AUROSOORYA

Raison D'etre

The birth of suns is the key to creativity.

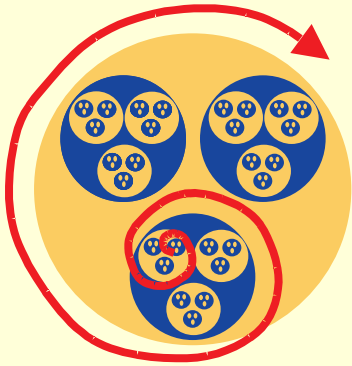
Aurosoorya exists to compel the suns resident in circumstances to begin to shine forth more freely.

Consistent with the structure of its name, Aurosoorya, a combination of the Latin 'Auro' (Gold) and Sanskrit 'Soorya' (Sun), aims to integrate facets of the West and the East in all its offerings and services. Hence, whether an organization is engaged in market entry, new product development, management of mergers & acquisitions, cost-cutting, or information technology planning and development, Aurosoorya solutions will involve use of both 'hard' and 'soft' techniques capturing the essence of western and eastern approaches.

Aurosoorya's Range of Activities

Aurosoorya's tools and approaches, built around its proprietary FractalDynamics[tm] systems-based view, aim to assist organizations in creating masterful responses to changing circumstances.

Aurosoorya offers a range of workshops, consulting services, online courses, online learning environments, and software tools. Some of its proprietary tools include FractalKey[tm], PowersWithin[tm], Manifestation By Design[tm], Within, and TeamAware[tm]. Online courses and workshops include Flowering of Management[tm] and Building Smart Organizations. In addition consulting services range from New Product Development to Cost Cutting.



FractalDynamics[tm], a proprietary systems-based view (www.fractalkey.com)

Selected Product Focus

PowersWithin[tm]

A tool to leverage a range of key assets, including technological and knowledge-based assets, to achieve greater productivity, commitment and integrity.

FractalKey[tm]

A tool to build insightful knowledge of dynamics in markets and systems through experimenting with dynamics in the self.

Aurosoorya's Principal Base

Aurosoorya's primary strength derives from its diverse and mature principal base. Aurosoorya's principals are seasoned individuals from diverse walks of life, who have proven themselves in their respective fields. Principals include educationists, technologists, physicists, artists and business and management professionals.

Aurosoorya's founder, Pravir Malik, a graduate of the Kellogg School of Management, has been a management consultant for several leading consulting firms and a Member of the Founding Team, A.T. Kearney-India. In working with executives from several global firms he has discovered a powerful means for positively shifting corporate possibilities. This body of knowledge has now been enhanced to become the kernel of Aurosoorya's approach to solution development and delivery.

Aurosoorya's Principals have done work for many leading organizations including Hitachi, Cargill, The Thomson Group, Bechtel, Sprint, Oracle, Shell, Walgreens, Visa, A.C. Nielsen, Motorola, 21st Century Insurance, International Paper, Philip Morris, Merck, General Electric, Disney, Aravind Eye Care System, Ashok Leyland, Asea Brown Boveri, AT&T, Eli Lilly, IBM, Silicon Graphics, Australian Overseas Telecommunications Corporation, Schlumberger, Merrill Lynch, Bank of America, MCI, Analog Devices, Voicestream, Pacific Telesys, State Bank of India, TietoEnator, MIT Media Lab, NEC, Toshiba, Denon, Taito Corporation, Infosys Technologies, Dell, Computer Associates, amongst other organizations.

Philosophy & Development

Sequential and linear thinking is the primary approach with which we address the plethora of organizational issues that we are increasingly faced with. Yet, our world and each construct in it, from the micro to the macro is in reality a system. The issue of how best to represent common events, elements, actions, forces, and even circumstances in terms of a system, and the resulting science of how to understand and leverage these systems has been the focus of Aurosoorya's solution philosophy and solution development.

Aurosoorya believes that the crux of truly moving organizations to the next level of capability lies in fully embracing a systems-view. Hence, Aurosoorya has dedicated a Center to Solution Development in Pondicherry, India, which is involved in R&D at the intersection of New Science, Organizational Development, and Application of Consciousness. The center seeks to not only define such a ubiquitous system, but to develop a range of practical approaches where the insights so obtained can be practically leveraged to assist in a range of organizational issues.

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