



A ProventusHR Guide

The Experiential Leadership Playbook

How to design leadership interventions that produce observable, measurable behaviour change.

100+
Client Organisations

9x
Brandon Hall Awards

14+
Industries Served

25,000+
Leaders Touched

ExperienceLearning™ • REEL|Life™ • The 5D Bespoke Design Process



SECTION 01

Why Experience Must Precede Explanation

The fundamental flaw in most leadership programmes, and how to fix it.

The sequencing problem

Most leadership programmes instruct first and experience second. A facilitator introduces a model. Participants take notes. A role-play follows. Participants return to work and, within 72 hours, resume the habitual behaviour the programme was designed to change.

This is a sequencing problem, not a facilitator problem. Adults change behaviour through experience that produces insight, followed by a framework that names what they have just experienced, followed by structured application that converts that insight into a specific new behaviour. When the sequence is reversed, the conceptual framework has no emotional hook on which to hang.

The insight that follows experience is owned by the participant. The insight that follows instruction is owned by the facilitator.

ExperienceLearning™

ExperienceLearning is ProventusHR's proprietary design methodology that reverses the conventional sequence deliberately. Every session begins with an experience that produces genuine emotional and intellectual engagement. The conceptual framework enters only after the experience has created the question it answers. The result is learning the participant cannot easily set aside, because they have already encountered their own pattern in real conditions before the model was offered to explain it.

1	2	3
Experience First	Reflect Deeply	Apply Specifically
Encounter patterns under real conditions	Convert experience into named, owned insight	Build specific, witnessed behaviour commitments

SECTION 02

REEL|Life™: Cinema as a Mirror for Leadership

Why a film is more powerful than a case study.

The defensiveness problem

When a facilitator tells a participant they have a particular leadership pattern, the first response is almost always defensive. Cinema bypasses this completely. When a participant watches a character make a decision they recognise in themselves, the response is recognition, not defence.

The screen creates the distance that makes honest reflection possible. The structured debrief then closes that distance, moving the participant from observing the character to examining themselves.

The film does not tell participants what their pattern is. It creates conditions where they tell themselves.



Stage	What ProventusHR Does	What It Produces
Film Curation	A scene selected specifically for the leadership dynamic the programme addresses, not a generic film.	Emotional engagement before any defensive mechanism activates
Guided Viewing	Participants view with a specific lens: what choices is the character making and what drives them?	Identification without personal threat
Structured Debrief	The facilitator moves reflection from character to participant via Socratic inquiry. The pattern is named by the participant.	Named, personally owned insight
Application	The insight connects to a specific real situation. A commitment is made, witnessed, and documented.	A written, peer-witnessed commitment to behaviour change

SECTION 03

The 5D Bespoke Design Process

How every ProventusHR engagement is built from the ground up.

Bespoke is a process, not a claim

No engagement begins with design. Every engagement begins with Diagnose. Stage 01 is non-negotiable. Accepting a brief and beginning to design without understanding the specific context, audience, and observable outcomes is how generic programmes get delivered under bespoke branding.

- 01 Diagnose** *Discovery and Context Mapping*
Stakeholder interviews, audience profiling, pulse surveys, and a Learning Needs Map. Typically 2 to 4 weeks before a single session is designed.
- 02 Define** *Intent and Outcome Architecture*
Co-creation of observable behavioural outcomes, measurement baseline, and success criteria with programme sponsor and HR.
- 03 Design** *Bespoke Programme Architecture*
Full programme design: methodology selection, content sequencing, simulation design, REEL|Life curation. Reviewed and signed off before delivery.
- 04 Deliver** *Facilitation and Coaching*
Expert facilitation using ExperienceLearning, REEL|Life, and simulation, calibrated continuously to the specific group and context.
- 05 Debrief** *Evidence and Accountability*
Manager-signed ROI documentation, 360-degree stakeholder-rated behavioural evidence, programme debrief, and development recommendations.



SECTION 04

The Architecture of Behaviour Change

The four conditions that must coexist for a programme to produce change, not just awareness.

Why most programmes fail at the 90-day mark

Participants leave engaged. They write action plans. By the 90-day mark, 60 to 80% of the behaviour change has evaporated. The organisation has paid for a learning event, not behaviour change. ProventusHR's design standard requires four conditions to coexist simultaneously. When any one is absent, the programme produces awareness, not change.

1. Emotional Engagement

The participant must have a genuine emotional response. Simulation and cinematic reflection create the stakes that make insight durable and behaviour change likely.

2. Personal Relevance

The insight must connect to the participant's specific leadership context. Bespoke design anchors every reflection to a real situation the participant is navigating.

3. Social Witness

Commitments made in the presence of others are significantly more likely to be kept. Every ProventusHR programme closes with peer-witnessed commitments, not private action plans.

