

# CTD Services – Coaching, Training & Development

## Portfolio

CTD Services is dedicated to helping companies & individuals identify their needs, create solutions, and provide training to improve performance.



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**Gerard D' Nazareth**

# Profile

With over 35 years of experience in the Hospitality, Entertainment, and Business Process Transformation (BPT) industries, I bring a wealth of knowledge to my role. For more than 20 years, I have specialized as a Corporate Trainer, focusing on developing effective training solutions.

Since 2004, I have played a key role in enhancing performance within various programs in the Business Process Transformation sector. I excel in delivering impactful workshops and training sessions, which have driven success across multiple industries, including Technology, Communication, Healthcare, Travel, and Retail Services.

My contributions to the implementation of global Learning & Development projects have been vital in establishing effective training programs for companies based in Chennai and Kochi. These initiatives have primarily aimed at equipping managers with the critical skills necessary for excelling in their positions and significantly enhancing overall organizational success.

In the past four years, I have shifted my emphasis to Training Consultation services. My areas of expertise include Coaching, Leadership Development, Soft Skills and Process Training, as well as the creation of training curricula for both new hires and managers.



# CTD Services – Coaching, Training & Development 2020 - To date

CTD Services - Coaching, Training & Development is dedicated to fostering an environment of learning and growth for both individuals and organizations. Our unique and innovative teaching approach allows us to offer a wide range of training services tailored to meet the specific needs of individuals and organizations.

Our services include consultation on training standards, personal coaching, team building, leadership development, and blended soft skills and process training, all customized to address your unique training requirements.

## Dynamed Healthcare Solutions – Experience Centre

Online & ILT Training (Jan 2021 – Jan 2023)

Onsite Consultation & ILT Training (Feb 2023 – June 2024)

### Successfully enhanced and fortified all aspects of the Employee Life Cycle :

Represented CTD Services, to spearhead the organization's efforts to elevate and maintain performance through rigorous and ongoing training programs for employees, starting from on boarding new-hire's and continuing throughout their employment.

Additionally, supervisors were equipped with the tools and knowledge to effectively identify and address the specific needs of employees, covering skill development, knowledge acquisition, and targeted coaching to drive improved performance.

### Key Focus Areas:

- On-boarding
- Recruitment
- Communication & Language Training
- Soft Skill & Process Training
- Leadership Development
- Creation of Training Modules - Program Specific Train the Trainer
- Set-up the Quality Assurance & Management for the Training Department – (ISO 9001:2015 Standards)

# CTD Services – Coaching, Training & Development

## 2020 - To date

### Recruitment:

Collaborated with the HR recruitment and experience center recruitment teams to optimize the recruitment process by incorporating crucial elements for sourcing suitable candidates to fulfill various positions in the company, particularly within the experience center. One of the pivotal components involved the screening and shortlisting of candidates, achieved through resume reviews and initial interviews to identify individuals possessing the necessary skills and experience.

Other significant aspects included assessments and evaluations, which entailed testing candidates on their technical expertise, communication skills, and problem-solving abilities. These assessments were instrumental in determining the suitability of candidates for specific roles. Furthermore, thorough background checks were performed to validate candidates' information and ensure their eligibility for employment at the company.

### Onboarding:

CTD Services established an employee onboarding process with a methodical approach to welcome new employees and facilitate their integration into the organization.

Throughout the onboarding process, employees familiarized themselves with the organization's ethos and culture, acquaint themselves with their peers, engage with cross-functional partners, and assimilate the tools and knowledge essential for their roles.

# CTD Services – Coaching, Training & Development

## 2020 - To date

### Communication & Language Training:

CTD Services provided tailored instruction aimed at elevating English language proficiency and communication skills through a comprehensive program. This program was meticulously crafted to equip both new recruits and existing staff with the capability to proficiently convey and comprehend information.

The training encompassed accent-neutralized speech, comprehension of spoken discourse and phonetics, understanding of written text, and proficiency in written expression and comprehension.

### Soft Skill & Process Training:

CTD Services offered specialized training focusing on customer service soft skills and behavioral competencies. These vital skills were tailored to enhance the level of customer care delivered by service representatives to their clientele. The incorporation of a diverse range of these skills significantly contributed to the overall success of the program.

