

Walk The Talk sessions are designed to make learning interactive, practical and relevant to real business situations.

Participants are encouraged to:



QUESTION

Question assumptions and conventional approaches.



CHALLENGE

Challenge existing perspectives and ideas.



CONNECT

Relate management concepts to their own business realities.



APPLY

Explore how the learning can be used in actual business situations.

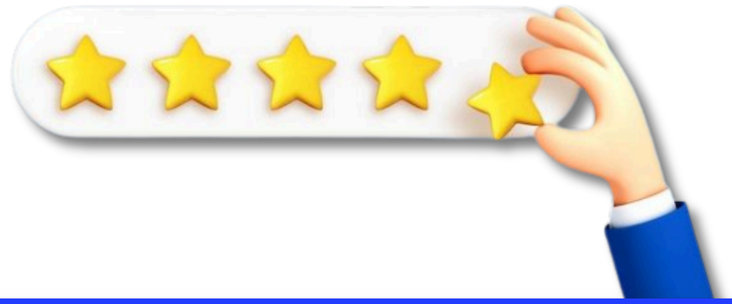
THE LEARNING DOESN'T END WITH THE SESSION.

The objective is to create perspectives that participants can carry back into their businesses and decisions.

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WHAT HAPPENS AFTER THE LEARNING?

THE REAL VALUE OF LEARNING IS SEEN IN WHAT HAPPENS NEXT.



Testimonials on the Results Achieved After 6 Months of the Workshop

1. 100% Thank you Anubhav sir. We owe a huge chunk of this success to your lessons on breaking down KRAs and setting realistic targets. Thank you for teaching us practical skills that actually deliver big results in the real world!

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2. Sir first milestone after your workshop for PMs. ✨🎊 This is a win for you too

Session Feedback

1. Kudos to the next generation for delivering an amazing and impactful session for the growth of our Business. ✨🌸 Thank you Anubhav sir for your expertise and energetic delivery of ideas to all the senior management members. ✨

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2. Good Evening, Sir It was a great session today. Very well planned and executed. We have got amazing responses from the team in spite of having high fever you delivered the best lecture. Thank you so much It was a great day. ❤ ❤👌

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3. Good Morning Sir Thank you so much for pushing all of us to give our best. It was a great show all thanks to the team and you for organising it. ✨

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GOOD MANAGEMENT *IS NOT ABOUT KNOWING MORE.*

IT IS ABOUT MAKING BETTER DECISIONS WHEN IT MATTERS.

WALK THE TALK

Connecting management thinking with the business you actually run.

ANUBHAV KUMAR JAIN FOUNDER — WALK THE TALK

LEADERSHIP | STRATEGIC THINKING | NEGOTIATION | BUSINESS TRANSFORMATION

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Walk The Talk — Where Learning Meets Business.