



Corporate Training Brochure



SkillKrafter
Academy



WE
CRAFT
YOUR
SKILLS



We are SKILLKRAFTERS. Your Skill-Our Craft.

 www.skillkrafter.com



SkillKrafter Academy

SkillKrafter Academy is a professional training and coaching services company dedicated to unlocking human potential and enabling organizational transformation. We partner with enterprises to upskill, inspire, and empower their workforce with the right functional capabilities, mindsets, and behaviors needed to navigate today's dynamic business landscape.

We offer five core service suites to our enterprise clients:

1. **Corporate Training – Behavioural Skills**
2. **Corporate Training – Technical Skills**
3. **Campus to Corporate Transition Programs**
4. **Professional Coaching Services**
5. **Content Development & Instructional Design Solutions**

Our approach is rooted in deep diagnostics, competency mapping, and outcome-based learning architecture. We follow a robust **Assess-Design-Deliver** methodology that ensures each learning solution directly contributes to individual performance, team synergy, and business success.

Whether it's building emotionally intelligent leaders, enhancing technical proficiency, guiding fresh graduates into the professional world, or developing high-impact learning content, our interventions are always customized, experiential, and business-relevant.

We deliver instructor-led training across India and Virtual Instructor-Led Training (VILT) globally. Our experienced facilitators are also available for international client engagements.

With over 1,50,000 Frontline executives, 75,000 middle managers, and 50,000 senior leaders impacted across industries, SkillKrafter Academy continues to be a trusted transformation partner for organizations seeking to build future-ready talent and achieve sustainable growth.

Industries and Clients We Have Served

INFORMATION TECHNOLOGY

























CONSUMER ELECTRONICS











BANKING FINANCIAL SERVICES INSURANCE























AUTOMOBILE



REAL ESTATE



EDUCATION



HOSPITALITY AND TOURISM



TELECOM

AIRCEL

RELIANCE

CONSULTING

EY

Right
Management
Mangalore Group

ENGINEERING AND MANUFACTURING

Kirloskar

LUMINO

MITSUBA

OIL AND PETROLEUM

Bharat
Petroleum
energising lives

LOGISTICS

DP WORLD

METALS AND MINING

The Rio Tinto logo, featuring the company name in white text on a red rectangular background.

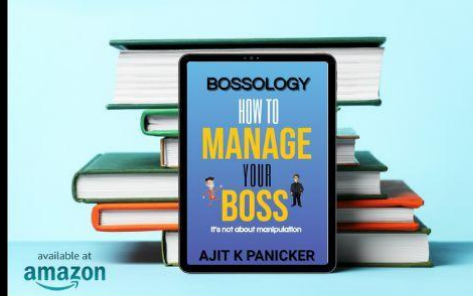
HEALTHCARE AND WELLNESS

The Havmi logo, featuring the word "Havmi" in a stylized font with a red heart shape integrated into the letter 'v', and the tagline "assuring wellness" in a smaller font below it.

AJIT PANICKER



Life Skills Trainer
Motivational Speaker
Best-Selling Author
Transformation Coach



30,000+ Hours of Training & Coaching	1,50,000+ Trained & Coached
2,000+ Sessions	20+ Years of Experience
65+ Satisfied B2B Clients	2,50,000+ Social Media Followers

THE SKILLKRAFTER ACADEMY

"Empowering Organizations by Helping Them Master the Most In-demand Life Skills as a Life Skills Trainer & Coach"

Author of 12 Books!

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Unleash Your Potential, Embrace Transformation

About the Founder – Chief Builder

Ajit Panicker is a distinguished Life Skills Trainer, Motivational Speaker, and Transformation Coach, renowned for his ability to design and deliver powerful learning experiences across 11 diverse industries.

With over 20 years of experience in Sales, Customer Experience, and Learning & Development, Ajit has empowered thousands of professionals to unlock their potential and achieve both personal and professional milestones. His inspiring journey—from an aspiring Naval Fighter Pilot to the founder of **Celeb Financial Planners Pvt. Ltd.**, and now the visionary behind **SkillKrafter Academy**—is a testament to his resilience, adaptability, and commitment to transformation.