The emphasis on behavioral skills played a pivotal role in shaping the interactions and management of diverse scenarios by customer service agents. The training program was constructed to encapsulate different dimensions of their behavior, encompassing emotional responses, cognitive processes, social aptitude, and their subsequent actions and reactions. This holistic approach integrated communication and empathy skills with technical and procedural training, resulting in a comprehensive skill set for the individuals involved.

### Leadership Development:

CTD Services provided comprehensive assistance in establishing a Leadership Development Training program aimed at enhancing leadership qualities within program management. The main focus was to develop the essential skill sets for improving performance in leadership roles. Recognizing the lack of a universal approach to leadership development, we emphasized the effectiveness of leadership coaching as the primary method to accelerate leadership efficacy.

While coaching and mentoring may appear similar, they have distinct differences in their approach and purpose. CTD Services introduced coaching to concentrate on specific goals and tasks, providing guidance and feedback to help the team improve their performance, and mentoring for a more long-term relationship in which a manager shares their knowledge, wisdom, and experience to guide the mentee's personal and professional growth

# CTD Services – Coaching, Training & Development

## 2020 - To date

### Training Modules - Program Specific Train the Trainer:

CTD Services has developed a comprehensive training curriculum for both new and existing employees at the Experience Center. The primary goal of this curriculum is to provide employees with the essential skills required to effectively engage with customers. The 360-hour (45 days) module covers a wide range of skills including Communication & Language, Process, Technical, Soft Skills & Behavioral, and Certification.

Furthermore, the curriculum includes a plan to assess call-taking readiness, which involves incorporating live experience through Nesting and providing Coaching & Mentoring for performance improvement. The ultimate aim of this curriculum is to create an engaging and informative learning experience that caters to the specific operational needs of the program.

The modules are designed to be effective during train-the-trainer sessions.

### Quality Assurance & Management:

Having completed internal auditor training and achieved certification as an Internal Auditor based on ISO 9001:2015 Standards, I played a pivotal role in establishing the Quality Management System (QMS) for the training department. This involved the comprehensive documentation of processes, procedures, and responsibilities aimed at realizing the quality policies and objectives. The primary objective of this initiative was to enhance the effectiveness and efficiency of the training activities on an ongoing basis.

**The organization achieved the ISO 9001:2015 Standards in January 2024.**

# CTD Services – Coaching, Training & Development

## 2020 - To date

### Voice & Accent Neutralization (2020 – Till Date)

A training program was developed to address and rectify strong and non-standard English accents commonly exhibited by individuals with pronounced regional influences. Many newly hired personnel often demonstrate heavy regional accents when speaking English, leading to challenges in comprehension and overall communication effectiveness.

CTD Services offers a program aimed at neutralizing regional accents and eliminating regional influences from English, thereby enhancing the language's understandability across global audiences. This program may be implemented as a standalone individual training program or integrated into modules as needed by the organization.

### IELTS Preparatory Coaching (2020 – Till Date)

The IELTS examination evaluates proficiency in listening, reading, writing, and speaking. It is a globally standardized assessment of English language skills for individuals whose native language is not English. There are two variants of the IELTS test: Academic and General Training. While all test takers undertake identical Listening and speaking assessments, the Reading and Writing tests differ between the two variants.

CTD Services specializes in training and guiding candidates who are seeking employment or pursuing studies abroad in nations that mandate an IELTS certification with specific band scores. Our approach involves instructing, demonstrating, and implementing the four skills using strategies, tips, and performance tracking. Each participant is provided with practice materials to help them prepare effectively and attain their targeted band scores.

### Spoken English (2020 – Till Date)

For candidates searching for ways to enhance their English-speaking abilities?

At CTD Services, we provided coaching to help improve their fluency, pronunciation, accuracy, and conversation skills. Our course is designed to help them speak English confidently by improving their English Speaking, Listening, Vocabulary, Grammar, and Pronunciation skills.

