

Rohit Arora defies Conventional Consulting: The birth of Transformative Companionship, a new era of Business Transformation

Employing over 120 million people and contributing to 33% of the country's GDP, the SME sector is the backbone of the Indian economy. Yet over the 77 years after Independence, we witness only a handful of organizations that have proven to have been growing self-sustainably.

Even though the Indian SME sector has immense potential, the way to consistently grow and manoeuvre through the variabilities of the business environment is still a long-fetched aspiration yet to be identified and gripped by most organizations.

To fill this gap and enable companies to propel stronger, business consulting firms play a pivotal role by guiding organizations with their problem-solving methodologies and strategic inputs.

However, today, the consulting industry itself is at a crossroads. A new era is dawning, one where the traditional model of transactional consulting is giving way to a more profound and dynamic approach - Companionship, or as Rohit likes to call it - becoming a Saarthi - akin to the portrayal of Lord Krishna as a guiding light for Arjuna through the journey of Mahabharata.

As the world continues to grow increasingly complex, the time has come for consultants to immerse themselves completely into every fiber of the organizations they work with, sharing not only their wisdom through advisory but also being an active part of their transformational journey. This is unlike the prevalent consulting focused on merely need identification and advisory services through recommendations.

Rohit Arora, an IIT Bombay, ISB Hyderabad, and Kellogg graduate, after working with the likes of Arthur Anderson and KPMG, felt incomplete as a business enabler. This led to him trusting his instincts and founding TransGanization to move from a scope and deliverable model to a complete surrender to the "clients" or "believers," as they are called in TransGanization's parlance.

A strategic business partner that adopts a hand-in-glove philosophy throughout the journey, TransGanization has brought a shift in the way results are wit-

nessed by the companies they work with in the last ten years.

TransGanization's methodology involves a thorough organizational diagnosis, as well as working through the brass-tacks via strategy mapping, management infusion, implementation, turnaround, and evaluation until the end outcome and the journey's goals are achieved.

Rohit strongly believes that our Ancient Indian Wisdom encapsulates not only the solution to every single challenge faced by humans personally or in business but also paves a path for evolution as entrepreneurs and business leaders. Therefore, this avid connoisseur of our scriptures and treasure troves of wisdom brings the touch of those profound aspects to his approach to the way TransGanization operates.

Here's an excerpt from an interaction with Rohit on the new era of consulting:

What do you envisage the Consulting Industry shaping in the future?

I believe all the organizations operating in the consulting industry have the potential to revolutionize consulting by adopting the principles of companionship. They can ensure an enhanced impact by reorienting their strategies to include holistic, long-term solutions and emotional investment. The evolution from being transactional advisors to functional, emotional, and, if needed, spiritual partners will strengthen their bonds with clients and contribute to the creation of sustainable, impactful, and conscious organizations. In the age of companionship, adaptability is the key to enduring success, and the Big 3 and Big 4 firms are no exception to this new paradigm. The era of companionship is upon us, and it's time for consultants to take the plunge and redefine their roles!

What, according to you, makes TransGanization ready for this new era?

TransGanization was built on the philosophy of scopelessness. We don't just consult; we partner with organizations, making them portfolio companies with shared responsibility



Rohit Arora,
Founder -
TransGanization

for their current operations and future growth. To create a sustainable impact and foster emotional connections with our Believers, we believe in walking alongside, sharing their risks, owning responsibilities, and truly becoming partners in the pursuit of success.

Our primary focus is enabling self-sustainable to scale growth and creating a massive global impact by the Indian SME sector. We are already midway through enrolling partners across consulting firms to become a part of this paradigm shift toward the companionship model.

Recently, we have created a

corpus called the Conscious Business Fund, where investors and conscious business owners get a common platform for investment opportunities. We will also infuse funds into capability building in organizations in the true spirit of partnership.

Over the past decade, we've transformed mindsets and organizations, working intimately with over 400 companies through a companionship model, and we are sure the journeys will only keep getting more intense and impactful.

A summarized difference Between Traditional Consulting and Companionship, according to Rohit:

Aspect	Traditional Consulting	Companionship
Association	Project-based engagements	Journeys
Client Relationship	Transactional	Surrender to believer's interest ahead of self-interest
Work Definition	Scope-based	Scopeless
Association name	Client-Vendor	Believers
Solution Perspective	Specialized	Holistic
Engagement Duration	Short-term/ Mid-term	Long-term
Approach	Advisory	Immersive, Implementation and Result Oriented
Emotional Investment	Limited	Absolute
Support	Focused on Strategy and Planning	Focussed on Strategy, Planning, Heavy Implementation and Handholding
Ownership	Scope-based	Extreme Ownership and Responsibility
Monitoring	Minimal	Acute