Ajit is the founder of **SkillKrafter Academy**, a premier platform for professional growth that focuses on key areas such as communication, team building, managerial skills, sales, customer service, time management, leadership, business etiquette, emotional intelligence, adaptability, and entrepreneurship. His experiential approach blends storytelling, emotional narratives, and gamification to create engaging, high-retention learning journeys that drive real workplace impact.

He has trained and coached senior managers, functional heads, and business leaders across industries, delivering impactful interventions that drive measurable growth and transformation.

Ajit is also the author of **13 books**, including the widely acclaimed titles *Bossology: How to Manage Your Boss* and *The Failure Code*.

His books are available worldwide on Amazon and continue to inspire readers globally through their practical wisdom, relatable storytelling, and deep insights into personal development and leadership.

Our Team



Puneet Parashar

Senior Consultant | Lead | Master Coach

He is an accomplished international training and management professional, and a skilled 'people developer' adept at developing talent at multiple levels for more than 25 years. His illustrious experience as a facilitator, coach, and performance management professional with large Multi-National Companies in India & Middle-east adds a huge value to the company. He is also a Certified NLP

Practitioner and Professional Fire walking instructor for the last 15 years. He brings with him experience in people management, leadership, sales, and learning & development.



Lt.Col. Kausik Ghoshal

Senior Consultant | Lead | Leadership Coach

Lt. Col. Kausik Ghoshal is a Senior Leadership trainer with over two decades of experience in Indian Army, as a Strategic Human Resource Operations Leader, delivering innovative people leadership & ability to work in a fast-paced organizational setting. He has been providing strategic counsel to top management of corporates on people management issues in strategic and operational planning, retention strategies, total rewards, diversity, inclusion, and equity.



Rajiv Singh

Senior Consultant | Lead | Career Coach

He is a Senior Consultant with 20 years of experience, with more than 14 years in the Learning & Development domain. From being a teacher at School, College and then being a consultant for other training institutions, he has evolved into a seasoned business consultant. He holds a strong place in the education domain but is equally tactful in managing corporate business relationships. He is a hustler who believes in WORK HARD and the SMART WORK will follow.



Jhilmil Varsha

Senior Consultant | Lead | Human Resource

She is a Senior Consultant and an astute Human Resource Professional who brings with her progressive experience in managing- hiring, on boarding, training and talent development, business process reengineering with automation, and implementation of learning management systems. Her 17 years of experience working for Indian

PSUs and Corporate Clients and providing Human resource solutions in U.S. makes her a great fit for the model we are operating at SKILLKRAFTER ACADEMY. Her proficiency in data mining and analysis for strategic HR decision-making puts us forth strongly when it comes to designing innovative hiring and retention tools.

**Naveen Kumar****Senior Consultant | Lead | Campus To Corporate**

He is a Senior Consultant who proudly calls himself a passionate traveller by choice, one who explored and turned into a high-octane trainer over the last 13 years. An engineering graduate from NIT, Durgapur, who has helped Engineering and Degree Colleges for preparing students for various competitive exams like SSB, SSC, Defence, Banking, CAT, and with Campus Recruitments. He is an adept facilitator for workshops on Robotics, Electrical Machines, Design and Fault Analysis. After having delivered and executed multiple projects in 19 states in India in Government and Private Degree and Engineering Colleges with an advanced level of proficiency in 7 languages – English, Hindi, Bengali, Telugu, Oriya, Tamil, Telugu, and Kannada, he brings with immense value for our Campus to Corporate projects.

**Animesh Sharma****Senior Consultant | Lead | Digital Coach**

He is a Digital Marketing Master with more than 17 years of industry experience. He is a highflier and has launched, executed, and delivered result-oriented digital campaigns for multiple industries – e-commerce, education, real estate, finance, classified, insurance, health, travel, hotels, and restaurants. His expertise in evaluating the analytics ensures we are bang on target. His mastery in the field of

Digital Marketing makes him an extremely valuable core team member. His constant efforts in coming out with a strategic plan to employ the latest trending features on the various social media platforms help us have an edge over others.

**Rohit Sinha****Principal Consultant | Strategic Growth Leader | Sales Coach**

He is a dynamic Sales Trainer and Business Development Expert with over 21 years of experience. He has delivered over 1.6 million minutes of training to 25,000+ professionals across BFSI, Telecom, and Manufacturing sectors. Specializing in advanced sales, leadership development, and soft skills, he excels in creating tailored training interventions, conducting TNA, and improving performance. He holds certifications in AI Tools, Power BI, and Financial Markets, along with

a law degree in IT and Cyber Law, making him a versatile and influential leader.