This course is particularly suitable for candidates from the Beginner Level up to the Mastery level of English CEFR Levels from A1 to C2. This program may be implemented as a standalone individual training program or integrated into modules as needed by the organization.

# CTD Services – Coaching, Training & Development

## 2020 - To date

### Achievements

2022 Jan – 2023 Jan (Online and Onsite)

2023 Feb – 2024 June (Full time Contract - Consultation & Training Onsite)

- ❖ Representing CTD Services, I significantly improved and strengthened all aspects of the Employee Life Cycle for the Experience Center at Dynamed Healthcare Solutions - Kochi.
- ❖ I spearheaded the organization's efforts to elevate and uphold performance through rigorous and continuous training programs from streamlining the recruitment process, onboarding process, new hire training and the successful transition to operations.
- ❖ Furthermore, I established the training department to fully comply with ISO 9001:2015 Standards, resulting in the company achieving certification in March 2024.

### 2020 – To date

- ❖ Coached 30 + candidates to successfully achieve their IELTS (International English Language Testing System) Band Score & improve communication and language skills.

# Corporate Training Experience – Sutherland Global Services

## 2004 - 2019

### Project (2016 – 2019) - Associate Principal Talent Management

#### Team Manager University – Succession Planning Initiative

A Global Project to identify talent at all levels within the organization and prepare them for the next level of management by enhancing their skills specifically designed modules.

##### **Background**

**Succession Planning** - Equip Hi-Potentials, tenured Team Managers and Account Managers with the knowledge and skill to help them grow within the organization

##### **Scope**

Responsible in Chennai for the delivery and follow-up of all the levels through eLearning, ILT – Workshops, Mentoring programs and Certifications.

#### Team Manager University 2.0 Objective

##### **Phase 1:**

- Build a strong foundational Knowledge of the organization-focusing on mission and values
- Develop basic skills in reading and interpreting data and creating SMART action plans
- Drive high performance teams through effective, behaviour-based coaching

##### **Phase 2:**

- Apply core coaching concepts in setting goals and managing consultant and team performance
- Understand the organization's quality framework and how it impacts customer experience
- Develop domain expertise in the program and the company's ecosystem supporting it

##### **Phase 3:**

- Drive performance and innovation through Variation Based Management and Root Cause Analysis
- Be the organization certified Master Coach

##### **Phase 4 & 5:**

- Creating an effective program level governance structure and process
- Driving a Continuous Improvement Culture on the Floor
- Understanding and preparing for the Account Manager Role

# Corporate Training Experience – Sutherland Global Services

## 2004 - 2019

### Project (2013 -2016) – Manager Training

#### **Platinum Coach Certification – A performance Improvement Initiative**

A Leadership Development program to Certify Managers in the Organization as Platinum Certified Coaches.

#### **Background**

The Organization planned to standardize coaching, across all programs globally, through the Master Coach Project.

#### **Scope**

Assigned the role of a Regional Master Coach for Chennai & Kochi to work with Team Managers; to up skill and support their team members to achieve personal and professional goals by focusing on specific behaviours.

#### **Process**

- Collaborate with the key stake-holders (i.e. Client, Sr. Management team and the Front-line Leaders)
- Facilitate workshops/Training
- Maintain Quality for all coaching interactions to attain coaching effectiveness
- Maintain Platinum Coaching Standard for all programs
- Identify key skills for Managers and scale them up to be successful
- Provide performance feedback to Program Master Coaches
- Alignment of initiative between the organisations' culture of coaching and specific client coaching requirements

#### **Achievements**

- Master Coaching one of the deliverables scrutinized for the ASTD “Best” Award. Sutherland Global Services won the ASTD “BEST” Award 2014 (The Association for Talent & Development formerly known as American Society for Training & Development).
- Succession Planning – Achieved 25% promotions of Team Managers/Sr. Team Managers during FY-2014 for the 14 Programs under the ambit of Master Coaching,
- Employee Engagement Champions – Received by Five Program Master Coaches
- Raised the bar for Customer Experience - Team Managers from a program (Fortune 100 Company) received accolades from Clients.
- NPS (Net Promoter Satisfaction) – With the inception of Master Coaching in 14 programs, 90% of the programs achieved and exceeded the NPS target
- Programs who adopted Master Coaching saw a significant drop in attrition to <= 5%

