

ATLAS

AIMA
Training, Learning
& Advanced
Solutions

AIMA is a robust resource providing maps for
corporate skills growth and future readiness

The Imperative of Continuous Learning and Development

To stay relevant and stay ahead continuous learning is must to keep up the pace with the change around us. It is true for all professionals from the bottom of the pyramid to up to senior leaders and the entrepreneurs. In today's dynamic business landscape, success is no longer defined solely by technology or market share, but rather by the motivation and skills of its people. The greatest competitive edge an organisation can possess is a team of highly effective human resources, which makes training and development essential for keeping up with emerging trends and actively helping to future-proof the entire organization. Strategic learning and development initiatives cultivate a high-performance, positive work culture where engaged, motivated, and highly skilled employees collectively drive productivity and sustainable business growth. As an integral part of any robust talent management strategy, continuous learning helps create clear pathways for growth, ensuring employees feel valued and supported. Learning and development efforts are key to retaining top talent, boosting motivation, and cultivating a culture where employees can adapt swiftly to industry changes, thus ensuring sustained success for their organization.

AIMA's Role in Capacity Building

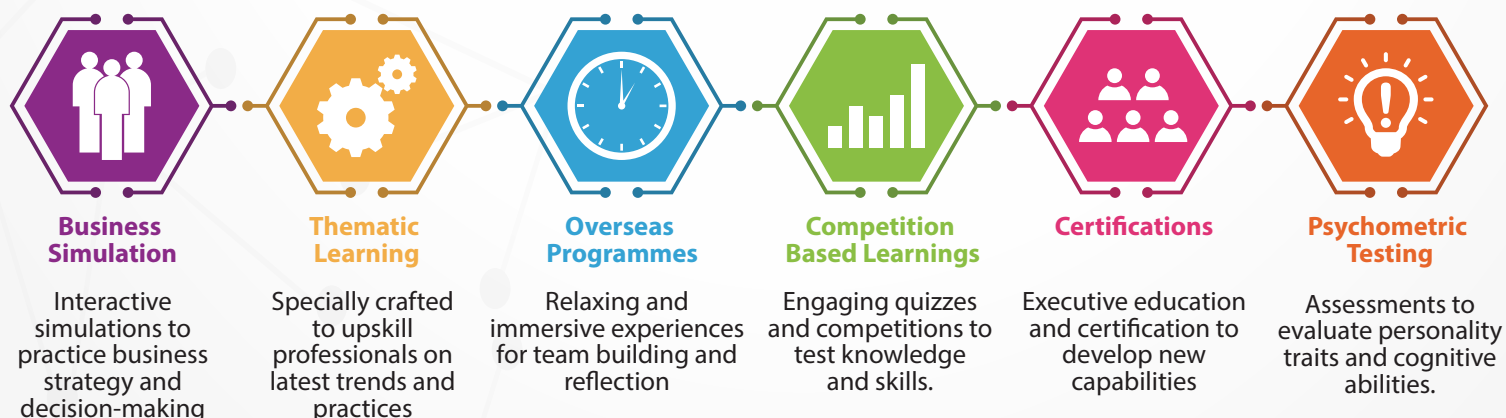
As national apex body of management in the country, AIMA has been conducting a vast range of capacity building activities since 1957. To harness the professional competence of human resources across levels and sectors AIMA delivers training and skill development services in the area of management and behavioral skills. AIMA offers a range of professional development tools including – Executive training, Simulation, Quizzes, Competitions, Virtual Training Modules, Outbound Trainings, national and international retreats, In-class Trainings, Executive education, Workshops, Aptitude Testing, Knowledge Sessions, specially designed learning forums for young students and professionals up to senior leaderships across the industry.

ATLAS - AIMA Training, Learning & Advanced Services

Training Programme



Learning & Advanced Services



AIMA Training Services

Training programs are not always one-size-fits-all. We customize them to address specific challenges across various industries and roles. Through tailored cohort learning, AIMA trainings enable collaborative learning, where the learners share, discuss, and learn together, thus fostering internal alignment across cross-functional collaborations. These specially designed trainings are delivered on-site, or at a location and time convenient for the organization and its learners.