Our Army of Facilitators

We proudly call them **SKILLKRAFTERS**—an elite force of over 650 facilitators, trainers, mentors, and coaches, each a passionate professional dedicated to shaping the future. Together, they bring an incredible 10,000 years of collective experience, strategically stationed in every major city, ready to deliver impactful learning interventions wherever needed. Their local expertise ensures that our world-class training is always within reach, offering tailored solutions that resonate deeply with regional nuances. **SKILLKRAFTERS** are more than educators; they are architects of transformation, empowering individuals and organizations to unlock their full potential. Wherever there's a need to grow, a SKILLKRAFTER is there to lead the way.

Our Strength

With more than 25 program consultants, 50 content authors, instructional designers, graphic and animation experts, and 15 video editors, we are a formidable force in the space of content development services.

Corporate Custom-made Training

CAMPUS TO CORPORATE

- Communication Skills (Verbal, Non-Verbal, Written, Presentation)
- Interpersonal Skills (Teamwork, Collaboration, Conflict Resolution)
- Time Management and Organizing Skills
- Problem Solving Skills
- Critical Thinking Skills
- Adaptability and Resilience
- Assertiveness & Self-Confidence
- E-mail Writing Skills
- Professional Etiquette and Business Ethics
- Cultural Awareness and Sensitivity
- Customer Service Orientation
- Positive Mental Attitude and Work Ethics
- Rapport Building Skills
- Accountability Skills
- Decision Making Skills
- Introduction to Project Management Skills
- Basics of Managerial Skills
- Relationship Management Skills
- Emotional Intelligence
- Delegation Basics
- Anger Management
- Stress Management

ENTRY-LEVEL EXECUTIVE

- Active Listening and Empathy Skills
- Negotiation and Persuasion Skills
- Influencing Skills
- Relationship Building Skills
- Emotional Intelligence
- Assertiveness
- E-mail Writing Skills
- Telephone Etiquette
- Business Etiquette
- Business Acumen & Financial Literacy
- Planning, Organizing, Prioritizing Skills
- Adaptability
- Presentation and Public Speaking Skills
- Goal Setting
- Team Work, Collaboration and Team Building
- Conflict Resolution
- Receiving Feedback
- Meeting Skills
- Selling Skills
- Customer Service Skills

FIRST TIME MANAGERS

- Developing Coaching Presence
- Building Rapport, Trust and Credibility
- Managing Up and Down
- Delegation and Empowerment
- Change Management
- Giving and Receiving Feedback
- High Impact Presentation Skills
- Public Speaking Skills
- Strategic Planning and Execution
- Decision Making and Problem Solving
- Financial Management and Budgeting
- Performance Management and Appraisal
- Talent Management
- Delegation and Empowerment
- Coaching and Mentoring
- Team Building and Motivation
- Conflict Resolution and Mediation Skills
- Handling Office Politics
- Team Leadership Skills

EXPERIENCED MANAGERS

- Executive Presence and Influence
- Building and Leading High Performance Teams
- Coaching and Mentoring for Leadership development
- Negotiation and Conflict Resolution
- Strategic Communication Skills
- Business Strategy and Innovation
- Risk Management and Decision Making
- Change Management and Organizational Transformation
- Global Leadership and Cross Cultural Management
- Talent Management
- Succession Planning
- Organizational development and Managing Culture
- Leadership Development
- Storytelling Skills

SENIOR MANAGERS TO LEADERS

- Visionary Leadership and Strategic Thinking
- Building Organizational Culture
- Change Management and Organizational Transformation
- Stakeholder Management and Relationship Building
- Crisis Management and Resilience
- Business Acumen and Financial Expertise
- Global Market and Business Trends
- Mergers and Acquisitions
- Corporate Social Responsibility
- Public Relations and Media Management
- Organizational Design and Structure
- Talent Management and Succession Planning
- Performance Management and Rewarding
- Leadership Development and Coaching

