

Seed Shower

Corporate Talks

The story matters!

Behind every human decision, lies a story. A talk is effective only when it ceases to be a 'talk' and becomes a powerful story that touches the heart!

All the talks that we conduct, are thoughtfully connected stories and focus on directly touching the hearts of the listeners. Following are some of the topics found most effective by the participants. We also do customized talks for specific requirements. All the talks contain conceptual content as well as numerous practical cases from different industries and scenarios.

Kabir for marketers

A talk which churns out actionable insights from the centuries old wisdom of saint Kabir and applies them to challenges faced by today's marketing professionals.

Storytelling for marketers

Marketing is now more of storytelling. Progressive companies are leveraging the 'stories' to capture the real estates in the minds of their customers. This talk reflects on some of the fundamental principles of story telling and how they can be effectively used by marketing professionals.

Design thinking for marketers

Design thinking is a widely used methodology which can be effectively applied to any problem that we face. This talk takes the participants through the basics of design thinking and how to use this methodology to create and refine marketing campaigns.

The power of hybrid thinking

As the technology and the human society evolve, the complexity of the challenges that marketing or product development professionals face increases. Hybrid thinking is a habit which can be turned into a powerful competitive advantage by the professionals. This talk gives an introduction to principles of hybrid thinking and its application to the everyday work.

Motivation from within

As opposed to the conventional idea of finding motivation from outside, this talk shares some actionable insights on how one can find motivation from within. The talk is built upon the wisdom of saint Kabir and his couplets about motivation and purpose.

Who motivated them?

This talk shares the stories of some of the most remarkable human beings - from scientists and sportsmen to musicians and entrepreneurs and reflects upon how they managed to remain motivated throughout their lives.

About the resource person

Mandar Karanjkar is a B.Tech in mechanical engineering from COEP and is an explorer of philosophy, mysticism, Kabir, Zen, Sufism and other lines of thoughts. He is a trained vocalist, self taught flutist and composer. He is author of two books.

He is a co-founder of Seed Shower, a consulting firm operating in the domains of communication and work culture and Baithak Foundation, an organization started to promote Indian Classical Music among masses. Mandar has been advising many startups, corporates and not for profits. He has given talks for many companies as well as educational institutes.



About Seed Shower

Seed Shower is a consulting firm based in Pune. Seed Shower operates in the domains of communication development and organizational culture.

Since its inception in 2016, Seed Shower has worked with numerous startups, corporates and not for profits. Our clientele ranges from manufacturing and software companies to snacks manufacturers and social ventures.

Our engagements with organizations of varied backgrounds has enriched our experience and understanding of business challenges as well as basic human instincts that actually govern the decisions we take.

Our corporate talks are unique, acting upon the most urgent and complex challenges with a tinge of humor and reflection. We specialize in hunting the gems from traditional wisdom and applying it to present situations and scenarios.

Contact

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