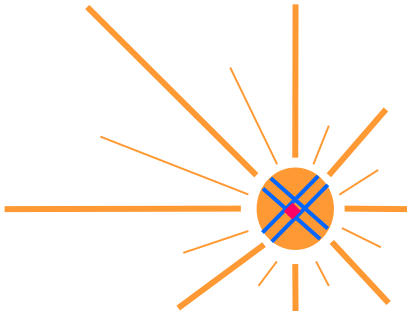
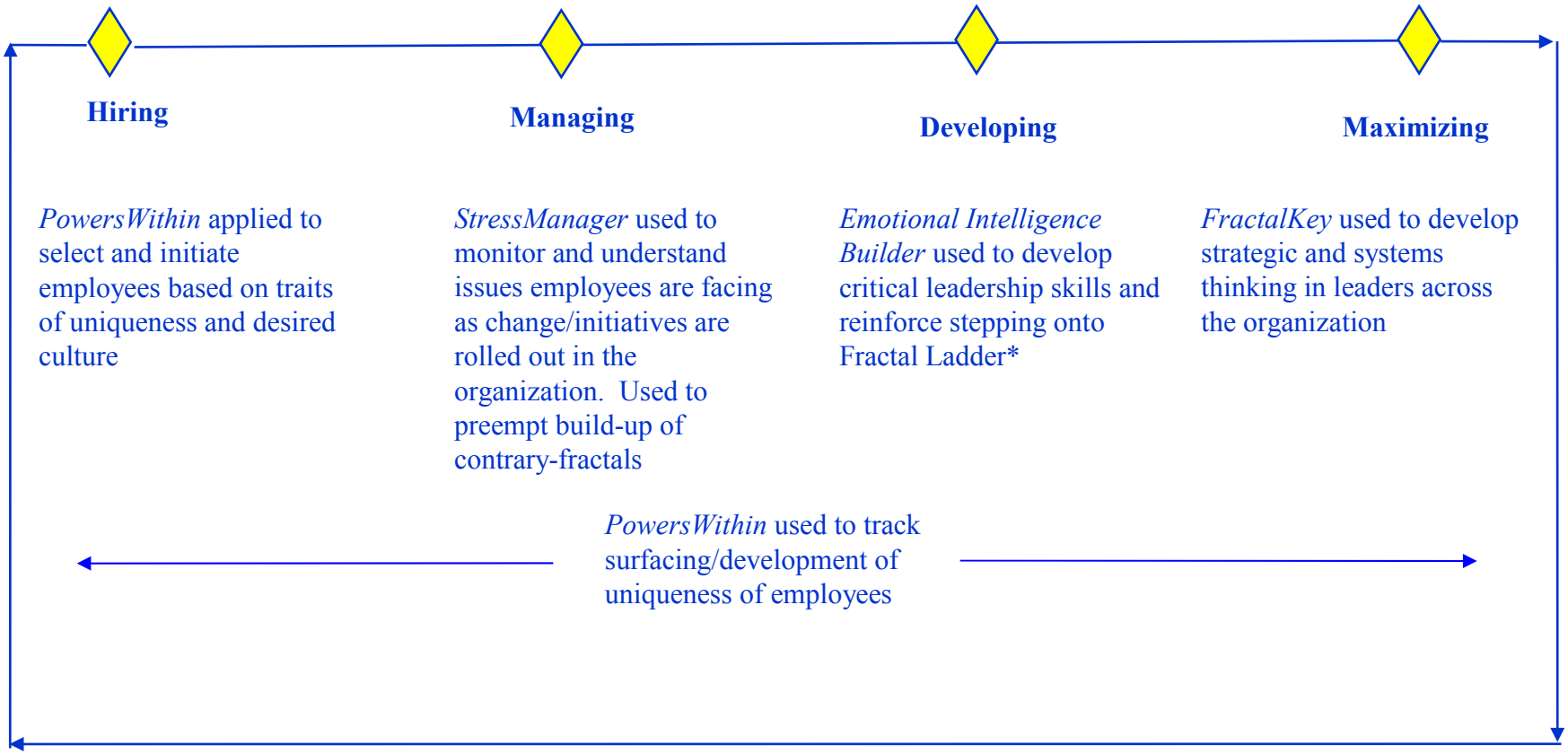


AUROSOORYA

Tools & Technology to Build Conscious Enterprise

Pravir Malik
San Francisco
April 2009

Aurosoorya's Family of Products are Designed to Build Conscious Enterprise...



...Through the Birthing of Multiple Motive Drivers

*Fractal Ladder: zone where positive systems-dynamics automatically come into play (Detailed description in to be published book "Connecting Inner Power with Global Change: The Fractal Ladder", Pravir Malik)

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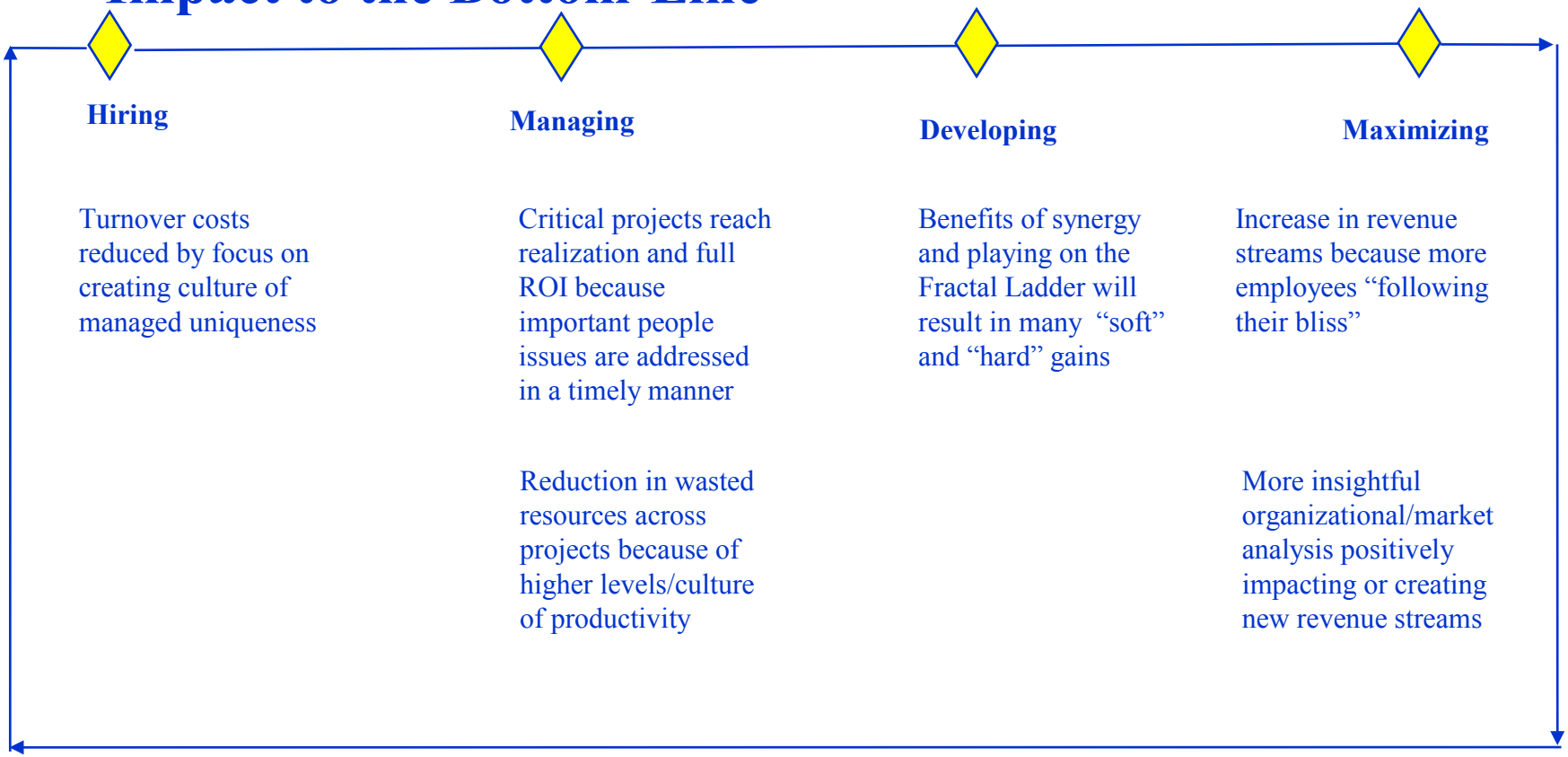
Apart From Deep Gains This Will Also Result in Substantial Impact to the Bottom-Line



