

Cyrus M. Gonda

Cyrus is a best-selling author in the leadership/management genres, both in the brick-and-mortar as well as in the online space. His work on leadership, 'J.R.D. Tata – The Magic Of Leadership TM' reached Number Seven on the Crossword bestseller list, while another of his books, 'The A - Z Of Sales Communication TM' reached the Number Three position on Amazon.in. Both these books are based on a foundation of scientific instructional-design, and contain copyrighted management models developed by Cyrus. Another of his books, 'The Leadership Learnings From Chhatrapati Shivaji' has been favourably reviewed in international management journals. Several of his other books have also been translated into Hindi, Gujarati, and Marathi on popular demand.

He is also a life member of the international society Mensa, which offers membership to individuals with high IQ. To attain membership to this exclusive and elite organisation, he secured a rank in the 99th percentile in the Non-Verbal test of Intelligence (NVTI).

He has also secured an A1 grade in the third and highest level of Business English Communication from the Cambridge University, U.K.

Cyrus is the owner of multiple registered trademarks and copyrighted properties in the areas of strategy, leadership, customer experience, and soft skills and communication.

An acknowledged thought-leader in the above areas, he has developed the following Models and Modules, many of which are contained in best-selling books he has authored, and which are widely used by leading firms in Corporate India:

1. The Balanced Leadership Scorecard™
2. The 4V Model Of Leadership™
3. The A - Z Of Strategic Leadership®
4. The A - Z Of Service Excellence™
5. The A – Z Of Sales Communication™
6. The A – Z Of Customer-centric Innovation™
7. Master Of Business Etiquette (MBE)®
8. The Magic Of Leadership™
9. The Magic Of Communication™

All of Cyrus's many proprietary Models on leadership, communication, innovation, and customer service are scientifically formulated on sound principles of instructional design, making the learning and mastering and application of the concepts outlined therein as easy and profitable as possible.

During the process of authoring his books on leadership (You - CEO, and You - The Leader), he has gained keen first-hand insights into the strategic thinking process of titans of Indian industry by interviewing personalities such as Mr. Nadir Godrej, Mr. Ajay Piramal, Mr. Lalit Kumar Kanodia (founder CEO of TCS), Mr. Marten Pieters (CEO of Vodafone India), Mr. Martin Kriegner (CEO of Lafarge India), Mr. Souvik Bannerjee (Global CTA of SAP), Mr. Ronnie Screwvala (CEO of UTV) and many other eminent corporate doyens. He brings the crucial learnings obtained during these valuable interactions to his training programmes.

He has also shared the stage with many noteworthy thought-leaders, including Ron Kaufmann, Asia's foremost authority on Customer Experience Management.

He is a rank-holding MBA from NMIMS (Mumbai University), and also a rank-holder in hotel management from the Sophia Polytechnic.

His intellectual output has received rich written acclaim and commendation from extremely senior functionaries across sectors, including the Indian Armed Forces, the United Nations, Union Ministers, and senior executives from the banking and finance, IT, retail, legal, pharmaceutical, manufacturing, media, fin-tech, hospitality, and aviation sectors, as well as from leading educationists and academicians; thus propelling him into the ranks of India's primary thought-leaders in the fields of leadership and management development. In fact, with regard to the '4V Model of Leadership' which Cyrus has developed, none other than General I.S. Singha, Head of Mission and Force Commander of United Nations Peacekeeping Mission at Golan Heights in Syria from 2012 - 2015, has put the following on record: "The 4V Model of Leadership developed by Prof. Cyrus is universally applicable, and I believe that future-oriented organisations must take this Model into cognizance while selecting individuals to occupy leadership roles and positions. In fact, so precise and all-encompassing are the parameters identified by Prof. Cyrus to construct this Model, that I believe that these 4 Vs combine to form a Balanced Scorecard for Leadership. I am a firm believer that we Indians can hold our place with the best in the world in any sphere, including being thought-leaders in the crucial fields of leadership and management, and I am proud and delighted that it is an Indian, Prof. Cyrus, who through the 4V Model of Leadership, has made this valuable contribution to the vital discipline of leadership management.'

The other copyrighted and registered Model he has developed on leadership is The A - Z of Strategic Leadership.

With regards to Cyrus's book, 'The A - Z of Sales Communication' and the copyrighted and trademarked Communication Model it contains, Mr. Ravi Narayanan, Country Head - Branch Banking and Retail Trade & Forex, HDFC Bank Ltd., writes, "The beauty of the book and The A - Z Sales Communication Model is the thoughtfully structured format, which makes learning these elements so easy, and so much fun as well. A much-needed book for every salesperson."

