

LEGS for Growth

LEGS: Learn, Earn, Grow and Support Others

Editorial

Harnessing the Power of Cause and Effect



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The path to a more balanced and satisfying life.

The Law of Compensation is a universal principle that governs the intricate web of cause and effect that permeates our lives. The energy we put out into the world, whether through our thoughts, words, or actions, will ultimately return to us in some form. By being mindful of our energy management and taking accountability for our decisions, we can harness the power of this law to create positive change in our lives. This law asserts that every action, thought, and intention has a corresponding reaction or consequence, underscoring the idea that every effort yields a return and like attracts like. By understanding and harnessing the power of this law, individuals can create a more balanced and fulfilling life, attracting desirable outcomes and experiences.

One of the key takeaways from the Law of Compensation is the importance of focusing on positive thinking and actions. By cultivating a positive mindset and engaging in actions that align with our values and goals, we can attract desirable outcomes and experiences into our lives. This is not to say that challenges and setbacks won't arise, but rather that we can develop the resilience and wisdom needed to navigate them with greater ease.

INTRODUCING THE 4-WEEK LEGS PROGRAM

Specially designed for:

- Freshers
- Girls
- Working Women
- Housewives
- Small Businesses
- Start-ups
- Unemployed Youths

Create Shared Value (CSV)

Creating Shared Value is a business strategy that focuses on creating economic value while also addressing social and environmental needs. By integrating social and environmental considerations into their operations, companies can:

- Enhance competitiveness: Improve their reputation, brand, and bottom line.
- Address societal needs: Contribute to solving social and environmental challenges.
- Foster sustainable growth: Create long-term value for both the business and society.

Key Principles:

- Social and environmental integration: Embed social and environmental considerations into core business operations.
- Innovation: Develop innovative solutions that address societal needs.
- Collaboration: Partner with stakeholders to leverage resources and expertise.

To implement CSV effectively, companies need to:

- Conduct a needs assessment: Identify social and environmental needs that align with business operations.
- Develop a CSV strategy: Define goals, objectives, and key performance indicators (KPIs).
- Integrate CSV into business operations: Embed CSV into core business functions and decision-making processes.

We can provide project-oriented support services to help you plan and implement your CSV strategy.

Your dreams and smiles can establish India as a 'Global Brand' by creating a work oriented society; That's why we care and respect your dreams and smiles to make it a powerful tool.



MICE & Your Business

MICE (Meetings, Incentives, Conferences, and Exhibitions) is a powerful way to boost your business through Key Activities. Showcase your products, services, and expertise through:

1. Conferences : Presentations, keynote speeches, and panel discussions.
2. Workshops: Hands-on training and skill development sessions.
3. Exhibitions: Showcasing products, services, and innovations.
4. Networking Events: Opportunities for professionals to connect to new partnerships and opportunities.

Get in touch with us to discuss how we can support your MICE needs!

We offer MICE-related support services to help you plan and execute successful events.

Organise 'Awareness for Action' sessions

Are you a subject matter expert and can conduct 'Awareness for Action' sessions? Provide details about awareness-to-action sessions, such as: topic, target audience, session format (webinar, workshop, etc.), duration. We will assist you in the following aspects:

Content Support

1. Relevant information: We'll provide accurate and up-to-date information on the topic.
2. Knowledge sharing: Our experts will share insights and best practices.

Knowledge Processing Support

1. Session planning: We'll help plan and structure the session.
2. Content creation: We'll assist in creating engaging content.

Benefits

1. Increased awareness: Participants will gain a deeper understanding of the topic.
2. Informed decision-making: Sessions will empower participants to make informed decisions.
3. Actionable insights: Participants will take away actionable insights.

Explore unlimited work opportunities with just 3 steps

Step One:

Select up to 3 options of your choice
Fill out the feedback form, enter the code of your chosen option in the message box and submit online.

Step Two:

Take the Assessment Test (A1) to find out the best option for you.

Step Three:

Get 3AC, RISE or FOCUS support or join the LEGS program to learn how to execute the selected option

Enter the code of your chosen option in the message box and click here to "[Submit your feedback form](#)".

List of Options :

- Code A1. To find a job in MET-FET Sectors (Select Sector and work area of your interest)
- Code B1. If interested to Deliver Knowledge through a Media Platform (Print, Electronic, Digital, MICE, Podcast, Play etc)
- Code C1. If interested to Start a Training Centre for MET-FET Sectors (Run Online or Offline Classes)
- Code D1. To Start your own MET-FET Project/ Company (Select Sector and work area of your interest)
- Code D2. To Provide MET-FET oriented Services (Select Sector and Service area of your interest)
- Code E1. If interested to Invest in a running or new MET-FET Project (Select Sector and Project of your interest)
- Code F1. If you have something innovative startup idea (Select Sector and work area of your interest)

Newsletters for your Business Growth

Newsletters are a powerful tool for businesses to promote their products, services, and brand.