4. Manager Accountability

Without manager involvement, programmes lose 60 to 80% of their impact within 90 days. Pre-programme briefing and post-programme sign-off are part of the design.

SECTION 05

Measuring the Return on Leadership Development

Evidence discipline, not extrapolation.

The ProventusHR ROI standard

Every documented outcome is traceable to a named participant, an identified project, and a reporting manager's signature. Across FY 2022 to 2026, ProventusHR documented Rs 160 Cr+ in commercial outcomes across four programmes and multiple sectors, at a conservative ROI of 170:1.



Layer	What Is Measured	By Whom	When
Behavioural	Observable shift in specific leadership behaviours against baseline established at programme open	Manager and peers via 360 instrument	Programme close and 90 days
Commercial	Financial outcomes attributed to behaviour change: revenue protected, cost avoided, productivity recovered	Manager sign-off on attributed value	90 days post-programme
Participant	Net Promoter Score and qualitative programme evaluation	Participants	Programme close
Systemic	Culture shift indicators: psychological safety, engagement, and retention impact	CHRO or HR survey	6 months post-programme

SECTION 06**Ten Principles of Effective Leadership Programme Design**

A reference framework for CHROs, L&D; leads, and programme designers.

- 1 Start with behaviour, not content.**
The design question is not "what should we teach?" but "what should participants do differently on Monday?" Content serves the behaviour.
- 2 Diagnose before you design.**
A brief is not a diagnosis. Stakeholder interviews and a Learning Needs Map are non-negotiable before design begins.
- 3 Design for the difficult moment.**
Leadership is tested under pressure. The programme must simulate the specific pressures participants actually face.
- 4 Experience first, explanation second.**
The framework gives language to what the experience has already produced. This sequence is non-negotiable.
- 5 Make commitments public.**
Peer-witnessed commitments are significantly more likely to be kept than private action plans.
- 6 Involve managers before and after.**
Manager involvement multiplies impact. Pre-programme briefing and post-programme accountability are part of the design.
- 7 Measure behaviour, not satisfaction.**
Feedback scores measure enjoyment. Stakeholder-rated behaviour change measures impact.



- 8 Build in the return.**
30-day, 60-day, and 90-day touchpoints are part of the programme design, not afterthoughts.
- 9 Personalise within the cohort.**
Individual reflection tools and personal commitment plans ensure group learning translates to personal change.
- 10 Close with evidence, not evaluation.**
The programme ends when the ROI documentation is signed, not when the final session is delivered.

SECTION 07

ProventusHR Programmes at a Glance

A curated portfolio across five practice areas.

Programme	Practice Area	Duration	Primary Audience
● LEAP Leadership Journeys (Flagship Multi-Level Programme)			
LEAP Emerging Leaders	Leadership Capability	6 to 9 Months	First-time managers and emerging leaders
LEAP Managers of Managers	Leadership Capability	6 to 9 Months	Mid-level managers and team leaders
LEAP Senior Leaders	Leadership Capability	6 to 9 Months	Senior managers and directors
LEAP Women Leaders	DEIB and Belonging	6 to 9 Months	Women leaders at all levels
● Standalone Programmes			
Director's Forge	Leadership Capability	2 Days	Directors and VPs
Extreme Ownership	Leadership Capability	1 Day	Any level
The Resilience Protocol	Leadership Capability	1 to 3 Days	Teams under pressure
Team ReScript	Leadership Capability	1 to 3 Days	Teams
Lead the Shift	Leadership Capability	2 Days	Leaders in transformation
Innovation Blueprint	Leadership Capability	1 to 2 Days	Innovation leaders
The Velocity Studio	Leadership Capability	2 Days	GCC operational leaders
Quest	Leadership Capability	1 to 2 Days	Senior leaders
Managing Gen Z	Leadership Capability	1 Day	Managers
Elephant in the Room	DEIB and Belonging	1 to 2 Days	Any level



Unseen Verdicts	DEIB and Belonging	1 to 2 Days	Any level
Women emPower	DEIB and Belonging	1 Day to 9 Months	Women leaders
Inspire2Aspire	DEIB and Belonging	1 Day	Early-career women
The Feedback Fix	Coaching	1 Day	Managers
Lead Talent Code	Coaching	6 to 9 Months	Senior leaders
EQ:IQ	Coaching	1 Day	Leaders at a crossroads
Culture Compass	Culture Alignment	2 Days	Managers and leaders
Leadership Reset	Culture Alignment	1 to 2 Days	SLT and ExCo



Start a Discovery Conversation

ProventusHR does not propose before it diagnoses. Every engagement begins with a 45-minute Discovery Conversation with RK or Sathi. No obligation. No standard deck. A conversation about your specific leadership context.

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