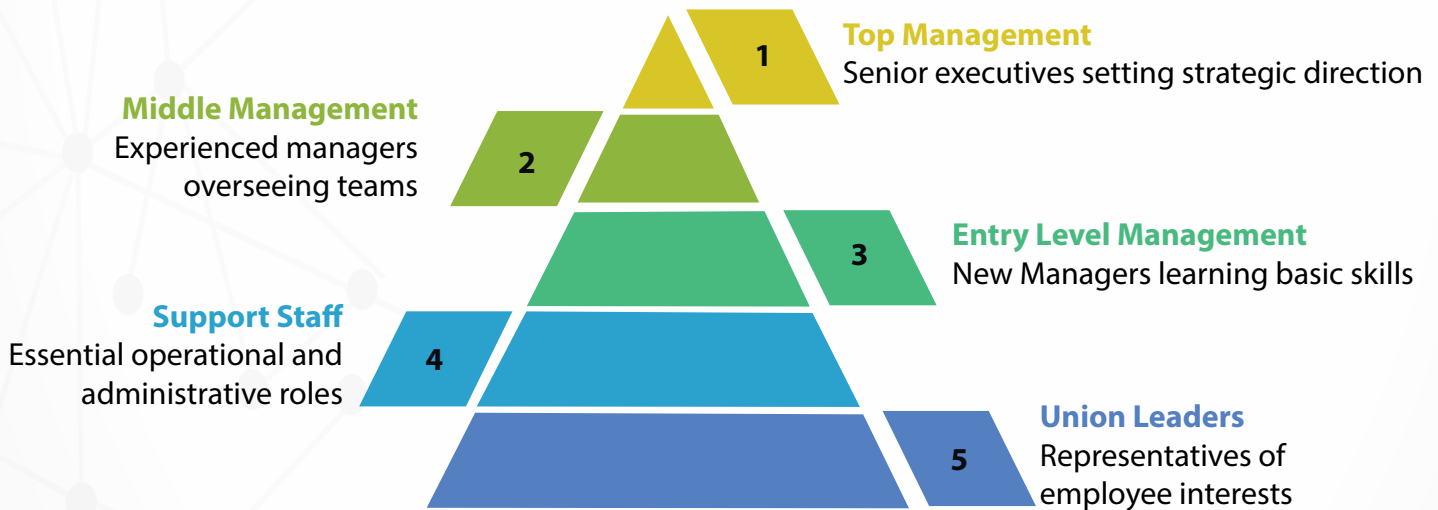
Types of Trainings Offered

AIMA offers knowledge, skill and attitude training clusters in various streams. AIMA's Training programmes are based on classification of training needs:

- **Managerial Skills-** These are managerial skills needed for various job roles to be efficient.
- **Behavioural Skills for different functional areas-** These are specific behavioural skills needed for various functions in an organisation
- **Behavioural Skills for various levels of hierarchy-** Staff at all levels have different roles. There is, however, a relative importance ascribed to the various roles given the ones position in the hierarchy. People at all levels, to varying degrees may require these skills.

Wide Spectrum of Training

AIMA trains professionals at every level:



Programmes Offered Include*

- Special Programmes for Women Professionals
- Management and Soft Skills for Technical People
- Induction Training on Management and Behavioural Skills
- Programmes for First Time Executives, Middle Management and for Senior Management
- Programmes like Mentoring and Coaching Skills, Contract Management, Leadership Training
- Special Programmes for Training Professionals
- Domain Specific Programmes

**List of Training Programmes / Suggested topics can be shared on request.*

AIMA Learning and Advanced Solutions Portfolio

Simulation

The programmes are premier learning interventions that go beyond traditional training, utilising business simulations to sharpen executive judgment. We move beyond theory to deliver structured modules that integrate hands-on experience, significantly enhancing decision-making, analytical skills, and business acumen.