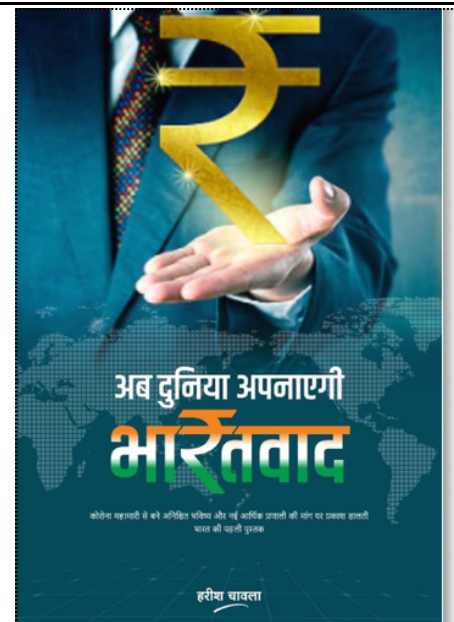
Get in touch with us to discuss how we can support your newsletter creation!

Click on this Box and fill up the Feedback Form.

Transform Your Business with a Website

A well-crafted website can elevate your business by:

- Showcasing your brand: Attractive design and engaging content capture your unique identity.
- Communicating your value: Clear and concise content effectively conveys your message.
- Building trust: Professional design and user-friendly interface foster credibility.
- Driving conversions: Optimized layout and calls-to-action encourage visitors to take action.
- Expanding reach: A website allows you to reach a wider audience and stay competitive.



Puzzle 5: Profit Gain in percentage

A Shopkeeper sells 32 articles for the same money as he paid for 40. What is his gain percentage?

Answer on page 4.

Questions for this week

What is CIBIL Credit Score?

Answer on Page 4

Common Mistakes That Lead to Small Business Downfall

Financial Mistakes

Poor cash flow management is a major factor in business failure. Ensure you track cash flow and maintain healthy cash reserves. Inadequate funding can also prevent businesses from investing in growth opportunities.

Strategic Mistakes

Lack of planning, including unrealistic assumptions and flawed financial projections, can lead to haphazard decision-making. Misjudging the market and failing to understand customer needs can result in poor product-market fit.

Operational Mistakes

Poor management, inefficient processes, and bad communication can harm businesses. A weak online presence or poor location can limit customer reach and sales.

Other Critical Mistakes

Overdependence on a single revenue stream can increase risk. Ignoring customer needs can lead to poor customer reviews and a tarnished brand reputation. Maintaining passion and avoiding burnout are crucial for business success.

Opportunities in Digital Marketing

The growing popularity of social media has created a thriving career option in digital marketing, offering immense opportunities and huge earning potential. As businesses invest in digital strategies, setting up a digital marketing agency can be a lucrative venture. However, launching and expanding this business requires constant efforts. If you're interested in digital marketing but unsure where to start, consider our LEGS Programme or Your Action Report for guidance and support to help you navigate this exciting field.

Understanding the Conversion Funnel

A conversion funnel, also known as a sales funnel, is the journey a user takes to become a customer. It's shaped like a funnel: Wide entrance and Multiple entry points attract a large audience. Narrow end: Some users drop off along the way, while others complete the desired action. The conversion funnel helps businesses understand user behavior, identify bottlenecks, and optimize their marketing strategies to increase conversions.

Crafting Compelling Business Write-Ups

A well-written business write-up can be a powerful tool to attract new customers and showcase your brand's value proposition. Here's what we can help you with:

- **Business Description:** Craft a concise and engaging overview of your business, highlighting your unique selling points and mission.
- **Product/Service Description:** Write compelling descriptions of your products or services, emphasizing their benefits and features.
- **Brand Story:** Share your brand's story, values, and vision to connect with your target audience.
- **Content Marketing:** Develop content that resonates with your audience, establishes your authority, and drives engagement.

Just provide some details about your business, and we'll help you create a compelling narrative that attracts new customers.

Calculate the Impact of Your Investment

To calculate the impact of your investment, consider the following factors:

Financial Impact

1. **Return on Investment (ROI):** Calculate the return on investment by dividing the net gain by the cost of investment.
2. **Compound Interest:** Consider the effect of compound interest over time, where interest earns interest.
3. **Risk Assessment:** Evaluate the level of risk associated with the investment and adjust your expectations accordingly.

