

An Ecosystem for Growth

Rohit Arora Unpacks TransGanization CEO's Office Model

Having created headlines and a buzz in the Indian SME sector with his breakthrough approach and revolutionary outlook on business transformation consulting, Rohit Arora has shifted the business landscape with result-oriented solutions for business growth and sustainability. In an exclusive conversation delving deeper into how he manages to do so, Rohit shares his insights behind TransGanization and how it is making such a massive impact.

What does TransGanization stand for, what is the philosophy behind it?

TransGanization is more than just a consultancy. It's a philosophy of business transformation. We focus on helping SMEs and promoter-driven companies address their challenges through a holistic approach rooted in ancient Indian wisdom. These challenges often aren't just operational or financial; they're systemic and cultural.

How is this model different from traditional consulting or advisory services?

We do not restrict ourselves to only delivering recommendations or advice; we adopt an execution-driven partnership in which we bring in the resources, expertise, and systems required to implement change.

Another critical difference is our focus on holistic transformation. We do not look at problems in isolation; instead, we integrate these elements to address organizational challenges, leadership growth, and alignment. The emphasis is on execution and sustainable change rather than quick fixes. This philosophy led us to develop the concept of the CEO's Office, which serves as the epicenter of this transformation.

What is a CEO's Office, and how does it work?

Promoter-driven businesses often struggle with leadership bottlenecks, operational inefficiencies, and innovation gaps. Recognizing this, we designed the CEO's Office as a fully operational model for our clients.

The CEO's Office acts as an extended nerve center for the CEO, helping them execute strategy, manage operations, drive innovation, and align their teams. This model ensures that SMEs can access expertise they couldn't otherwise retain, allowing them to operate at par with larger organizations.

Could you elaborate on the structure of the CEO's Office?

The CEO's Office is built around five core roles:

1. Strategic Partner to the CEO

(Saarthi/Companion): This CEO's confidant and advisor balances strategic goals with today's urgent needs. They help the CEO navigate the complexities of a VUCA environment while keeping the organization's vision intact.

2. Strategic Planner: Ensures the CEO's agenda is executed seamlessly, manages relationships with key stakeholders, and oversees the office's operational efficiency.

3. Manager/Senior Manager – Strategic Growth & Innovations: Handle high-impact projects and drive innovation. Using our BOTM (Build, Operate, Transfer, Monitor) approach, they evaluate and execute new business opportunities while working closely with departmental heads.



Rohit Arora, Founder of TransGanization

4. Business Analysts/Executive Assistants: Manage board communications, investor relations, and market analysis. They track key metrics and provide critical insights to guide decision-making.

5. Communications & Corporate Development Team: Handles CEO presentations, investor briefings, and press releases. It also monitors and reports on the progress of strategic initiatives.

This structure ensures that the CEO can focus on leadership and vision while the office drives execution, innovation, and communication.

Why can't SMEs hire these resources themselves?

Hiring and retaining a team of strategists, analysts, and innovative managers individually is challenging for SMEs. These roles thrive in a structured environment with well-de-

finied processes and specialized training, which many SMEs may not be equipped to provide yet. Our model bridges this gap. By providing these resources as part of the CEO's Office, we allow SMEs to access top-class expertise without having to build the infrastructure themselves. This ensures immediate capability building without the overhead or risks of traditional hiring.

How many CEO Offices are you running currently, and what kind of impact are you managing?

Currently, we operate 8 CEO Offices across various industries. Together, these offices manage about 3000 crores in revenue and oversee approximately 3000 thousand employees. This scale demonstrates not only the adaptability of the model but also the trust that SMEs have placed in us. We're proud of the impact we've been able to create, helping these businesses achieve sustainable growth and resilience.

Could you share an example of how the CEO's Office has transformed a business?

One of our clients, a small manufacturing company, was grappling with stagnation and internal inefficiencies. By implementing the CEO's Office, we introduced a Strategic Partner who helped the CEO realign priorities while the Growth Manager team explored new markets. Using the BOTM model, we launched a new vertical without disrupting core operations.

In just 8 months, the company saw a 50% increase in revenue and entered a new international market, setting up 2 new factories and defining clear SOWs & processes. We are currently working to expand a new product line and customer segment. More importantly, the CEO reported feeling more focused and aligned, which had a cascading effect on the entire organization.

To conclude, what is TransGanization's vision for the future, and how does the CEO's Office contribute to it?

Our vision is to "Elevate India's SME ecosystem to take on the World" by enabling businesses to evolve into living organisms—resilient, adaptive, and aligned with their purpose. The CEO's Office is central to this vision. It provides SMEs with the structure, resources, and expertise they need to operate at a higher level. We believe that with these sorts of close companionship and operational ecosystem which we offer, next Google or Microsoft will take birth, which will be, in a true sense, made in India, made by Indians, and made for the world.