

Sometimes, the only thing standing between your company & transformation is the story your people tell themselves about why that transformation is not possible.

Chapter Two

helps companies create winning cultures that enable transformation.

What makes a team good need not make it great. To raise its game, a team needs more than skills and opportunities. **It needs to embrace a 'winning culture.'**

A large part of creating a winning culture involves creating stories that compel people to think and act different. Chapter Two is a coaching company that is inspired by transformation through stories.

Do you find yourself asking these questions?

- How do I improve individual productivity?
- How do I create cohesive teams?
- How do I transition my organisation's culture from fuddy-duddy to progressive?
- How do we go from profit-centric to customer-centric?
- How do we grow from a 10 crore company to a 100 crore company?



***'But we don't have a problem.
We don't need coaching!'***

Contrary to popular opinion, coaching isn't for losing teams. The best leaders and teams use coaches for continuous improvement.

A good coach can help a team

- Rediscover their purpose
- Find creative ways to achieve the purpose
- Understand each other better
- Create clear, exciting action plans
- Become greater than the sum of its parts

Our Methodology:

using stories to revitalize a culture

The digital universe means employees are talking all the time. Some stories they tell each other are enabling (My company is ahead of the tech curve.) Some stories are disabling (My company positions bureaucracy as efficiency.) We can help leaders shape and communicate their company's most authentic and inspiring stories to their people. Every day.

A story is a belief about oneself or the world that influences the way we think, feel and behave. Some teams stay trapped in the wrong stories for years.



Chapter Two is meant for

- Leadership teams who need to define the desired culture
- Employees who need to understand and live the culture
- High-performing groups that thrive on teaming to achieve goals
- Managers being groomed to take on leadership roles

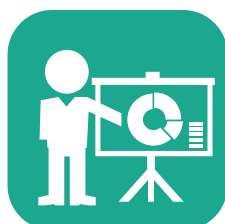
Ways of engagement



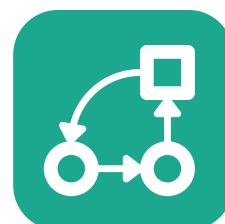
One-on-one coaching



Workshops



Long-term change journeys

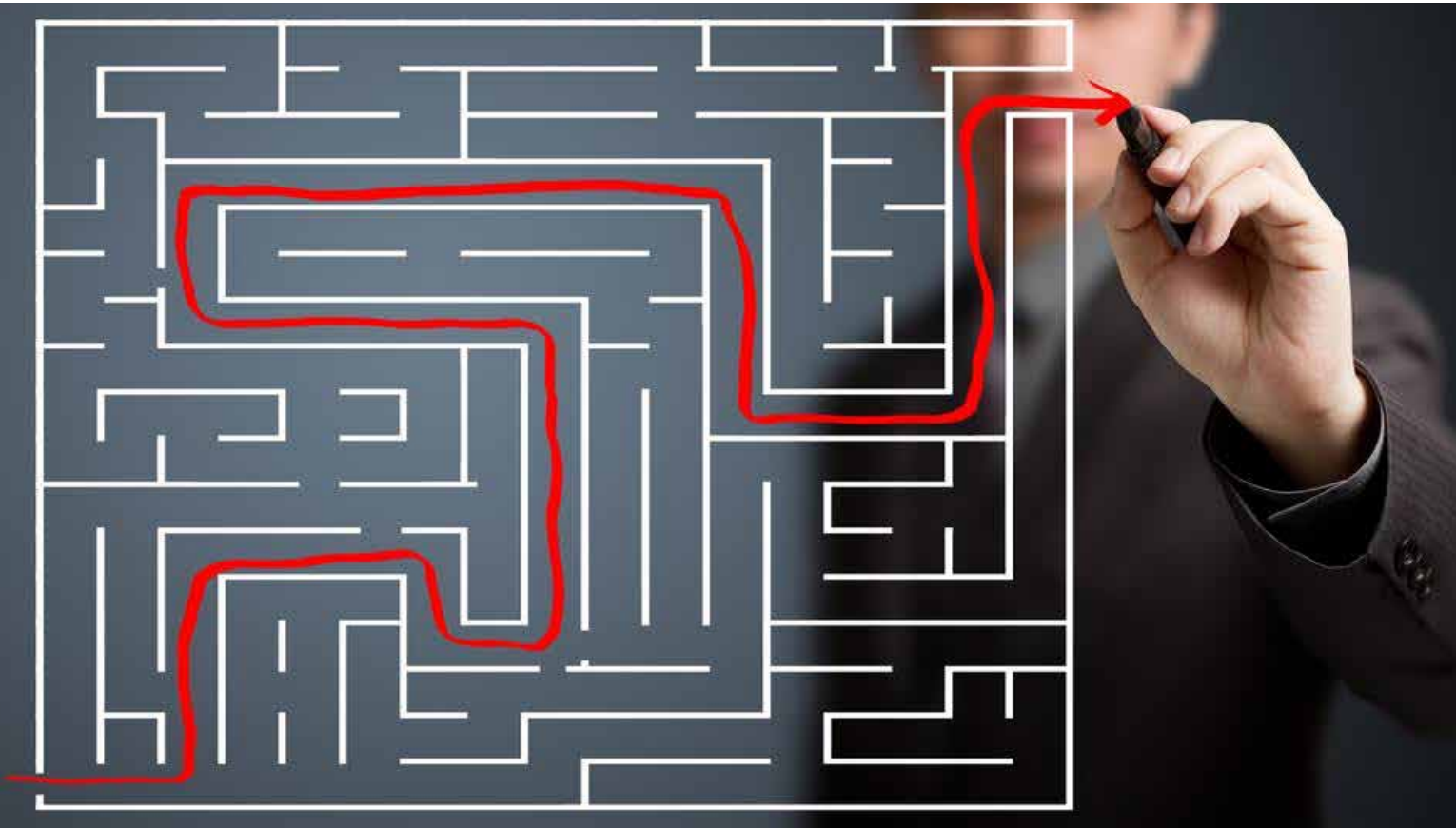


Custom-made approaches

Why work with **Chapter Two?**

Chapter Two is a start-up coaching company with an exciting vision: Transformation is possible. And it begins with telling ourselves the right story.

Chapter Two is led by Sandhya Reddy, a certified coach with over 500 hours of coaching experience. Sandhya has worked with leaders across sectors on strategy and culture building. Transformation is her strength. And using stories to enable transformation is her passion.



Interested? Get in touch

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