



Dinkar Rao
Sales Coach & Business Enabler

Dinkar Rao works with scores of organizations on various high-impact consulting and coaching projects related to people strategy. He has a lot of experience as an international partner and sales coach. He is also engaged in developing the leadership capabilities of Senior Management. He has coached young, high-potential talent from various MNCs and Indian companies. Dinkar Rao founded Groval Euler's group, with two other companies dedicated to leadership development. He has helped develop the skills and behaviour of over 14000+ resources from various business functions from 400 plus companies worldwide. He is a sought-after Sales and business coach for many organizations. He is also involved in the leadership capability assessment and development of high-profile MNCs and Indian companies. Dinkar is an alumnus of IIT Dhanbad (earlier known as the Indian School of Mines, Dhanbad), ICF certified coach, and Certified Professional Business Advisor (CPBA) from the Institute of Advisors (Sydney, Australia), BELBIN certified, LIFO certified and Celemi Certified trainer.

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Positively Impacting Business Growth by Value Added Business Coaching

The business coaching market is expected to continue growing at a CAGR of 7.13 percent, reaching a net worth of 3.97 billion dollars by 2030, according to Research and Markets. Increased awareness about work-life balance and growing emphasis on leadership skills development have been registered as the key drivers of this market. However, when it comes to business coaching, there are several fundamental constraints that organizations face on their path of development. It has been observed that there is a lack of accurate delegation across the company that results in a bottleneck situation that hampers growth. Furthermore, a lack of generosity, concentration, and gratitude in leaders is highly detrimental to a company's prosperity.

With extensive experience working with companies from various countries, Dinkar Rao understood these organizational challenges and came up with a business coaching framework that deeply focuses on coaching leaders on their specific strengths and weaknesses, identifying business priorities and imparting the necessary skills for accurate delegation.

Dinkar has methodically established three companies aimed at solving specific business operation challenges. Through segmentation of services, he has found a way to unite all kinds of business operations and drive growth for clients. The first company specializes in driving sales capabilities and service excellence for clients. The second one is involved in providing services regarding all cross-functional teams working in a company and synchronizes operations. The third one focuses on programs that enhance leaders' emotional intelligence. "My aim is to provide a common agenda and create a sense of connectedness

within client organizations. This creates a sense of unified purpose and drives change management", said Dinkar Rao.

Purpose Driven Approach

Rao's idea of business excellence is derived from a combination of factors that include generosity, concentration, and a sense of gratitude. According to him, there is a lack of generosity in leaders that hampers organizational growth and places all stakeholders in dire predicaments. Here, generosity does not refer to a leader being charitable, but understanding towards organizational challenges. If a leader lacks the understanding of a standard infrastructure that is required for employees to work and feel safe, it has a negative impact on business growth and also becomes a loss-making factor for the company.

Through customized services, Dinkar Rao first understands all the current organizational challenges at play and provides a concrete report to the client. He coaches leaders on their specific weaknesses and imparts in them the very skills for accurate delegation. "A leader has to bring a sense of connectedness across the organization. It is very important that a company's vision and mission are clear in the minds of employees. This builds confidence in the minds of leaders and employees and aligns all stakeholders toward a common goal", stated Dinkar.



A leader must foster a sense of connectedness throughout the organization

Dinkar Rao believes in achieving outcomes through people and invests a lot of effort and intelligence in finding out the people in client organizations who are catalysts of that business. He believes that these are the people who give maximum effort at work and if treated generously and given opportunities, they will become the catalysts of growth for a client organization. Dinkar Rao has structured holistic services for overall business

excellence and his experience in working with European, Asian, and American organizations has given him wide experience in understanding the business challenges and offering personalized services to each client.

"I coach leaders to become more innovative and welcoming. They have to understand the meaning of business values and be generous in implementing good practices. A leader needs to understand business priorities and learn to make timely decisions based on actionable data", he added.



Future Endeavours

Since its inception, Dinkar Rao has gained significant trust and recognition in the market and among clients because of a differentiated approach and focusing on excellence over profitability. He has provided services to many MNCs and MSMEs based in different countries and created a sense of empathy across operations. Looking ahead, he wants to continue the good work and acquire more valued clients in the coming years. "I value gratitude more than anything else. It is only through the exercise of gratitude that leaders can understand business priorities and become generous in their approach", concluded Dinkar. [ABO](#)