



*Deep within an organisation's products and services  
Deeper within its people, process and technology  
There dwells a secret presence that beholds the central essence  
A tranquil flame that guides the harmonious flowering of the organisation.*



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It's all about people and  
**their deeper aspirations**



We at People First recruit, train and develop the prime wealth of an organization- its people!

Organisations excel when they harness the best of its people.  
People excel when they are in tune with their highest aspiration.  
Key to organizational success is therefore in the heart of its people.  
Organisations are evolving communities, fuelled by the dreams of its people.

People First Consultants provides solutions to attract, retain, develop and inspire your prime capital - people, through the following services:

EXECUTIVE SEARCH & RECRUITMENT

TRAINING & CONSULTING



# About Us



*There is a drive, an aspiration, a yearning in man  
towards an absolute truth, good, beauty.  
-Sri Aurobindo*



Aspiring for  
**inner perfection**

## About Us

People First is an evolving space where the ideas and guiding principles that emerge in its consciousness are nurtured and lived so that they shape the company and the services it renders to its clients.

## Culture at People First

At People First, our work's purpose is centered around people - where everyone's aspiration and contributions are nurtured; where everyone is encouraged to contribute to the fulfillment of the core aspiration of People First and the manifestation of its shaping spirit.

Our work is primarily based on values and centered on loyalty, commitment, empowerment, transparency, and ethics. Ongoing development and egalitarianism govern our work culture and relationship with people.

Employees often have a sense of co-creating the company together, which we strongly believe in and nurture, in our company.



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## Aspiring for inner perfection

### History

#### From 1995 to 2003

People First was initially shaped by the principles of material success grounded on ethics & values and a focus on living one's life based on one's higher needs. This led us to offer recruitment services, learning seminars, results & value management workshops and people management workshops. These workshops were based on behavioral and skill based development. This was also the time when we were learnt as a company to deliver high quality work founded on sound ethics and values

#### From 1995 to 2003

With this as our base, we were shaped by a drive to live deeper meaningful lives focused on inner change and development. We began to offer experiential training workshops based on NLP psychological processes of inner development. We enriched the way we related to our team at People First, by considering them as co-creators for the growth, development and manifestation of the deeper purposes of the company. Furthermore, relationships with our clients expanded, became long term based and we partnered with them in building their organisations. We also started creating our own internal training and developmental initiatives. This was also a period that gave us a head start to our CSR work with NGOs like Aruwe and Eyes and various youth developmental initiatives.



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## Aspiring for inner perfection

## History

### From 2007

With gradual deepening and growth of our company, we awakened to the dimension of evolution of consciousness. We began to understand that organisations have a soul and through evolution this soul can emerge distinctly and give the organisation its unique personality, culture and strength. A significant clarity was emerging that apart from scaling of organizations in terms of its size profits, market share, etc, there is also an interior evolution of its quality, the intangible essence or the consciousness of an organisation.

We began to pay attention to these within our company. Our recruitment services became centered around facilitating the creation of a long term culture in our clients and seeking resonance between the individual and organisation's aspirations. This has also led to the birth of Telos through which we consult companies in their journey of evolution of the different levels of their consciousness and the increasing awareness of their soul, vision and mission in the world.

This progressive spirit continues to guide and mould the company internally and also shape and evolve the services we offer.



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## Aspiring for inner perfection

### CSR

For the last 8 years People First has been involved in several CSR initiatives to share its expertise and resources towards the service of the larger society. These initiatives have been primarily focused on supporting needy children, youth empowerment and environmental awareness.

We have supported some of the causes of an NGO in Chennai called Aruwe, that takes care of the welfare of elderly destitute and deprived children.

Along with an NGO called EYES (Empower Eyes Educate Society) we have conducted several youth workshops, over the years, to bring out the inner capabilities of students and coach them to lead a meaningful life.

Currently we have been supporting an initiative called 'Small Steps' which provides solutions for a cleaner environment. In this capacity we have organised several environmental awareness seminars in Chennai



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## Aspiring for inner perfection

### Founder and Managing Director

Hello and thank you for visiting our company's site

A little about me ..

