

Who is Sirhud Kalra?

To be honest, a man with many voices and many stories that reach different segments of people in different parts of society and cater to all kinds of issues that they face related to human nature, professional advancement, self improvement, lifestyle optimisation and relationships.

- His presence on social media caters to bringing self improvement to the masses, using mediums and language that sound similar to a best friend/elder brother talking personally to them. This community as of now is over **400,000** members strong in less than 2 years.
- A Public Speaker with talks that have ranged from a Ted Talk stage to universities such as Symbiosis and DY Patil University.
- He's carved his own niche as one of india's biggest men's lifestyle influencers and has worked with luxury, travel, lifestyle and men's fashion brands as an influencer/ambassador for them. He has worked with the likes of **Ferrari, Westin, Truefitt & Hill, MyProtein**, and many more.
- He is a private coach for life and relationship issues to HNI clients across India and abroad.
- Founder of the global Brotherhood community, with a motto to kill all ego/insecurity/competition amongst males, where Mentorship is crowdsourced and people help each other out in the spirit of Synergy.
- By profession a Strategy Consultant, holding a dual Masters on a Merit Scholarship from the London School of Economics.

But to be brief and remain within the context of engaging with corporates, Sirhud Kalra is someone who prioritizes peace of mind and internal happiness in his own life as well as the lives of those who hear and apply his message. In the short span of 2 years that he has switched his career, he has received countless testimonials of how his work has impacted people – from suicide prevention, to getting out of depression, to professional promotions, to healing heartbreak, to finding happiness, to succeeding in business, to improving productivity, to changing the outlook on life, and much more. All these testimonials are visible on the website – www.sirhudkalra.com

Having a corporate background with one of the world's most reputed firms (Ernst & Young/EY) he has an internal understanding of what goes on in the lives of today's corporate employee as well as the work life balance he/she struggles to achieve.

How does Sirhud help the modern corporation of today?

The biggest challenge is that the employee wants more from himself, and wants to give more to all areas of his life along with his work. He wants to be fit and even look good, wants to do well at his job and not get caught up in internal politics but actually build value for the company, he wants fruitful relationships outside of work in the areas of family, love, sex and friendship, and lastly he wishes and craves to have some free time in which he literally has to do NOTHING.

But the modern employee keeps on wanting, most never achieve this state.

This state is not possible to achieve without the fundamental understanding of a few concepts.

My aim with people today is to allow them exposure to certain bits and pieces of knowledge and experiences that I have gathered over the years. These allow for progression of the self, without creating too much stress or friction within ourselves. Simultaneous progress and balance in all aspects of one's life is not an easy feat, hence these fundamentals help in achieving them because they allow for the cutting out of waste from our lives – in all areas from fluffy relations which have no value or depth, to time squandered away in trivial pursuits for immediate satisfaction, to improper approaches in the aspects of physical and mental health.

How does Sirhud know what he knows?

Short answer, he's got a very bad habit of putting himself in situations where he gets a kick on his backside.

Long answer, throughout his childhood Sirhud has strived to create his own path rather than walk on the existing ones. Without going into too much detail, everything that he has done, and the way that he has done it, has caused a lot of pain to him, while additionally providing a vertical learning curve. He never has one thing on his plate, he has had kicks coming his way from a lot of different spheres.

Besides his professional qualifications, he dived deep into the worlds of evolutionary psychology and mating dynamics, mythology and philosophy. He still is and will always be a student of the same. This was done for his own self improvement, and has allowed him to ease the pain of the life experiences that all of us face.

Who is Sirhud looking forward to work with?

Sirhud's offerings are well suited to corporations who actually value their employees for the humans that they are compared to just looking at them as workhorses. For the company that wants its employees to have healthy and balanced lives, internal peace and contentment with themselves, Sirhud's workshops can make a massive impact that adds intangible value in the field of emotional wellness. This leads to lesser stress over time, and a calm employee whose productivity at work is not affected by the situations he or she might be facing outside of work, because now they are much better equipped to manage their lives, the perspective they see their problems through, and more in control of the way they react to it.