The larger the organization, the more dramatic will be the results:

- For small organizations the savings and additional opportunities can be in the 100,000s of US$
- For large organizations the savings and additional revenue opportunities can be in the 1,000,000s of US$

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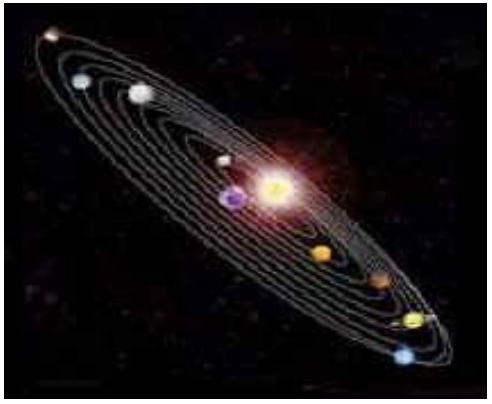
Aurosoorya Identifies Progressive Fractal Systems Throughout the Organization that Become the Engines of Productive Sustainable Activity

Before…



Problems at the individual, team, and/or organizational level are often addressed in an isolated manner without leveraging the dynamics of the fractal system that each can belong to. This results in sub-optimal solutions leading to continued and unnecessary waste of resources

Aurosoorya Intervention



By identifying appropriate system-centers throughout the organization, intentional and productive sub-systems are created that drive the organization toward greater synergy and hence, profitability

After…



In effect Aurosoorya seeds an organization with productive sub-systems that have a reinforcing multiplicative effect on intention

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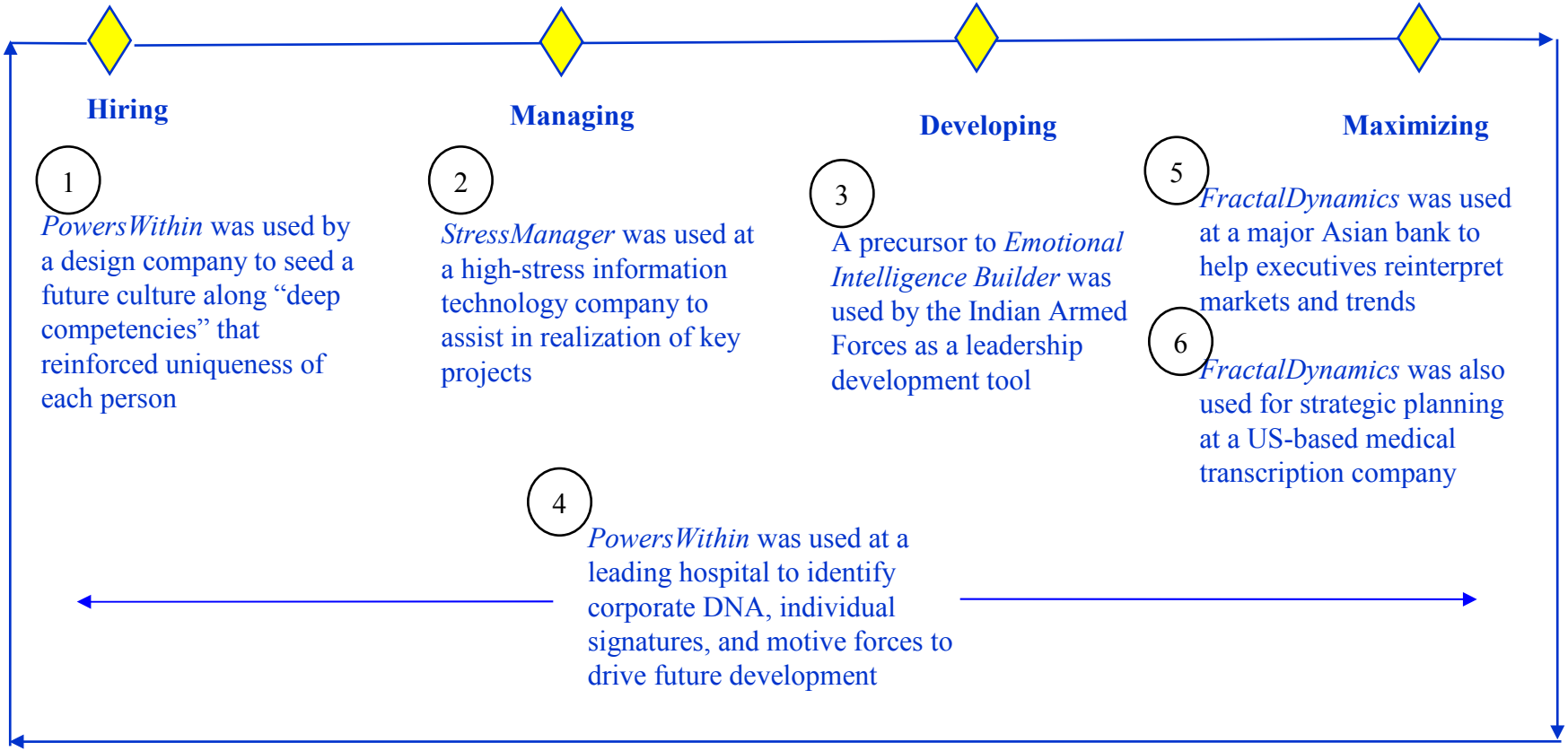
There are Several Ways to Create Progressive Fractal Systems...