# Corporate Training Experience – Sutherland Global Services

## 2004 - 2019

Sr. Associate Manager Training (26 Sept 2008 to 25 Nov 2012)

Assistant Manager Training (26 June 2007 to 25 Sept 2008)

### Achievements

- Successfully implemented best practices to help turnaround negative Net Promoter Sat (-15%) to achieving and exceeding the client target (>= 56%).
- Maintained over 95% throughput post training.
- Achieved “Go Live” deadlines by successfully managing the transition of New-Hires from recruitment stage to operations.
- Bottom Quartile showed a 25% improvement month on month after implementing on- floor up skilling strategies.
- Over 80% of associates consistently met the Program Metrics/KPI’s.

### Skills

- Coaching & Mentoring
- Training Delivery
- Employee Engagement
- Performance Management
- Process Improvement
- Team Building
- Analysis
- Performance Appraisal
- Time Management

# Awards & Certifications

## Awards & Certifications

- Certificate of Appreciation from Team Dynamed Healthcare Solutions – 2024
- BUREAU VERITAS Certification 2023 – Successfully Completed The Assessment for Internal Auditor Training Course (Based on ISO 9001:2015 Standard)
- Certificate of Appreciation “Your Voice: Their Vision” United Way Chennai 2019
- Influencer Certified – 2014
- Platinum Coach Certified (Leadership Development) 2015 & 2016
- Certificate for Excellence in Training (Microsoft Program) Q2 - 2006
- Certificate for excellence in Training (Microsoft program) Q1 - 2005
- Certificate for Excellence in Training (Microsoft Program) - 2004
- Certificate Quality Service Training Course – Exceeding Guests Expectations – Held at Jebel Ali Hotel Training Center Dubai 1996
- Certificate Quality Service Training Course – Suggestive Selling – Held at Jebel Ali Hotel Training Center Dubai 1996
- Certificate for Train The Trainer Course – Held at Jebel Ali Hotel Training Center Dubai 1996

**CERTIFICATE OF COMPLETION** (In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted in 2011):

- ❖ Preparing and Executing Performance Reviews
- ❖ Developing Your Direct Reports
- ❖ Engaging and Motivating Your Direct Reports
- ❖ Individual Development and Mentoring

## Other Work Experience

**Sutherland Global Services – Trainer & Senior Trainer (2004 – 2007)**

### Entertainment Industry:

- ❖ R3V Management Consultants, Chennai, India (May 2001 – April 2004) -Manager Operations
- ❖ Kiwi Sports Private Ltd, Chennai, India (July 1999 – May 2001) – Manager

### Hotel Industry (1989 – 1999):

- ❖ Taj Malabar (Taj Group of Hotels) – Kochi, India - Lobby / Duty Manager
- ❖ Jebel Ali Hotel (Member of Member of the LHW) – Dubai, U.A.E. – Senior Front Office Executive
- ❖ GRT Grand Days (Days Inn of America Inc) – Chennai, India – Duty Manager
- ❖ The Princeton (Taj Group of Hotels) – Dubai, U.A.E. – Duty Manager

