

RhythmInc.

Conceptualized and Conducted by Vivek Rajagopalan

Understanding RHYTHM

RHYTHM in lay understanding is:

- Something that has a definite beginning and a definite end and a progression that follows to form a continuous cycle, having equal intervals in between.

Relevance of RHYTHM

- Rhythm is commonly associated with music and musicians
- It is also commonly believed that only musicians need to know rhythm
- The fact, however, is that we are all in rhythm, continuously, unknowingly ...

Our entire life is a rhythm!

Sample this: a healthy heart beats at 72 b.p.m. You miss a beat, and you know what would happen! Birth, death, sunrise, sunset, seasons, the biological clock, etc. everything has a rhythm!

The point is :

If you can stay in step with the rhythm of life, you will never run out of breath, and also make good “music” at the same time!

About RhythmInc.

RHYTHM + Inc. = RhythmInc.

- The coming together of two seemingly different worlds – the corporate world and the world of music
- RhythmInc. - a unique concept that uses music as a medium to identify and address issues of today's corporate world, instead of the traditional "lecture-and-notes" methodology
- A response to all forward-thinking corporates who are committed to nurturing their employees
- The 30-40 min. module with a series of rhythmic exercises packages learnings on team building, leadership qualities, improvisation and adaptation, stress management and mostly on how to become a better "performer"
- The module needs absolutely no technical knowledge of music!
- A high-energy and power packed session ideal as a learning module in itself, or as a kick-off or closing to sessions or ceremonies

The Philosophy

- To think of work not as “work” but a “performance”
- Every company has its own rhythm and each individual needs to find his own rhythmic pattern in it
- The aim is to synchronize your rhythmic pattern to that of the organization
- The end result being an organization that functions with *“fluid rhythm”*

Past Clients

- Pepsi
- Asian paints
- Hutch
- Computer Associates
- Microsoft
- Coke
- Tetra Pack
- Grasim
- ICICI
- McDonald's
- Nerolac

Significant Areas of Work

Team Building

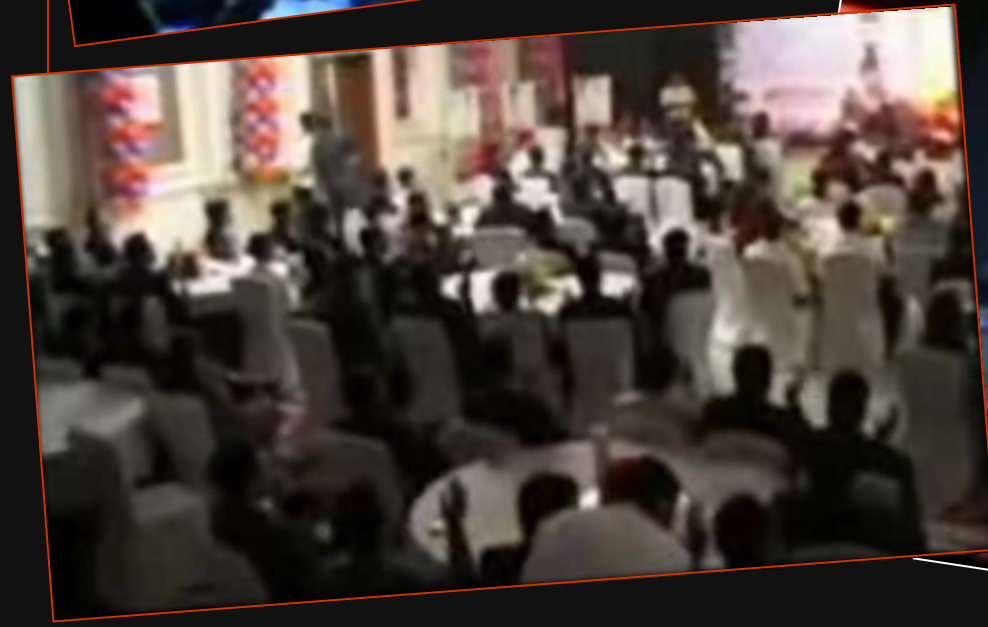
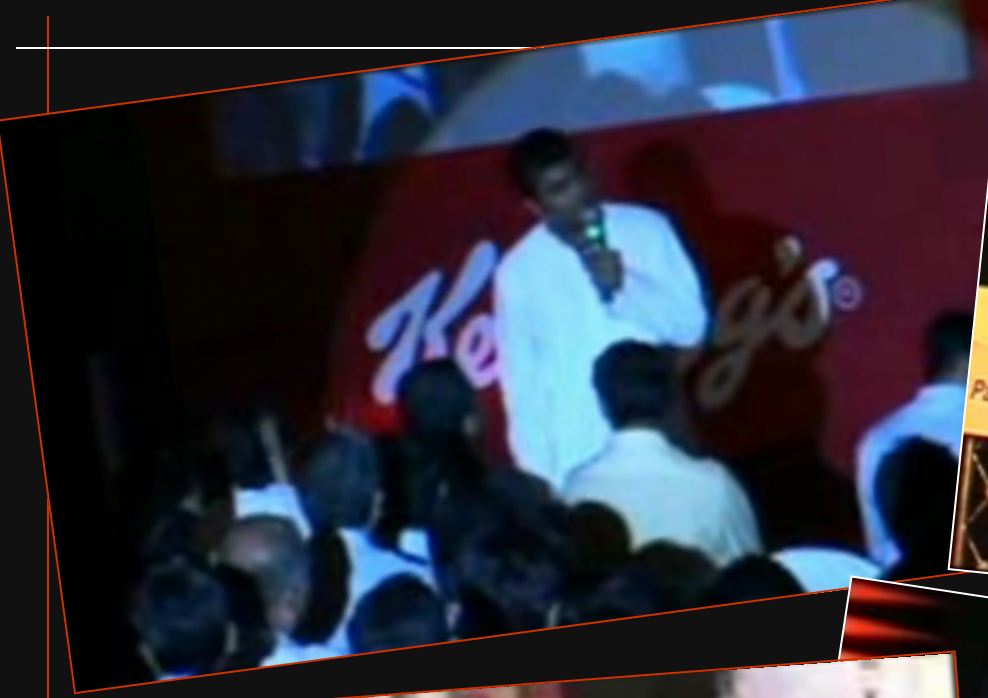
- Each team member is encouraged to think of rhythmic patterns for both himself and the team at large
- He is made to think of *how he can add to the whole* and *how he can find his own distinct place in the larger scheme of things*
- The aim is to constructively create a rhythmic pattern that is unique yet in sync with the team

Motivating and Inspiring

- Each employee is an important part of the bigger “song”
- Recognition and appreciation motivates employees to perform better

Energizer

- RhythmInc. is an experiential and non-threatening module that acts as an ice breaker, helps in alleviating stress and anxiety, uplifting employee morale



Watch video clipping on
<http://www.vivekrajagopalan.com/rhythminc.html>
or
http://www.youtube.com/watch?v=oSZm30_6jqo

Vivek Rajagopalan, based in Mumbai, is a music composer and a *mridangam* (Carnatic classical percussion) player. Vivek has two albums to his credit, *Moving Images* and *Dancing with Shiva* and has performed at prestigious international festivals. Vivek has also composed music for prominent reality shows for UTV Bindass and advertisements and also has the British sitcom *Mumbai Calling* in his repertoire.

RhythmInc., the corporate training program based on rhythmic concepts, has been conceptualized by Vivek and is being successfully conducted by him across companies.