...The key is to spawn patterns that allows entry onto the Fractal Ladder

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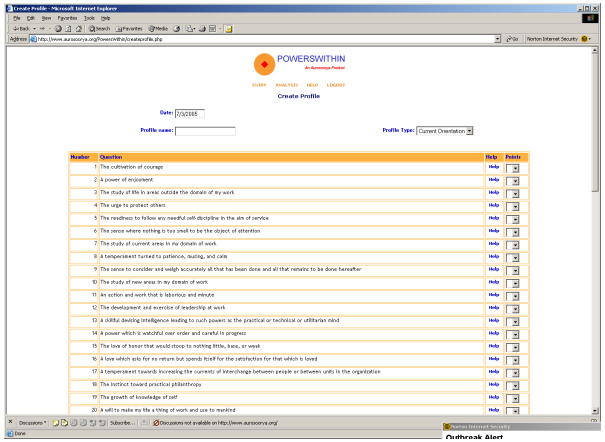
1

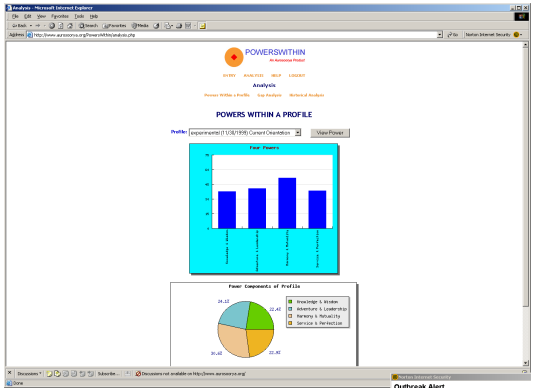
PowersWithin was Used by a Design Company to Seed a Future Culture Along Deep Competencies Representative of "Star" Profiles

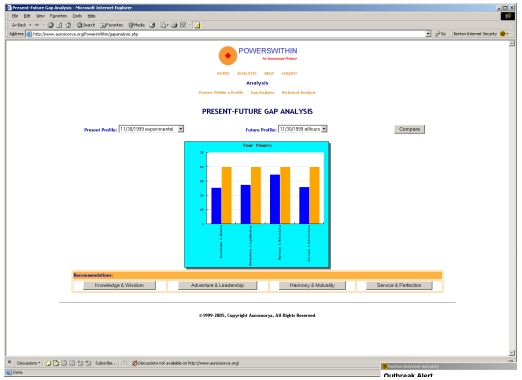


A comprehensive online survey begins to capture "star" profiles in terms of motive forces and/or deep aspirations that shape personal outlook

Specific recommendations can be made to accelerate development of needed competencies

Motive forces can be pictured and compared to historical snapshots





Recommendations - Microsoft Internet Explorer

Recommendations - Gap Analysis

SERVICE & PERFECTION

Number	Question	Explanation
56	The urge to do flawless work	The urge to do work which has absolutely no mistakes. Detailed Help
55	A natural enthusiasm in doing service of any kind	An enthusiasm that accompanies any kind of service being done. Detailed Help
49	A sense of dignity regardless of the work being done	Regardless of the work being done, a sense of personal and professional dignity. Detailed Help
44	A love for detail of organization and execution	A love for organizing and executing plans or projects in detailed manner. Detailed Help
36	The abhorrence of hasty and shuffling work	A strong dislike of all work that has been done hastily or incompletely. Detailed Help
34	The need to achieve a perfect perfection in work	The urge to complete all work perfectly. Detailed Help
27	The readiness to rework anything that is not excellent	The urge to create excellence through any amount of rework. Detailed Help
16	A love which asks for no return but spends itself for the satisfaction for that which is loved	Implies a sense of service in which the work or service being rendered is loved to such an extent that doing the work itself is sufficient motive-force for the work, and no other reward or return is necessary. Detailed Help
9	The sense to consider and weigh accurately all that has been done and all that remains to be done hereafter	Implies the ability to know what has been completed and what remains to be completed in the execution of a project, for example. Detailed Help
6	The sense where nothing is too small to be the object of attention	Implies the sense where regardless of size or apparent inconsequence the object in question would readily become the object of attention.

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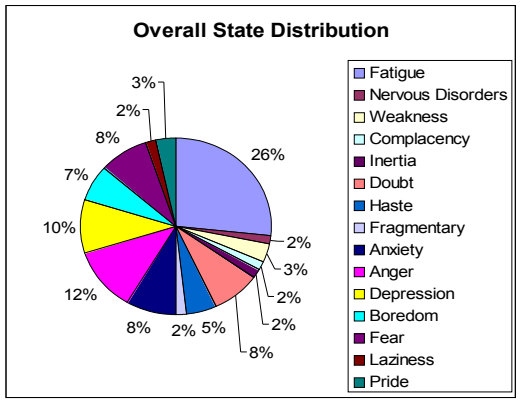
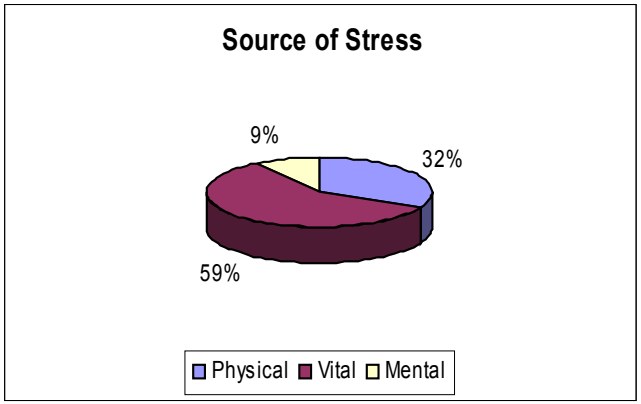
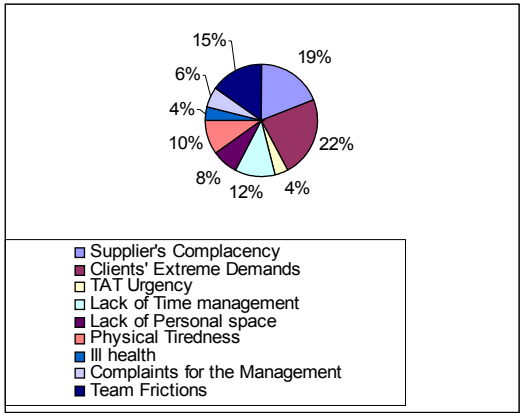
2

StressManager was Used at a High-Stress Information Technology Company to Assist in Realization of Key Projects







- Aurosoorya was contracted to help the company get an accurate pulse for deep and unvoiced concerns that may have been compromising a range of work dynamics
- After a training session individual employees agreed to use the StressManager e-Learning environment for a few minutes on a daily basis
- Employees logged on anonymously and could voice their feelings, emotions, thoughts and link them to specific work-related circumstances. They could also offer suggestions for improvement
- Aurosoorya analyzed the input on a monthly basis and fed back summary analyses to the management. Representative analysis is illustrated above
- StressManager is a pragmatic yet sophisticated on-line tool to help organizations effectively move through barriers of resistance to change, and thereby achieve intended realization on key projects