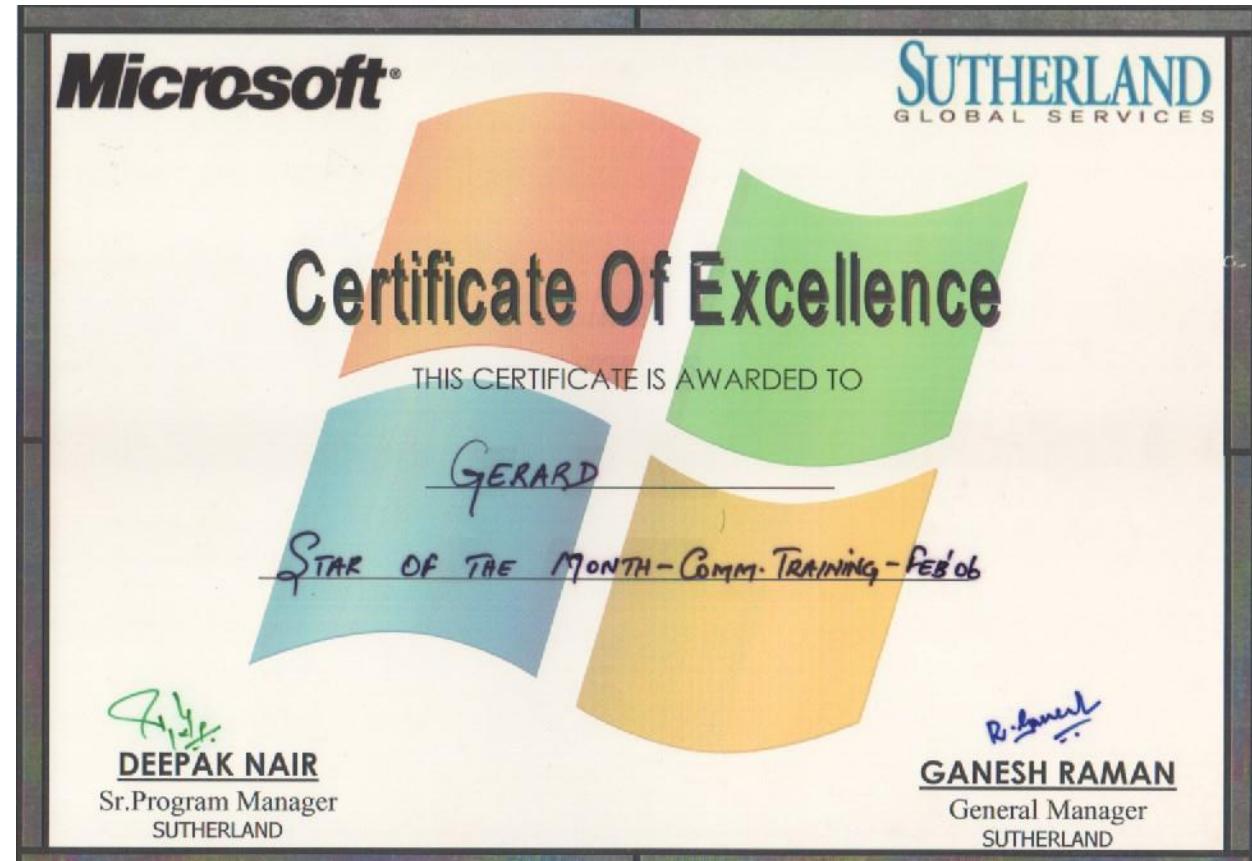
# Awards & Certifications



# Awards & Certifications



# Awards & Certifications



# Awards & Certifications

## Influencer

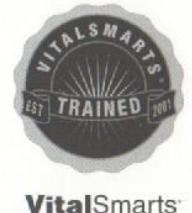
GERARD NAZARETH

has completed Influencer Training, a course in best-practice skills for successfully influencing change. This training experience introduces a set of tools and strategies for effectively resolving persistent and resistant problems.