LEADERSHIP TO TOP MANAGEMENT

- Transformational Leadership
- Organizational Change and Culture Transformation
- Global Mindset and Intercultural Competence
- Corporate Governance and Ethics
- Reputation Management and Crisis Leadership
- Strategic Foresight and Innovation
- Mergers and Acquisitions
- Investor Relations and Financial Analysis
- Digital Transformation and Technology Adoption
- Sustainability and Corporate Social Responsibility
- Executive Coaching and Mentoring
- Succession Planning and Talent development
- Board Governance and Leadership
- Building a high performance leadership team
- Legacy Building and Organizational impact

Coaching Interventions

Coaching is a relationship between a coach and a coachee that depends on the mutual understanding, commitment, action and review of the agreed upon actions.



Types of Coaching

Individual	Group	Team
- One on One (Individual Coaching) - 1 Session/ Month - Usually for 9-10 Months	- Group (Homogenous Group) - 2 Sessions/ Month - Usually for 12 Months	-Team (Same Team- Same Goals) - 2 Sessions/ Month - Usually for 12 Months

Mode of Coaching

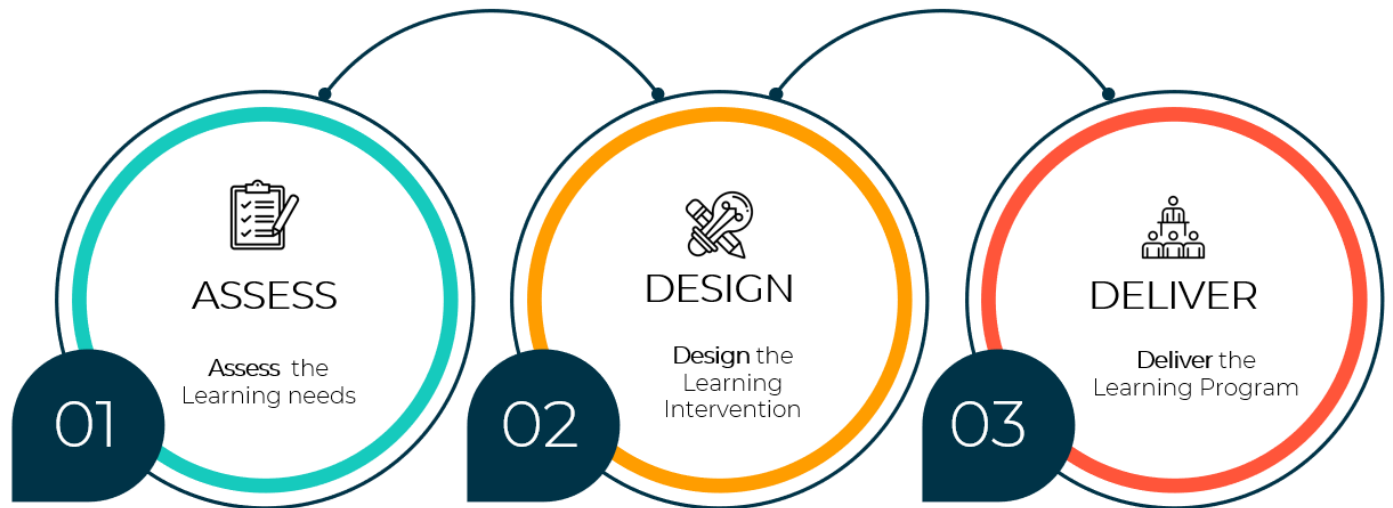
Face to Face/ Virtual / Hybrid

Usually, the Coach and the Coachee together decide the mode of coaching (Mostly a Hybrid Mode over a period of 12 Months)

Minimum 1 Face to Face Session for every 4 Virtual Sessions.

Our Training Model

ADD™



We operate through our trade-marked model of training operations called **ADD**, where we **A**ssess the Learning Needs of our Clients, **D**esign the Learning Intervention according to the needs and learning style of the learners and **D**eliver the Learning Program by our Experiential Learning Methodology.

To explore more about our Model and Methodology, click here, now.

This is how we make our interventions experiential!