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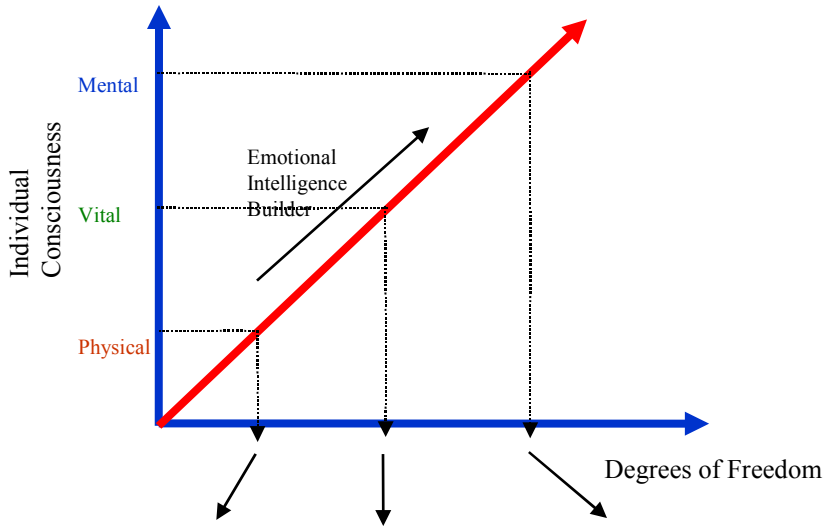
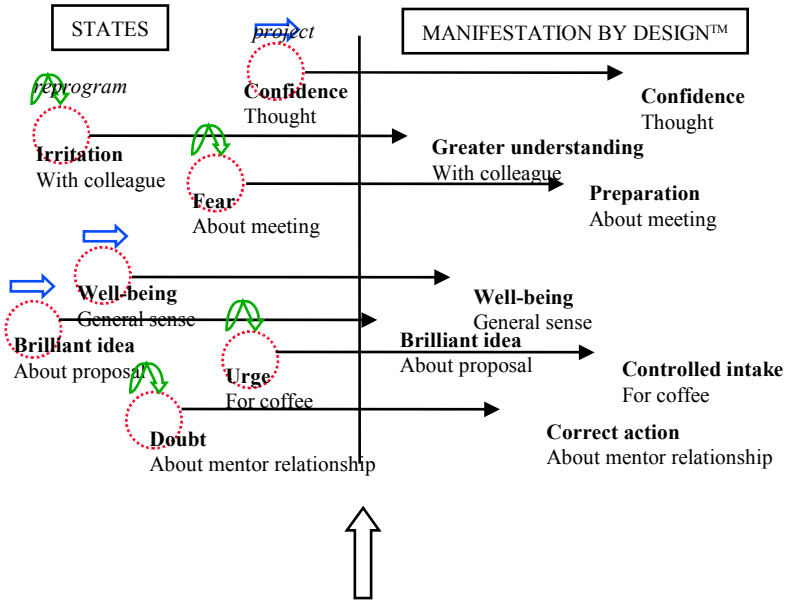
3

A Precursor to Emotional Intelligence Builder was Used by the Indian Armed Forces to Enhance Leadership Abilities





Attitudes Towards	Attitudes of the Physical Consciousness	Attitudes of the Vital Consciousness	Attitudes of the Mental Consciousness
Life	Aimlessness; life governed by habit and routine	Pursuit of wealth, sex and power; life governed by desire	Pursuit of Knowledge governed by moral and mental principles
Oneself and Others	Identification with the body	Identification with impulses and emotions	Identification with the mind
Work	Chore and drudgery	Means of earning, exercising power and exhibiting one's skills and abilities	Performance of duty; rendering service; self-expression and self-improvement
Difficulties	Indifference, passive resignation; avoidance or escapism	Struggle, anxiety and tension, irritability and aggression	Dispassionate problem solving

Use of Emotional Intelligence Builder drives toward ability to MANIFEST BY DESGN, by becoming aware of limiting states of being

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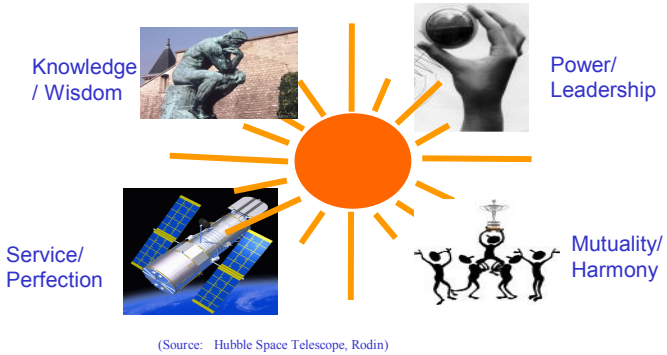
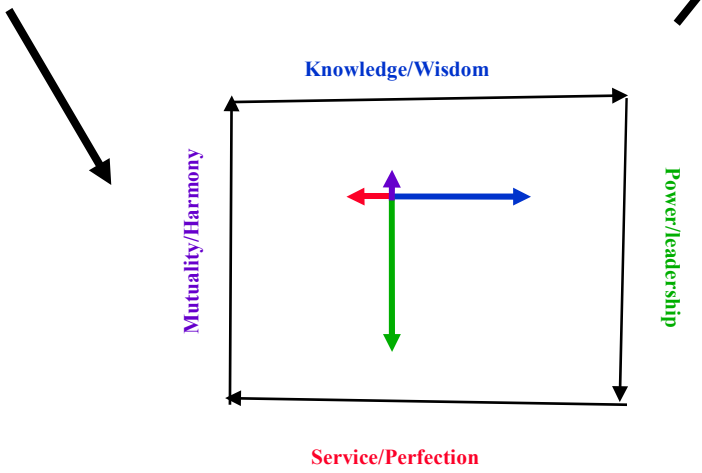
PowersWithin™ was used at a Leading Hospital to Identify Corporate DNA, Individual Signatures, and Motive Forces to Drive Future Cultural and Business Development



(Source: Hubble Space Telescope, Rodin)



Archetype	Sum	Average (rounded)
Power/Leadership - present	899	41
Power/ Leadership - aimed	953	43
Power/Leadership - difference	54	
Knowledge – present	814	37
Knowledge – aimed	1165	53
Knowledge – difference	351	
Harmony/Interchange - present	798	36
Harmony/Interchange - aimed	902	41
Harmony/Interchange - difference	104	
Service/Perfection - present	955	43
Service/Perfection - aimed	929	42
Service/Perfection - difference	-26	

Through beginning to understand what makes employees/groups of employees tick, a number of innovative measures at the individual and group levels were taken to leverage a range of key assets.

