The following parameters are used by us to check the health of an educational institution.

GROUP A

1. **General Management**

   a) Top Down Communication

      - Mode
      - Periodicity
      - Feedback loop

   b) Bottom Up Communication

      - Mode
      - Periodicity
      - Feedback loop

   c) Learning and Development

      - Skill set mapping
      - Skill will matrix
      - L&D Plan for each individual
      - L&D Driver
      - Quality of the L&D resource

   d) Innovation and Creativity

      - How?
      - Definition of areas and outlines
      - Feedback loop

   e) Motivation Initiatives (Planned)

      - Documented plan , level wise
      - Numeric tracking of quotient

There is always a solution!

f) Team Building Initiatives (Planned)

- Documented plan

- Interventions and periodicity

- Numeric tracking of quotient

g) Performance Appraisal Systems

- KRA and KPI definition

- KPI tracking instruments

h) Expectation Matrix

- Statement of desire on both sides of table

- Deliverables

i) Growth Matrix

- Defined growth matrix in the organisation for each level

- Growth Tracking

j) Connect to the outside world

- Structured interventions with team

- Documentation format for each intervention

k) Delegation of authority

- Delegation matrix for each level

- Responsibility tracking mechanism while authority is being delegated

l) Decision Making Matrix

- Escalation Table definition

- Role and Responsibility at each level of the decision making table

m) Complaint Handling Systems

- Complaint is a gift

- Complaint Redressal system

There is always a solution!

n) Feedback Collation Systems

- Modes

- Options

- Ease and safety of giving feedback

- Redressal of feedback

o) Management Information Systems

- Aids in decision making

- Quantification of addition to bottomline due to organized MIS

p) Customer Relationship Management Systems

- Parameters

- Modes

- Loyalty program

- Retention program

- Attrition Control

- Feedback systems

- Generating WOW moments for customer

q) Succession Planning

- What next matrix

- Empowerment

r) Rewards and Recognitions

- Planned document

- Unplanned budgets

- Periodicity

- R&R Driver

2. **Brand Management**

There is always a solution!

a) Brand identity Manual

b) Code of ethics

c) Brand Equity Development Plan

d) Brand Driver

e) Brand Assessment – Mode , Periodicity , Agent

f) Brand communication – Brochure , Website, Leaflet, Corporate communication drafts

3. **Marketing Communication (MARCOM)**

a) Marcom plan – Strategy , Tactics, Plan, Activities , Assessment

- BTL (Below the Line)

- ATL (Above the Line)

4. **Quality Management**

a) Quality Policy

b) Quality Management Accreditation

c) Quality Empanelment's and Endorsements

5. **Material Management**

a) Stores policy

b) Physical stock taking

c) Reorder point management

d) Supply chain management

6. **Finance and Accounts**

a) Sanctioning power matrix

b) Vouching power matrix

7. **Marketing Management**

a) Product

- Lesson Plan documentation

There is always a solution!

- Learning Aids

- Experiential learning

- Hands on interface points

- Industry exposure

- Do It Yourself (DIY) exposure

- Remedial Learning Systems

- Beyond curriculum approach

- Vocational Skills

- Industry readiness quotient

- Value addition – Infrastructure, Aids, Equipments, Library, Sports etc

- Utility Management – Housekeeping, Generators etc

- Security Management – Safety of student and their belongings

- Transport Management – Ease, Safety , Timing , Periodicity, Quality

- Examination Management – Fair , Periodicity , Assessment

- Handouts and Assignments – Promotes what type of learning

- Pedagogy

b) Pricing

- Policy

- Competition mapping

- Transparency in pricing

- Costing

c) Place

- Ease

- Safety

- Energy compliance

There is always a solution!

d) Promotion

- Marcom plan

- Implementation plan

- Tracking strategy

- Costing and budgets

- Driver

e) Packaging and Positioning

- Desired Image

- Actual image

- Variance analysis