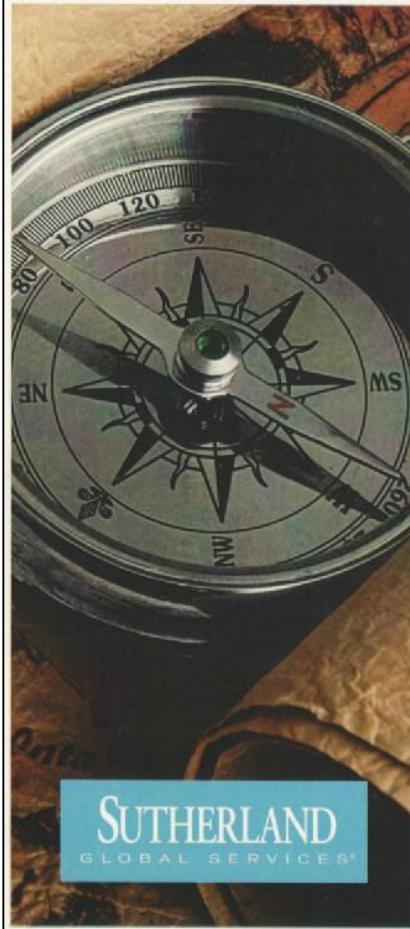
influencer  
TRAINING

*John Nazareth*  
Instructor  
*Parvath Seetha*

12<sup>th</sup> Feb 2014  
Date



VitalSmarts



SUTHERLAND  
GLOBAL SERVICES

EMPLOYEE LEARNING • LEADERSHIP DEVELOPMENT • CAREER PROGRESSION



LEAD

Leadership | Excellence | Achievement | Development

Gerard D' Nazareth

has earned

**PLATINUM COACH CERTIFICATION**

30-Jun-16

DATE

*Mohammad Sarajuddin*

Mohammad Sarajuddin  
AVP & Head India Talent Management



# Awards & Certifications



## Certificate of Completion

This certifies that **Gerard Nazareth** has successfully completed the course **PREV103 Developing Your Direct Reports** on **5/28/2011**.

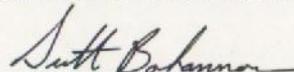
**CPE Credit: Location:**

**Field of Study:**

**Instructional Delivery Method:**

Sponsor Registration Numbers:  
National Registry of CPE Sponsors: 106985  
Quality Assurance Service (QAS): 057  
Illinois: 158002432  
New York: 002235  
Texas: 009565

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.



Scott Bohannon, General Manager,  
Corporate Executive Board

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## Certificate of Completion

This certifies that **Gerard Nazareth** has successfully completed the course **COACH201 Engaging & Motivating Your Direct Reports - Level 2** on **5/28/2011**.

**CPE Credit: Location:**

**Field of Study:**

**Instructional Delivery Method:**

Sponsor Registration Numbers:  
National Registry of CPE Sponsors: 106985  
Quality Assurance Service (QAS): 057  
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# Awards & Certifications



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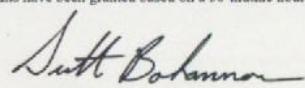
## Certificate of Completion

This certifies that Gerard Nazareth has successfully completed the course **PREV101 Preparing and Executing Performance Reviews** on **5/14/2011**.

**CPE Credit: Location:**  
**Field of Study:**  
**Instructional Delivery Method:**

Sponsor Registration Numbers:  
National Registry of CPE Sponsors: 106985  
Quality Assurance Service (QAS): 057  
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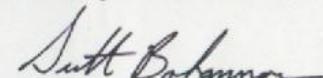
## Certificate of Completion

This certifies that Gerard Nazareth has successfully completed the course **COACH103 Mentoring** on **6/4/2011**.