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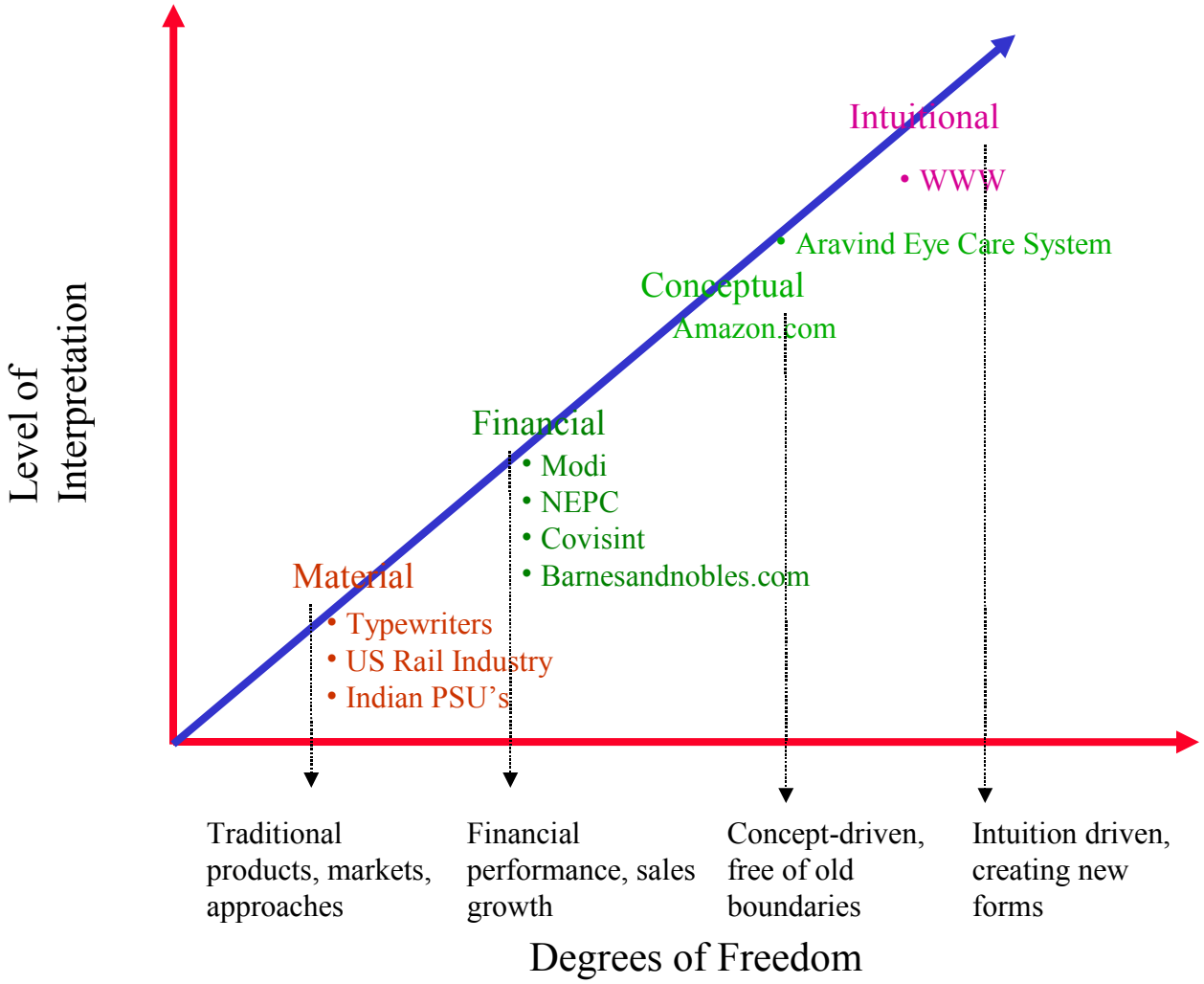
FractalDynamics™ was Used at a Major Bank to Assist Executives Reinterpret Markets and Trends



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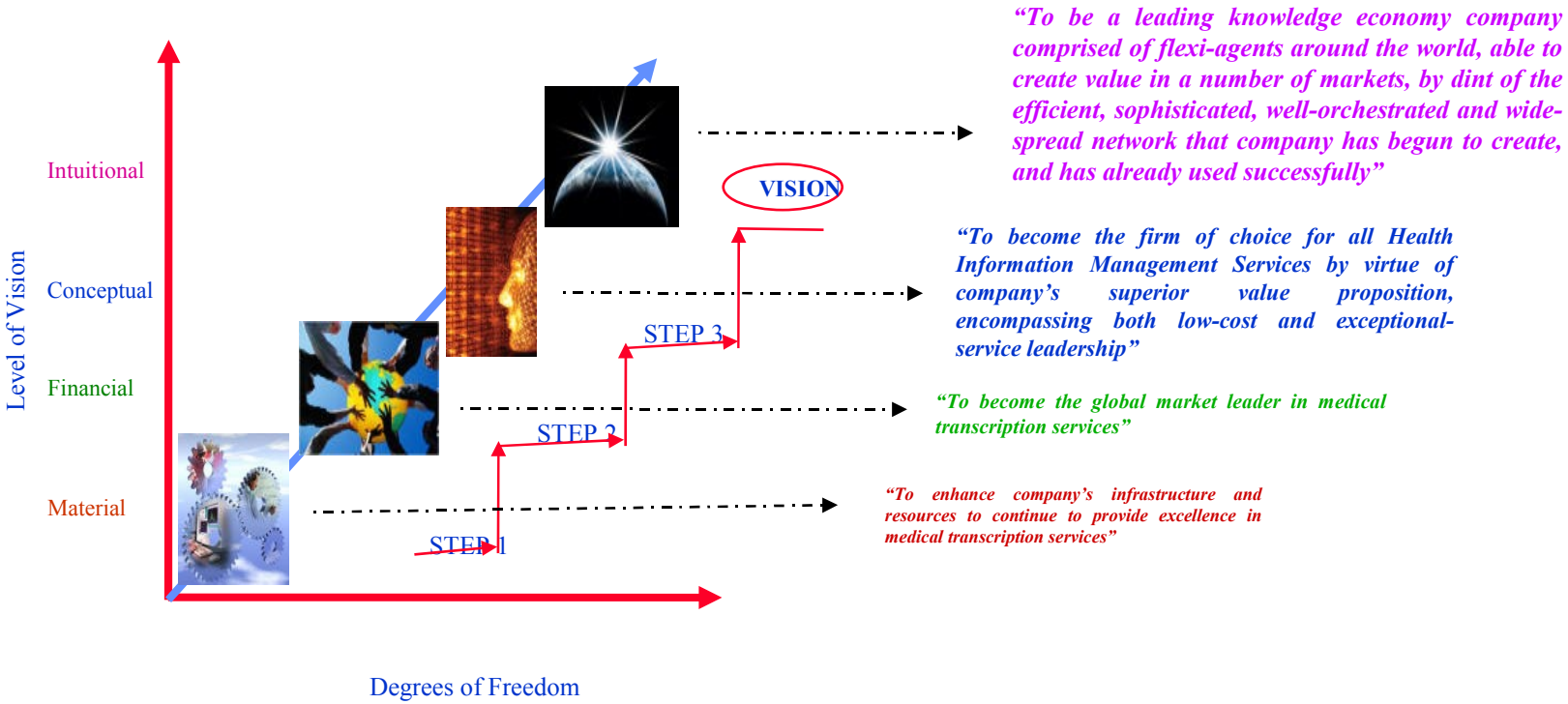
FractalDynamics™ was Used for Strategic Planning at a US-Based Medical Transcription Company