Basically a BITS Pilani student (Chemical Engineer 1994 passout), I realized quite early in my life that my purpose is to lead a life that is spiritually deepening and materially fulfilling. To embody this vision, People First was born in February 1995 focusing on training, consultancy and recruitment.

From 1995, I have been heading the recruitment services wing of People First and also have been training and consulting companies in areas of holistic management practices, results management and people management – primarily using behavioral sensitivity and skills development approaches. From 2004, work for me further evolved and took the shape of experiential developmental workshops based on NLP processes. I also supported Dr Richard Mc Hugh on the Intensive Basic and Advanced NLP trainings in and outside India for two years.

In 2007 there was a turning point in my life. I started becoming aware of the dimension of the evolution of consciousness and this shifted my worldview, my life journey and my work. I underwent training in Spiral Dynamics by founder Dr. Don Beck and also conducted sessions in India on the teachings of EnlightenNext, a global organization committed to the evolution of culture and consciousness. This journey of transformation continued and a year later, further evolved through contact with the spiritual visionary work of Sri Aurobindo. This guided the inception of Telos, along with Manoj Pavithran of Auroville. Telos is a both a research and consulting initiative to support organisations in the evolution of their consciousness.

My journey continues...

Love  
Arul Dev



# Services



*You never change things by fighting the existing reality.  
To change something, build a new model that makes  
the existing models obsolete.*  
- Buckminster Fuller



## Nurturing **deeper aspirations**

### Services

#### The Challenge

One of the biggest challenges today is talent moving away. It is about organisations losing their prime capital – the people. Loyalty is an important issue in today's corporate world. If people come and go in a short time not only does human capital and knowledge leave out the door of the organisation, but also there is no sufficient time to pay attention and hold the flame of aspiration of the self and the organization.

#### The Insight

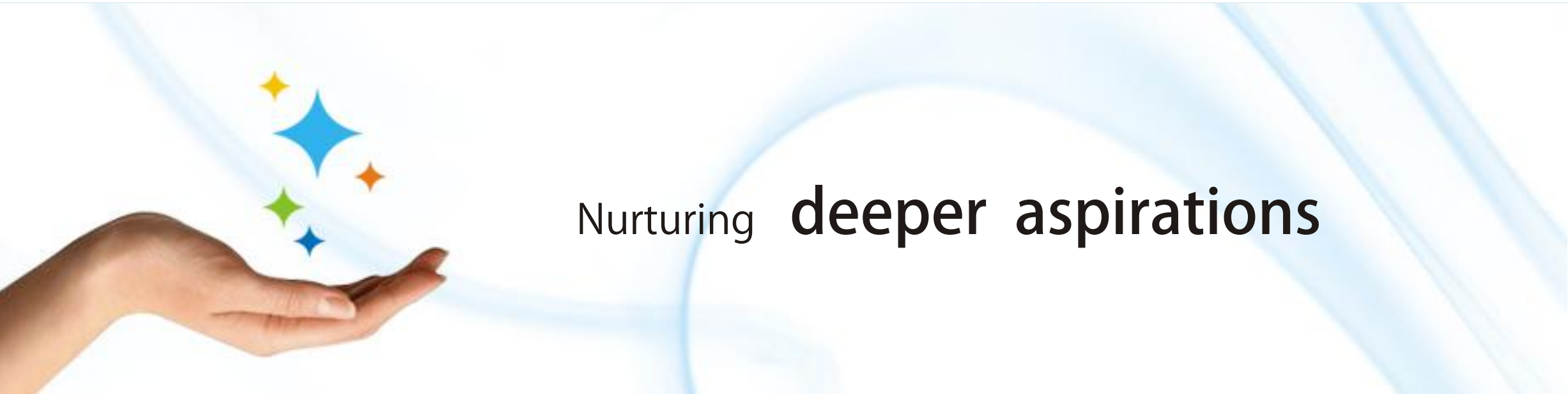
For long term engagement and loyalty the mutual fulfillment of aspirations of the individuals and the organisation becomes important.

How do we relate with people? Do we treat people as human beings with deeper dreams or do we treat them as resources or assets that we can maximize to get optimum benefits out of them? The latter has embedded in it the habit of dealing with things and machines, which we unconsciously extend to the way we relate with human beings.