And corporate praise for Cyrus's copyrighted and registered book and module for etiquette and soft skills, named master of Business Etiquette (MBE)[®], include written testimonials from the Global Chief Technology Architect of SAP, from the first Miss Ethnic India 2015, senior partner of India's leading corporate law firm - JSA Advocates and Solicitors the head of the Italian State Tourist Board, the Regional Director, Quality Systems and Compliance - Abbot India Ltd., and the Area Director of Human Resources - Grand Hyatt, among others.

By qualification, Cyrus is a rank-holding MBA in Human Resources from NMIMS (Mumbai University), and a rank-holder in Hotel Administration and Food Technology (HAFT) from the Sophia Polytechnic, Mumbai.

His books include:

1. Where Is My Ketchup? (Guide to Customer Service)
2. Be A Super Salesperson (A Unique And Practical Guide to Super Sales In The Indian Context)
3. Seal The Hole In The Bucket (On Customer Retention)
4. Leadership Learnings From Chhatrapati Shivaji
5. You – CEO (Guide To Leadership)
6. You – The Leader (Timeless Lessons for New-age leaders)
7. Handbook Of Corporate Attire And Grooming
8. Master Of Business Etiquette – MBE[®]
9. J.R.D. Tata – The Magic Of Leadership[™]
10. The A – Z of Successful Sales Communication[™]

Work Experience:

Name of the Company	Designation	Period	No. of Years
Rizvi Management Institutes	Asst. Professor	Since 2001	19 years
SKF Bearings India Ltd	Executive – HRD and Administration	1995 - 1998	3 years
Holiday Inn - Muscat	Supervisor - Operations	1993 - 1995	2 years
Taj Mahal Hotel, Mumbai	Management Trainee	1989 - 1991	2 years

Professional Association:

Associating Body	Nature of Association	Period of Association
Bombay Management Association	Life Member	Over twenty tears
Film Writer's Association	Fellow Member	Over ten years
MENSA	Life Member	Over fifteen years

Academic Credentials:

Degree	Specialisation	University	Year
MHRDM	Human Resource Management	Mumbai	1998
B.Com	Management	Mumbai	1989

Certifications:

Course	Certifying Body	Year
Internal Auditor – ISO9000	TQM India	
Internal Auditor – ISO14000	TQM India	
QIT Team Facilitator	ODI - UK	
BEC3 – A1 Grade	Cambridge University, U.K.	

Publication – Books:

Name of the Book	Publisher	ISBN	Year
Where Is My Ketchup	Embassy	978-81-88452989	
Be A Super Salesperson	Embassy	978-9380227634	
Seal The Hole In The Bucket	Embassy	978-9381860632	
Leadership Learnings From Chhatrapati Shivaji	Embassy	978-9381860618	
You – The Leader	Himalaya	978-9352735013	
You - CEO	Embassy	978-9385492242	
Master Of Business Etiquette (MBE) ®	Embassy	978-9385492723	
Handbook Of Attire and Grooming	Embassy	978-9385492211	
J.R.D. Tata – The Magic Of Leadership™	Embassy	978-8193341599	
The A – Z Of Sales Communication™	iRead	978-8193341599	
Happyness Bank	Embassy	Applied	

Training / Consultancy Delivered:

Name of the Company	Name of Program
HDFC Bank Ltd.	Leadership, Communication
Lawrence & Mayo	Customer Service
Burgmann India	Quality Management
Indian Navy	General Management
Yes Bank	Communication, Soft Skills
TajSATS (Taj Singapore Airlines Joint Venture)	Ideation and Creativity
Westside Retail	Customer Service
Triumph Lingerie	Communication
Tata Motors	Negotiation Skills
Shoppers Stop	Customer Service
Medirecs	Sales Communication
Spenta Builders	Sales Development
Mini Cooper	Customer Service
Mahindra & Mahindra	Communication
Oriental Bank of Commerce	Communication, Soft Skills
Lions Club	Communication
Maharashtra Chamber of Commerce, Industry and Agriculture	Entrepreneurship
Hygiene Research Institute	Customer Service
Chr. Hansen India	Key Account Management
Ashok PIRAMAL Group	Managerial Skills
BNP Paribas	Innovation and Creativity
Hindustan Unilever	Customer Service
SRK Group of Digital Labs	Key Account Management
Omkar Builders	Communication