INSTRUCTIONAL DESIGN & CONTENT DEVELOPMENT SERVICES

Customized Learning Journeys | Gamified Learning Paths | Virtual/Physical Workshops

Hybrid Models | Customized Workshop Themes | Learning Philosophy

We believe in ADDIE + EX*
ASSESS | DEVELOP | IMPLEMENT

Signature Workshop Themes

Leading Through Uncertainty - Equip leaders to confidently guide teams through ambiguity, transformation, and rapid change. This experience blends high-impact simulations with reflective coaching pods to strengthen resilience, clarity, and decision-making.

The Influencer's Toolkit

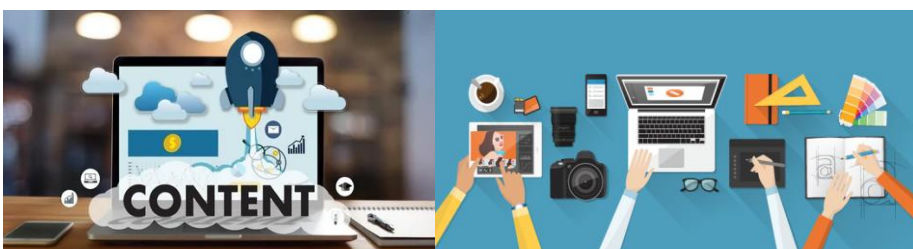
Master the subtle art of influence—beyond authority. This workshop builds persuasive communication, trust-based engagement, and stakeholder alignment through scenario-based role plays and feedback loops.

Respect & Rapport at Work

Build everyday workplace behaviors that foster inclusion, psychological safety, and collaboration. Topics include POSH awareness, workplace ethics, and respectful communication practices designed to build a culture of trust.

Leadership Development Accelerators

From new managers to seasoned leaders, these labs explore personal leadership style, self-awareness, and vision-driven communication. Blended tools include behavioral diagnostics, case-based challenges, and team simulations.



"A picture is worth a thousand words"

— Henrik Ibsen





"In our business, learners are the heroes. Their feedback ignites the journey of transformation"

~Ajit Panicker

It was a very engaging & well curated workshop with a lot of interesting activities. Looking forward to implement & see the difference. Thank you once again! *Charu*

It was a amazing experience. You are a Great mentor, Coach. I learn lot of things in this training. This will be good in my career.

Thanks Ajit For the wonderful session. It was Fun learning.

Amazing Training with wonderful Activities! must say well spent ~ 2 days worth it!

Workshop was very engaging. Learning through activities which later were easy to understand the topics.

It was a very engaging workshop leads to learn had a great time in the extremely engaging activities. Thank You! - *Salahi*

Great trainer and great way of understanding delegation & empowerment. Thoughtful and well-structured program for the audience. - *Aadhana*

Amazing experience to be the part of 'Delegation & Empowering team' training. It was full of fun where we learn about delegation vs Dumping along with team collaboration.

- 1) Easy way to make participants understand difficult topics
- 2) Very Creative Case Studies
- 3) Participants engaged through the training
- 4) Bright full
- 5) Effective Query Resolution

Very engaging and relevant session !!
B.E.S.T. Framework will be useful to actualize

The session is really amazing and my 3 key taking - one's -
⇒ Always ask for feedback from supervisor and correct the -ve points.
⇒ Never miss the opportunity
⇒ Active listening FROM
SHIVAM KANSAL

Learned to Implement Interpersonal Relationship to help to grow and being known for longer time.

- Good engagement ☆☆☆☆
- Much needed. ☆
- Break from routine work ☺
- Excellence for prioritization of daily routine work
- Stress management

1. Performance - Motivation
2. Two Things stop it -
a. Over-communication value
b. Resistance to change.
3. Two things start after workshop -
a. Enthusiasm
b. Improved team spirit

Thanks a lot Ajit Sir for tremendous / excellent session (Escalation mgt).
10/10/20

★ loved the entire session, the role plays, the games were amazing, please do keep up the good work of having interactive programmes ahead as well!

→ Amazing Experience These types of sessions should be happen on regular basis.
→ Be a good listener, have patience, LACE method, step back whenever required. enjoy your life.
Charu Swam

1. The training brought certain insights within us which will push us to enhance our behaviour for our growth in life.
2. The way coaches explained the concepts was amazing, entertaining and interactive. I have loved the workshop completely.

and many more... Check out our Google Reviews

Get in touch with us!

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