How could organisations be if we were to consider people as beings with an inner yearning and a deeper purpose to realise in their lives? The possibility of transforming organisations into evolving communities begins when we form a culture of creating relationships in organisations where mutual fulfillment of aspirations are made possible.



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Nurturing **deeper aspirations**

## Services

### The Solution

People First services are aimed at offering solutions to build a culture based on long term loyalty and mutually nourishing relationships in organisations.

Through recruitment it brings people together whose aspirations are in harmony with each other.

Through training and consulting, it enables leaders to deepen their contact with their inner ideals and align their workings around the organisation's core aspiration.

Further, through the Telos model of evolving organizations, People First provides knowledge and tools for organisations to become aware of the various states of consciousness and develop them.

To know more about our services and the solutions we provide, please visit:

[EXECUTIVE SEARCH & RECRUITMENT](#)    [TRAINING & CONSULTING](#)



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Bringing Common Aspirations  
**together**

## Executive Search and Recruitment

15 years of rich experience in recruitment services.

Specialisation in hiring functions in multiple sectors including KPO, ITES, BFSI, IT, Engineering, Automobile, Research, Telecom, Energy and Pharmaceutical sectors.

Servicing clients all over India including Bangalaoe, Chennai, Hyderabad, Ahmedabad, Pune, Gurgaon and Jaipur.



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## Bringing Common Aspirations together



### Executive Search and Recruitment

Our life's work and unique purpose is in enabling the life's work and aspiration of our clients and candidates.

People First's recruitment services follows a practice of finding and matching resonance of an individual's higher needs to that of the organisation's aspiration and culture, so that loyalty can be nurtured.

Our business is relationship-driven. Niche, excellence and ethics are three words that would best describe our executive search and recruitment services.

We work on niche positions and specialize in middle and senior management hiring.

Professional excellence with complete hand holding of the selection process, sourcing through multiple methodologies, well defined validation processes, quick turn around time, high quality of candidates and long term relationship building are our strengths.

In the heart of all our transactions we uphold values, ethics, transparency with clients & candidates and confidentiality.

The complete cycle of our hiring support includes:

1. Understanding the client organisation's culture and vision
2. Developing job specification
3. Formulating the search strategy
4. Researching and identifying candidates
5. Understanding candidate's true needs and values
6. Conducting evaluation interviews
7. Presenting candidates to client
8. Conducting reference checks
9. Facilitating compensation finalisation



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- Buckminster Fuller



Developing from **within**

## Training and Consulting

15 years of rich experience in offering experimental workshops for Outer excellence and Inner awareness and development

Diverse experience in training and consulting using behavioral sensitivity, leadership & managerial skills development, NLP based psychological processes, inner awareness and evolution of consciousness approaches.

Currently one of the primary consulting firms that offer Telos workshops and consulting.



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Developing from **within**

## Training and Consulting

People First training, workshops and consulting are experiential and transformative in nature. They are aimed at providing evolutionary perspective and facilitating inner and outer development of leaders and their organizations.

The training and consulting services are based on the Telos model of evolving organizations. These aim at coaching leaders in organizations to:

- ◆ Map the different states of consciousness that are developed in themselves, team and the organisation.
- ◆ Identify the dominant state of consciousness in the organisation
- ◆ Analyse their products and services to see which states of consciousness they are catering
- ◆ Get in touch with their own soul aspirations and the collective soul aspirations of the organization
- ◆ Develop to perfect the outer instrumental consciousness of physical, vital and mental layers of themselves and their organization
- ◆ Align individual aspirations with the organisation's collective aspiration, towards creating internal synergy

Towards this aim some of the specific workshops and consulting we offer are:

- ◆ Telos leadership development
- ◆ Telos organizational analysis.
- ◆ Telos based NLP solutions
- ◆ Telos based inter-cultural synergy.




People First also tailors workshops based on specific needs identified through Telos organisational analysis.



Enriching   
**Relationships**

## Contact Info

People First Consultants P Ltd.  
Krishna Villa, 1st Floor,  
New No 1, 1st Main Road,  
Seethamma Colony, Alwarpet,  
Chennai – 600 018  
India

 +91 44 4215 7070  
 +91 44 4200 5555  
 [people@peoplefirst.co.in](mailto:people@peoplefirst.co.in)