Resulted in a 5-year step-by-step blueprint to grow the company

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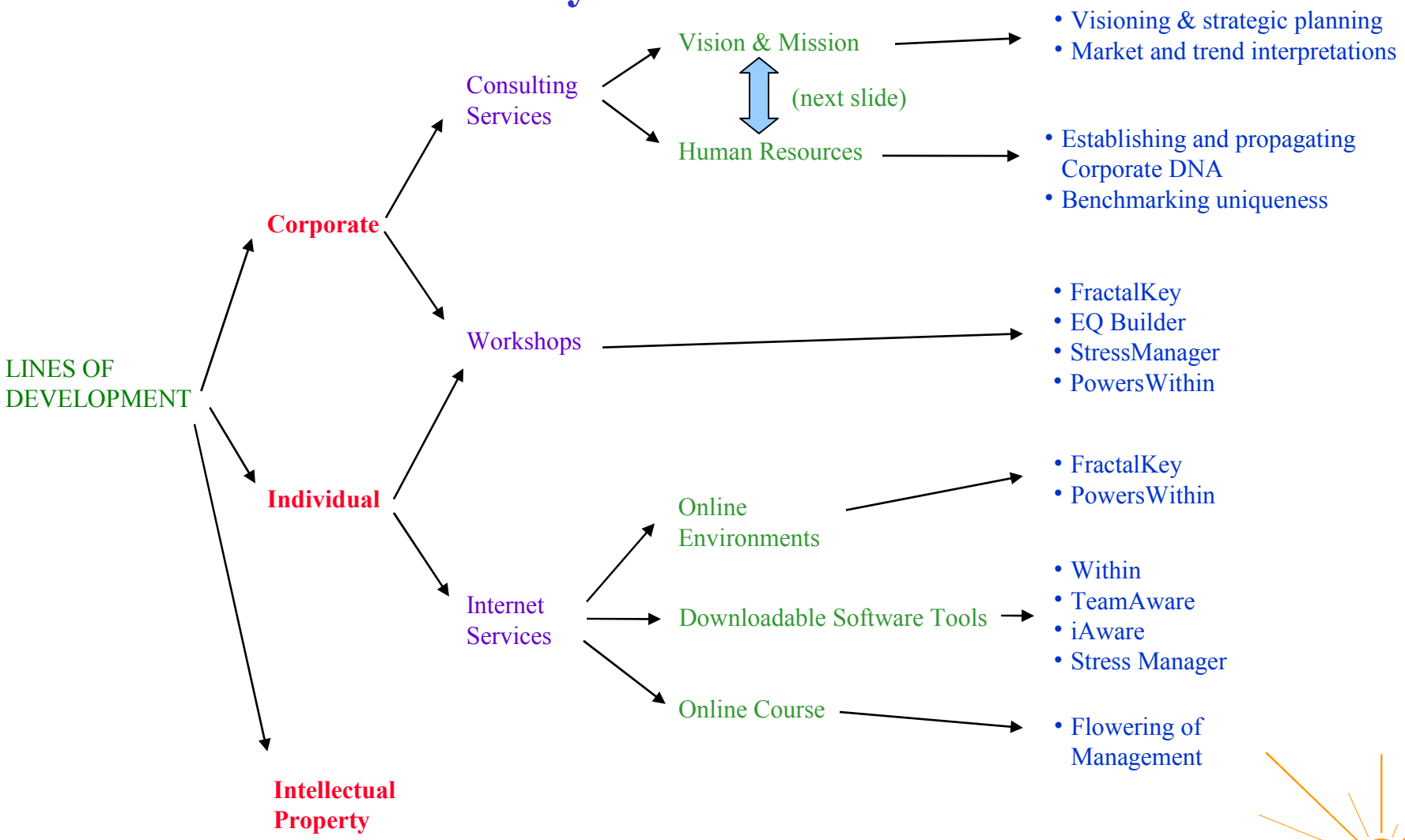
Aurosoorya Helps Organizations Develop Along Several Lines Simultaneously



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Aurosoorya' Consulting Services Include

Strategic Planning	Application of various analyses such as SWOT, PEST, and Fractal Dynamics to gain insight into best futures and possible paths there for an organization.
Formation of Intent	Creation of principles and values that drive an organization. This requires understanding the case for change, future direction, and stakeholder concerns. Principles and values are non-negotiable drivers to allow an organization to maneuver through chaos and distractions towards its envisioned future.
Scenario Planning	Creation of longer-term alternative futures within which an organization may need to function. Also will create indicators for recognizing futures and common tactics and strategies that may be applied across uncommon futures. Best used at times of significant transition where the future is unclear.
Business Process Re-engineering	Realization of business process effectiveness and improvement across the organization. Usually requires starting from a desired vision of the future and 'clean slating' targeted business processes.
Organizational Transformation	Radical change in organizational functioning driven by fulfillment of business imperatives. Achieving organizational transformation requires clear alignment of leaders up front and continued commitment and discipline through the design and implementation phases.
Sustainability & CSR Strategy	Creation of sustainability and CSR strategy driven by a combination of stakeholder and business imperatives and an organizations appetite for engaging in compliance, integration, and transformation alternatives.
Risk Analyses	Application of comprehensive real-time risk assessment and optimization to any business imperative or initiative within an organization to maximize ROI.
Corporate DNA Formation and Replication:	Formation and / or clarification of organizational DNA and replication through the use of appropriate tools and processes.

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Aurosoorya's Intellectual Property:

FractalDynamics™ - A Unique Systems-Based view

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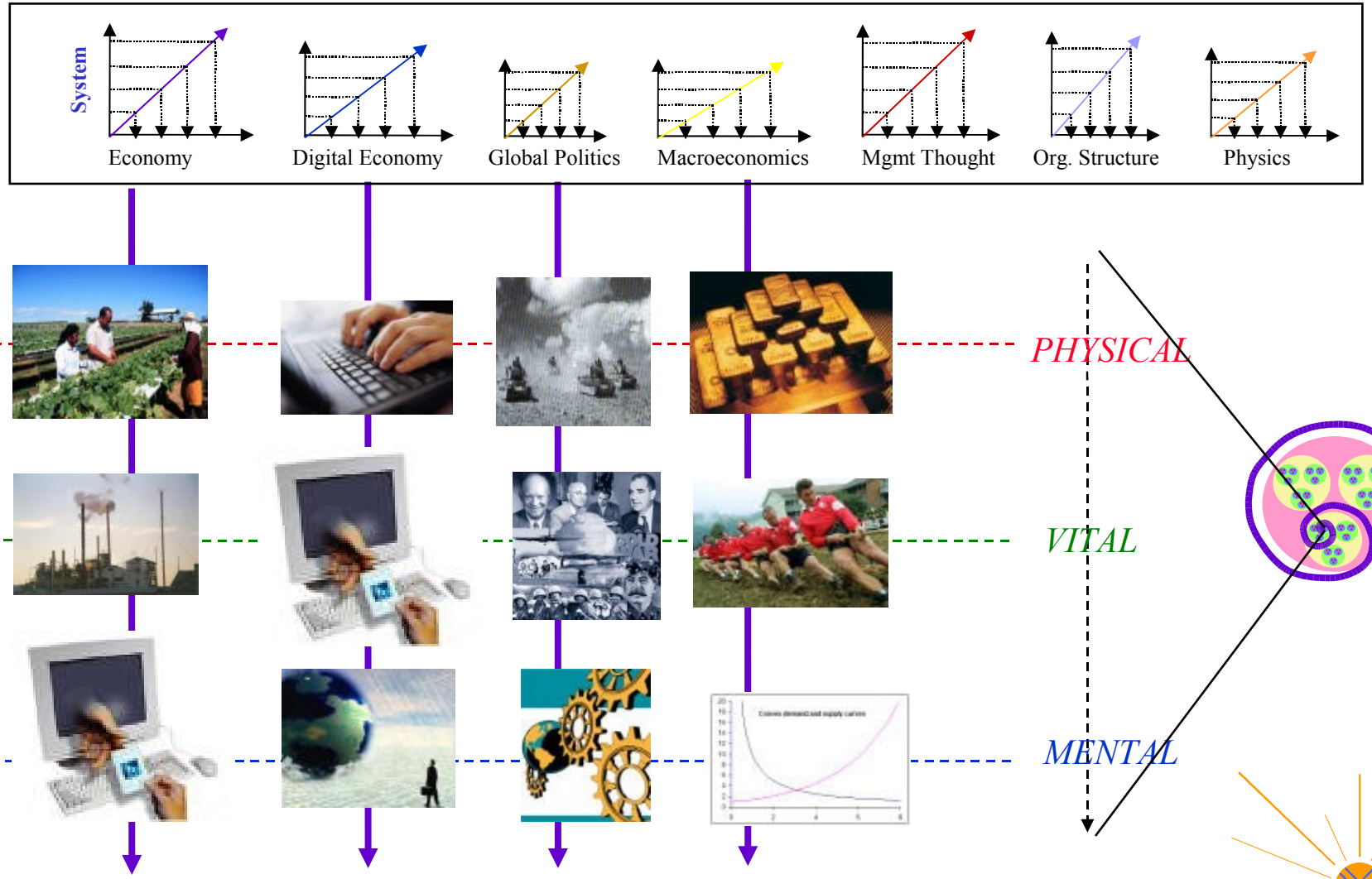
There is a Journey that all Individuals, Teams, Organizations, and Systems are on - FractalDynamics is a Lens into the Nature of this Similar Journey