Quiz

AIMA's exclusive business quizzes are strategic learning tools that offer valuable exposure to real-world business challenges. By simulating competitive pressure, they strengthen critical thinking, agility, and sharp business acumen in young managers. This fast-paced, engaging tool also enhance teamwork, decision-making and problem-solving, keeping talent future ready.

Thematic Programmes

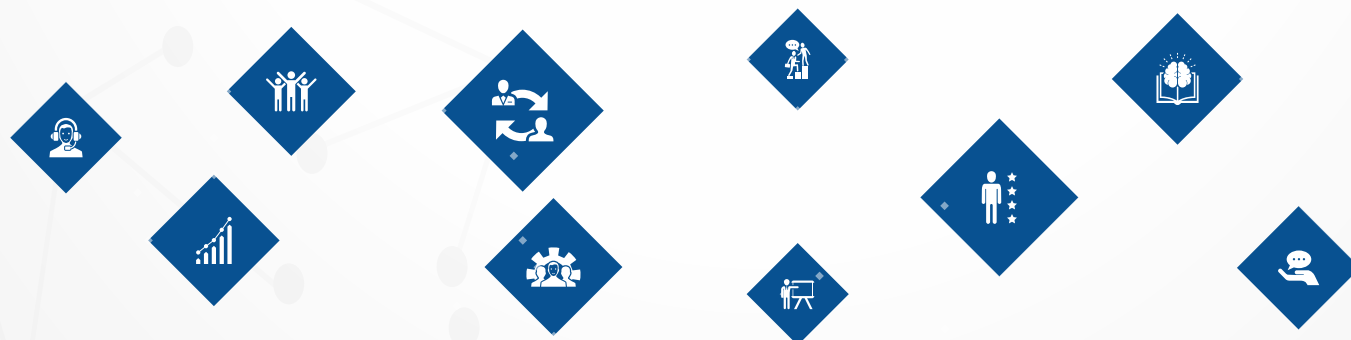
Our Thematic Programmes form the core of our specialised learning offerings, providing high-impact, focused experiences tailored to address the most critical corporate needs today. These are delivered through various intensive formats, including:

- Dynamic Workshops
- Strategic Retreats
- Comprehensive Management Development Programme (MDP)
- Advanced Management Programmes (AMP)

The curriculum spans essential and cutting-edge domains such as strategic Leadership, organisational Innovation, emerging technologies like AI & Big Data, and core functional expertise in Marketing, HR, Procurement, CSR, and Sustainability, among many others, ensuring your organisation stays consistently ahead of the curve.

Executive Education

AIMA offers a distinguished Executive Education portfolio tailored to the continuous learning needs of working professionals and corporate leaders. These certification programmes equip participants with specialised knowledge in critical and emerging business areas. Delivered in flexible formats, they enable learning alongside work, supporting career growth and enhancing organisational performance overall.



AIMA's role in the area of learning and skill development has been prominent since its inception. AIMA has been offering learning and development services in various forms for over 60 years and has the following strengths:



Organisations Benefitted by AIMA Learning & Development Servies

AIMA has successfully facilitated organisations in developing their human resources. This has been achieved through our various learning and development interventions in management and behavioural skills. Our esteemed clientele includes organisations , public sector undertakings and various departments of Government of India, Fortune 500 companies, start-ups and SMEs.



About AIMA

The All India Management Association (AIMA) is the Voice of India's Leaders and Managers, and the apex body for management in India with over 38000 members and close to 6000 corporate / institutional members through 68 Local Management Associations affiliated to it. AIMA was formed close to 70 years ago and is a non-lobbying, not for profit organisation. It works closely with industry, Government, academia and students, to further the cause of the management profession in India; and is represented on a number of policy making bodies of the Government of India and national associations. AIMA offers various services in the areas of testing, distance education, skill development & training, research, publications, executive education and management development programmes – both in the physical and virtual mode. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

Contact to register:

All India Management Association
Centre For Management Development

ATLAS

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