Social Impact

1. **Environmental Benefits:** Assess the environmental benefits of your investment, such as reduced carbon footprint or sustainable practices.
2. **Social Benefits:** Evaluate the social benefits of your investment, such as job creation, community development, or improved health outcomes.
3. **Governance:** Consider the governance structure and transparency of the investment, ensuring that it aligns with your values and principles.

Impact Calculation

1. **ROI Formula:** $ROI = (\text{Net Gain} / \text{Cost of Investment}) \times 100$
2. **Annualized ROI:** Calculate the annualized ROI to account for the timeframe.
3. **Social Return on Investment (SROI):** Calculate the SROI to evaluate the social benefits of your investment.



Answer : Understanding CIBIL Score



A CIBIL Credit Score is a three-digit numerical representation of an individual's credit history, calculated based on their credit report. This score takes into account various factors, including:

- Outstanding debt: The amount of debt you currently owe.
- Credit utilization ratio: The percentage of available credit being used.
- Repayment history: Your track record of making timely payments.

Boost Your Content's Impact!

Do you create reels or any kind of content? Don't waste time creating content that doesn't resonate with your audience or generate revenue. Our team can guide you on:

- Identifying in-demand content types
- Monetization strategies
- Market trends and insights

We'll support you in creating METFET (Media, Education, Technology, Finance, Entertainment, Tourism) oriented content with comprehensive content evaluation to ensure maximum impact.

Get our expert guidance and content evaluation support to amplify your content's reach, engagement, and revenue potential. Let's work together to drive success!

Question for you:

How can we create work opportunities for the general public and spread happiness in human lives?

Reply to:
director@companionglobal.in

LEGS Program: Unlock Future Opportunities

LEGS Program (Learn, Earn, Grow, Support Others) is designed for 10th+ students, girls, and housewives to explore a holistic approach to career planning. Program Objectives:

1. Consider multiple aspects of career planning
2. Match potential with suitable career paths
3. Make informed decisions about your career

Click here to learn more about the LEGS Program.

MCX

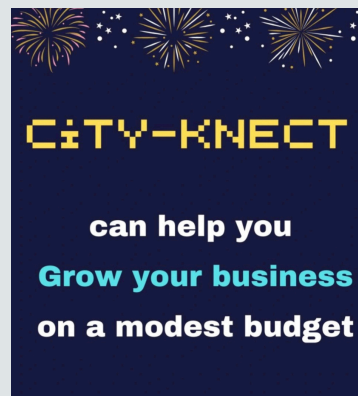
MCX, or Multi Commodity Exchange, is a platform where investors can trade commodity futures and options contracts. As India's largest commodity exchange, MCX provides a range of commodities for trading, including metals like gold, silver, and copper, as well as energy commodities like crude oil and natural gas.

Introducing City-Knect

City-Knect is a platform that enables businesses to showcase their products, services, or solutions to prospective customers within a specific city. By leveraging City-Knect, businesses can:

- Increase visibility: Reach a targeted audience in their city, increasing the chances of attracting new customers.
- Build brand awareness: Showcase their brand, products, and services to a local audience, establishing a strong presence in the market.
- Drive sales: Connect with potential customers who are actively looking for products or services like yours.

Get discovered with #cityknect



Fully Funded Scholarships for Studying Abroad

- Yale University Scholarships, USA
- Chevening Scholarships, UK
- Fulbright Foreign Student Program, USA
- Gates Cambridge Scholarship, UK
- DAAD Scholarships, Germany

Answer to Puzzle 5:

Let us suppose Cost Price of 1 Article= Rs. 1,
 Cost Price of 40 Article= Rs. 40.
 Sell Price of 32 Articles= Rs. 40
 Cost Price of 32 Articles= Rs. 32
 Profit= Rs 40-32=8
 Profit %= Profit÷CPx100 = 8÷32x100=25% Answer

Production Linked Incentive (PLI) Scheme

Small businesses can take advantage of the Production Linked Incentive (PLI) Scheme by understanding its objectives, benefits, and eligibility criteria. Small businesses can leverage this initiative to grow their operations, increase exports, and contribute to India's economic development. Some key sectors for small businesses to consider are:

- Textiles: Enhance manufacturing capabilities in Man-Made Fiber (MMF) fabrics, garments, and technical textiles.
- Electronics: Boost production of electronic components, IT hardware, and white goods.
- Automobiles: Increase competitiveness in the automobile industry and expand into global markets.