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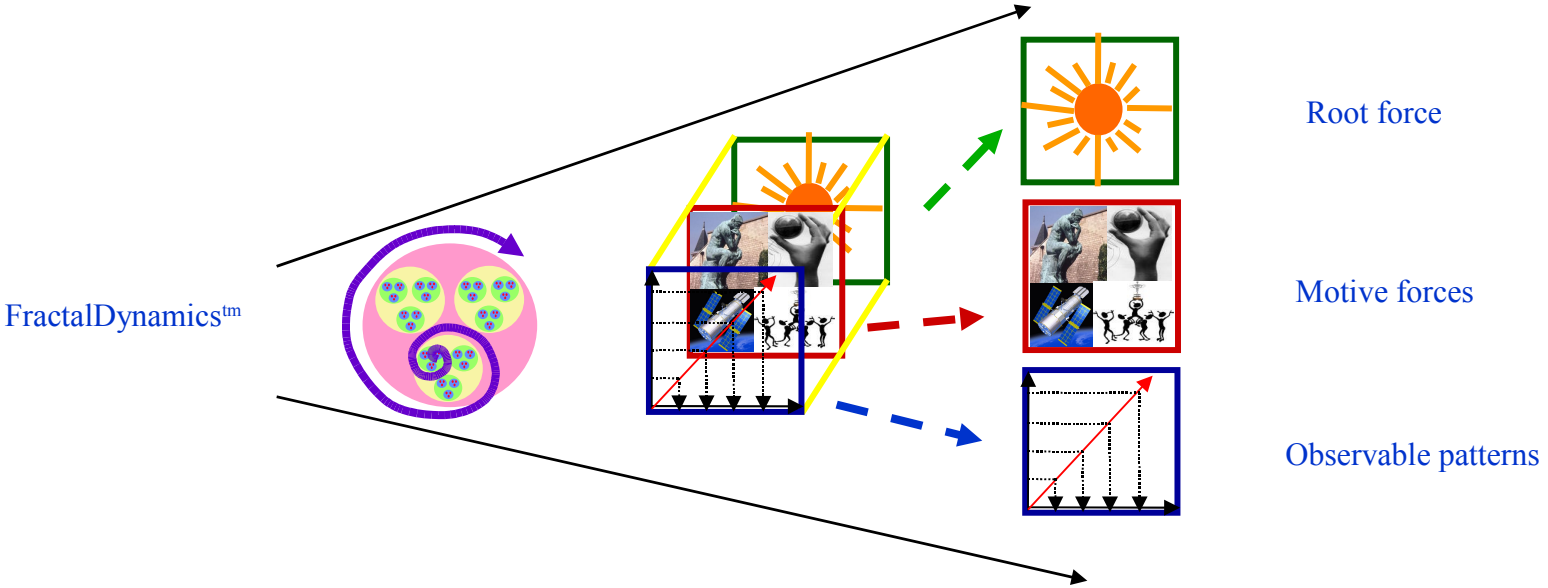
Aurosoorya's Technology is Grounded in this Unique Systems-Based View - FractalDynamics™



- FractalDynamics is the result of studying successful individuals, organizations and systems
- Common patterns for progress across each of these 'levels' (individual, organization, system) help perceive a larger and encompassing fractal system
- Exercise of these common patterns causes entry into a zone of progress where a non-linear class of System-dynamics automatically comes into play
- FractalDynamics is the art of "leveraging" these non-linear System-dynamics

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Aurosoorya has Applied FractalDynamics™ Across a Range of Areas

Representative Services
- Visioning & strategic planning
- Benchmarking top performers
- Establishing and propogating Corporate DNA
- Organizing around purpose
- Market and trend interpretations
- Organization planning
- Executive workshops

Tools
- FractalKey
- PowersWithin
- Within
- TeamAware
- Flowering of Organizations

Industries Served
- Healthcare
- Banking and finance
- Information processing & services
- Engineering
- Automotive
- Telecommunications
- Armed Forces
- Personal Development

IP Application Areas
- Leadership development
- Organizational development
- Industry analysis
- Mall development
- Theory analysis (ex: biotechnology)

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Further Background on Aurosoorya's R&D in the Area of FractalDynamics and its Applicability Across Organizations is Publicly Available Through Several Recently Published Articles

- ' Fractal Dynamics: Corporate And Business Planning Strategies ' - SiliconIndia, November, 2004
- ' Fractal Dynamics: Recognizing Deeper Patterns of Business Dynamics ' - Siliconindia, October 2004
- ' Why dharmanomics must reign ' - Business Line, October 13, 2004
- ' An Introduction to Fractal Dynamics ', Journal of Human Values, October 2004
- ' Superpower India and fractal dynamics ' - Business Line, May 5, 2004
- ' Fractal evolution and the digital age ' - Business Line, March 12, 2004
- ' Reflections on 'Leadership & Power' ' - boloji.com, March 7, 2004
- ' The fractal-print of biotechnology ' - Business Line, January 27, 2004
- ' Emergence of the Fractal Savant ' - Business Line, December 30, 2003
- ' Fractal Space: A new Dynamics of Organisation ' - Business Line, December 17, 2003
- ' The Imperative Fractal Journey ' - Business Line, October 27, 2003
- ' Fractals and the Future Organisation ' - Business Line, September 10, 2003
- ' Motive Forces for a New Business Model ' - Business Line, April 18, 2003
- ' Winning at Mergers and Acquisitions ' - Business Line, February 19, 2003
- ' Winners of the Future ' - Business Line, Nov 7, 2002
- ' Adapt or Die ' - Business Line, October 3, 2002
- ' WITHIN ' - A leadership model for the Digital Economy, Millenial Challenges in Management, Education, Leadership and Cybertechnology, Project 2001 AOM Proceedings (Page 34 - 40)

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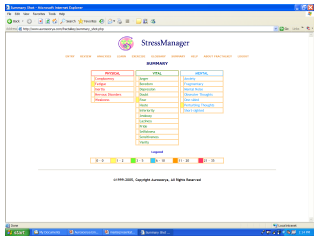
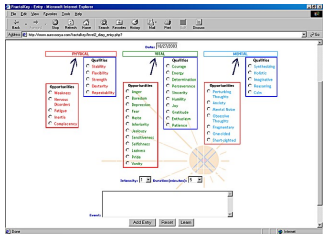
Much of Aurosoorya's IP has been Encapsulated in the Following Online Learning Environments