What Sirhud is doing is something that is incredibly novel and new in the Indian corporate landscape. He is not teaching business or leadership skills or helping corporations manage their employees better, he is training the employee to manage his or her own life better and lead his own life in a fruitful manner, with less emotional turmoil, and a positive attitude towards pushing their own boundaries in their profession. Once that aspect is looked after, the employee automatically comes to work with a smile on his face, unaffected by any stress that he might be facing outside of his job, yet at the same time progressing a lot in terms of managing those kinds of personally stressful situations. Think of it as life coaching but in a group setting, tailored with concepts that are especially applicable to corporate employees.

What can Sirhud do for you?

Sirhud majorly operates in two ways for corporates –

1. **WORKSHOPS** - Lectures that explain certain concepts and are followed with Q&A rounds – where the Q&A round is longer and more interesting than the actual lecture itself, because it contains a two way conversation that discusses the concepts in an practically applicable manner.
2. **PRIVATE SESSIONS** – for C suite level executives, as well as other senior executives. Up to the age of 40 works best with Sirhud. These are done either on call or in a one on one casual setting. The company buys an X number of sessions and informs its employees that they now have access to these sessions, either for free or at a discounted rate, an arrangement which the company works out for itself.
3. **CUSTOMISED APPEARANCES** – Sirhud has been called in by corporates for activities that range from Image Consulting for their client facing employees, to giving a 30 minute talk on any particular theme based event organized by the company itself, to being a member of panel discussions on topics related to self-awareness and improvement, social media marketing, personal and cult branding, and much more. Contact us to discuss such opportunities.

Which workshops are on offer currently?

The Basics Of Man

BOY TO MAN/GIRL TO WOMAN

UNDERSTANDING YOUR EGO

PURPOSE AND PASSION

UNIQUE ABILITY

LIFE, REACTIONS, BITCHING, WHINING

DEATH OF THE BOY/GIRL

RESPONSIBILITY

STOP BEING A VICTIM

CONSERVATION OF ENERGY

Life Core Concepts

VICTORY

VALUE

TIME

ABUNDANCE

COMPETITION

DEATH

SELF INTEREST

STAGNATION

The above two workshops are quite intense and are recommended to be broken down into two days each. The major reason for this is so that the focus of the sessions can be the Q&A rounds where we go past the theory and relate the concepts to examples that are personal or individualistic in response to the questions coming in from the employees.

Can Sirhud guarantee an X amount of profit for the Y amount of cost?

Short answer, no.

Long answer – if the corporation cares about gaining immediate profit out of such an association, then the meaning and purpose of this entire exercise itself has been lost. Yes there is an increase in profit in the long term, yes there is an increase in employee happiness and productivity, but the whole nature of this subject is intangible. It is not something that can be put into a mathematical equation. Reason being that everyone interprets and applies these techniques and concepts in their own lives in different ways, and at different speeds.

How does Sirhud's work impact the relationship that employees have with their company?

Loyalty and Appreciation – two things that we see companies earn from their employees after experiencing these workshops.

A human being today does not really like having a boss, or an authority over them. But when they see that it is not an authority yet a form of leadership that supports them from the front and back, from a professional as well as a personal angle, then they stop looking at it as an authority that they HAVE to listen to and switch to looking at it as being a part of a large family where they are actually cared for.

How can we book Sirhud for a session?

Contact Sirhud's Brand Manager Neel at xxxxxxxxxx and he will take the conversation forward ☺

How else can we work with Sirhud?

There are two areas which move Sirhud's needle – Mental Health and Civic Sense.

Any initiative or CSR activity that is done within this space, Sirhud is open to collaborating on it.

Ways he can do it –

- involve his community physically from the local region in the activity.
- Broadcast the message on his social channels to his entire community
- Volunteer himself to join in the activity
- Do a pro bono talk/workshop for the underprivileged in hindi/English

Where can we connect with Sirhud?

[LinkedIn](#)

[Youtube](#)

[Instagram](#)

[Email](#)