



Dear,

August is the month of celebration of our achievements and rededication towards newer meaty goals. August heralds liberation and creation of world largest thriving democracy, it is also a month of bonding. Grandfather day, Children's day and Honey bee day all fall in August.

It symbolizes reinvigoration of energy and recommitment to aim and shoot for higher goals.

On the outset, Our August newsletter, wishes a very happy Independence Day. The newsletter touches three critical areas whenever teams and organization rededicate themselves. Firstly, the process of reaching out for consensual commitment in any organizational setting. Second, the best principles to build ambidextrous, collaborative and goal focused sales teams in a highly dynamic and competitive world. Finally, how Indian mela's offer a unique platform to reach out and create branding while serving and supporting a sea of humanity.

Hope you enjoy these articles. Pl note your feedback and comments are valuable to us. Happy reading 😊

[Gaining Buy-in Commitment](#)

Organization face challenges on gaining acceptance and commitment from associates in various setting. Without emotional commitment, even the most brilliant strategies will fail. Whether growing leaders internally, or a implementing a change process, any company must adopt the best approach to gain acceptance, support and commitment of an associate. In this paper, Browne & Mohan consultants share a multi-stage process of commitment buy-in.

[How you can build effective sales teams: Insights from Holocracy principles](#)

Companies such as Zappos, David Allen & Co, Ternary have adopted what is known as Holacracy principles to build collaborative, self-managing organizations. Browne & Mohan consultants share how companies can build effective sales team based on Holacracy principles.

[Congregation Branding: Insights from Indian Mela](#)

Indian mela's are a mammoth canvas of people, passion, beliefs and rituals all jostling in a myriad hue of celebration. These melas are often for a few days and the numbers of visitors outrank the total population of many countries. In this blog, Browne & Mohan consultants share what unique congregation branding approaches work.