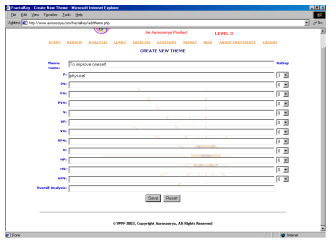
StressManager
An Aurosoorya Product



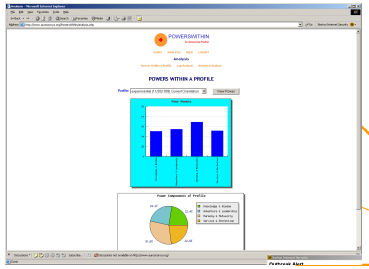
Emotional Intelligence Builder
An Aurosoorya Product



FractalKey
An Aurosoorya Product



POWERSWITHIN
An Aurosoorya Product



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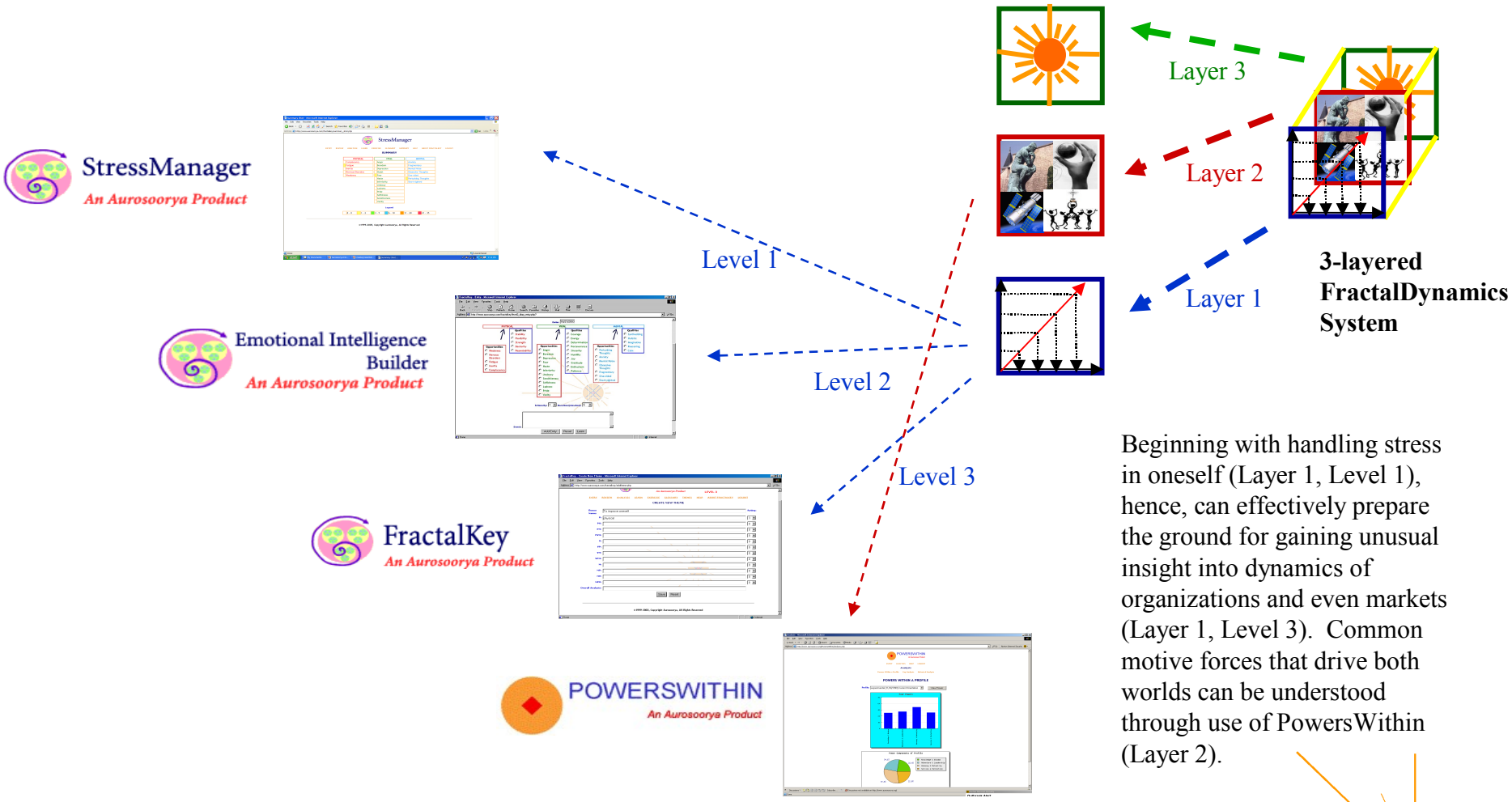
Further, There is a Tight Relationship Between the Underlying FractalDynamics System and Each of These Online Systems



Beginning with handling stress in oneself (Layer 1, Level 1), hence, can effectively prepare the ground for gaining unusual insight into dynamics of organizations and even markets (Layer 1, Level 3). Common motive forces that drive both worlds can be understood through use of PowersWithin (Layer 2).

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Background

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Pravir Malik, Founder of Aurosoorya, has consulted with some leading firms around the world



Pravir Malik is a change architect and strategic generalist who draws insight into potential futures through a study of global trends and patterns, systems theory, and human potential. Most of his work over the last two decades has focused on the corporate sector. He has consulted with a diverse array of multi-national corporations across industry on issues such as corporate strategy, market entry and planning, product and process changes, operations inprovement, organizational transformation, supply chain optimization, information technology planning and development, sustainability and CSR strategy, risk analyses, creativity & innovation, and eLearning.

Pravir has also recently functioned as Managing Director at Business for Social Responsibility, been a Founding Member of A.T. Kearney India, and an Intent Architect helping leaders in large organizations bring about significant organizational and business change.

Pravir has assisted corporations from all parts of the world, such as Hitachi, Cargill, The Thomson Group, Sprint, Oracle, Shell, A.C. Nielsen, State Bank of India, Walgreens, Clorox, Toyota, UPS, S.C. Johnson, Visa, Motorola, International Paper, Merck, General Electric, Disney, Aravind Eye Care System, Ashok Leyland, Asea Brown Boveri, and Templeton Investments, amongst others.

He has an M.B.A. from J.L.Kellogg Graduate School of Management of the Northwestern University, Chicago, with majors in Marketing, International Business, and Organizational Behavior, an M.S. in Computer Science from the University of Florida, Gainesville, with a concentration in Artificial Intelligence, and a B.S.E in Computer Engineering from the Case Western Reserve University, Cleveland.

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Aurosoorya, The Golden Sun, is derived from the Latin word ‘Auro’, Gold, and the Sanskrit word ‘Soorya’, Sun.

Aurosoorya seeks to synthesize Western with Eastern, or hard, analytical, pragmatic, with soft, intuitive, idealistic approaches in each solution.

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Founder & President
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“Lighting Pathways to New Possibilities”

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