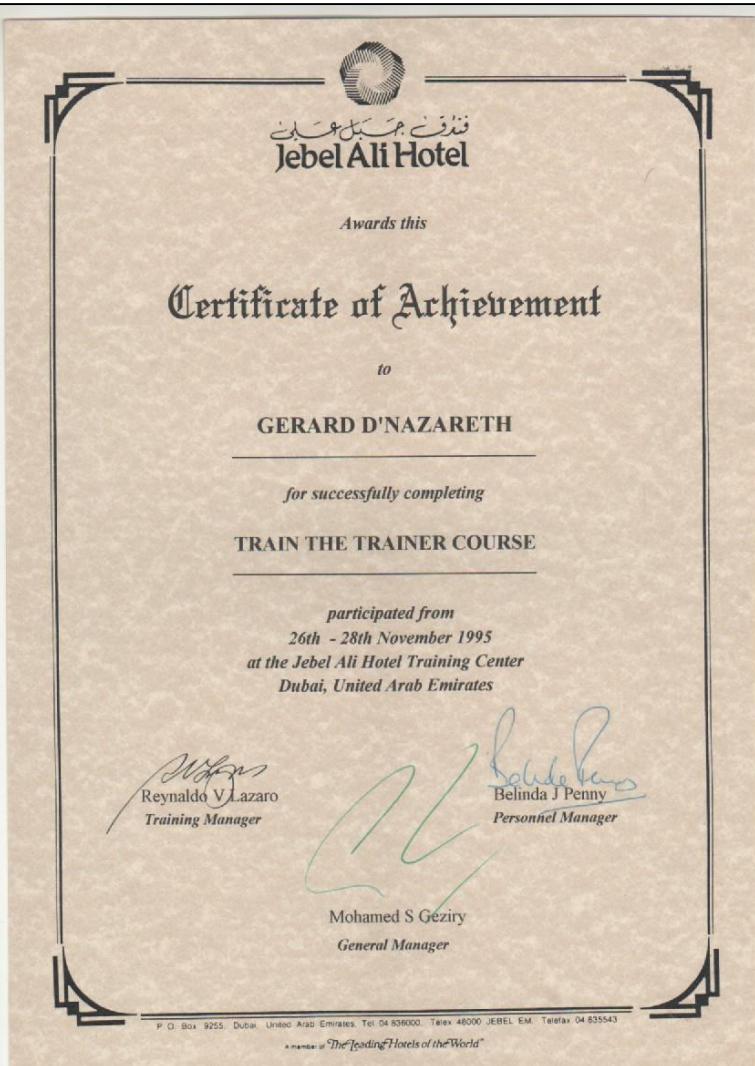
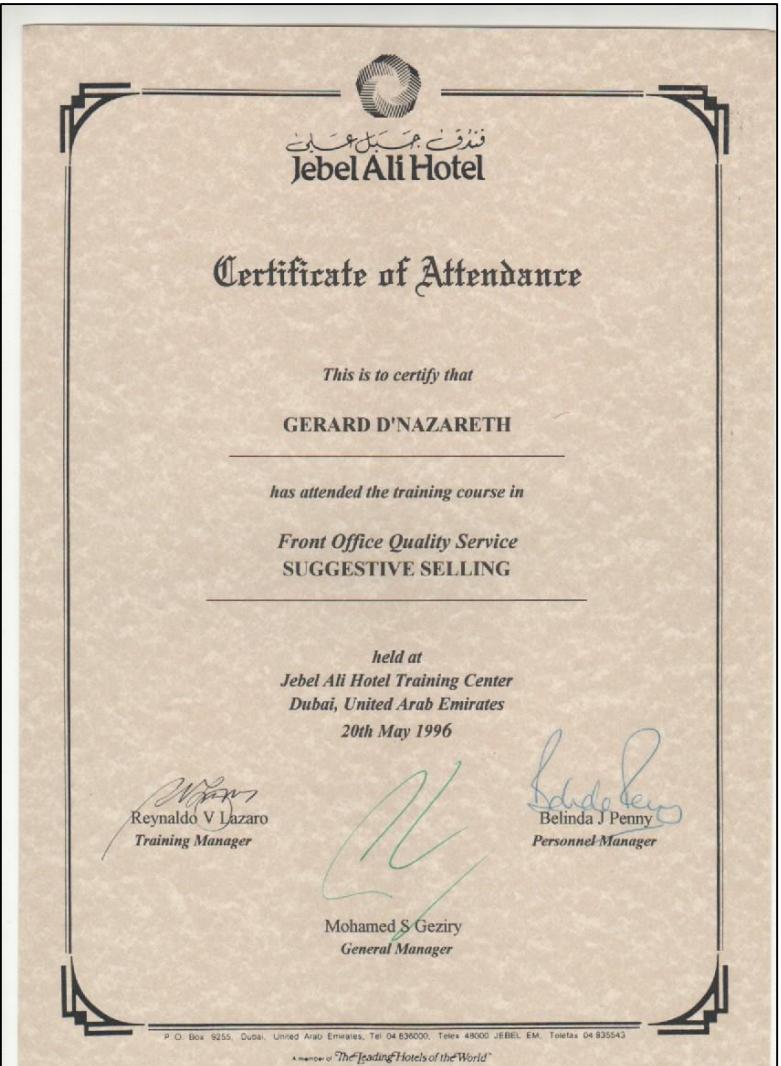
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# Awards & Certifications





# Thank You