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ANILKUMAR G

Founder and Managing Director
ACTIONRICH Business Solutions India Pvt Ltd



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Scripting Success as a Business Coach, Coaching Firm Owner and a Global Business Facilitator

The significance of successful transition in Business Excellence comes from individuals who have committed themselves in creating history and opportunities of growth for every business person.

The transition from being an outstanding Human Resources Leader in large corporates to becoming a successful Business/Executive Coach is an impressive achievement. It demonstrates a significant shift in focus, from managing employees and people/organizational development processes, to helping entrepreneurs dream big and achieve their goals in business. The importance of this transition lies in the value that the business coach can bring to business owners, the fresh perspective they provide on business challenges and opportunities and the valuable insights into the growth strategies of successful organizations.

Anilkumar G, Founder and Managing Director of ACTIONRICH Business Solutions India Pvt Ltd, Business Coach and Firm Owner of Action COACH, Tamil Nādu and Kerala, and Executive Director of BNI Kochi & Idukki Districts is one who has excelled in the transition from being a highly skilled human resources professional to becoming a successful entrepreneur and sought after business coach and advisor.

It is his 3 decades of experience tackling varied people management issues that has now made him a renowned business coach working with individuals and organizations to help them achieve their goals and overcome obstacles for success. Not only has he carved a niche for himself in the country as a successful mentor and coach for the business community, but also played an instrumental role in providing



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BNI's global business networking opportunities for business leaders in Kerala.

His credentials and expertise include 30 Years of Experience in HRM, HRD & OD; 10 Years in Business Coaching; Firm Owner & Business Coach of ACTIONCOACH, USA; ICF Accredited- Erickson Certified Coach; Certified Administrator for the most comprehensive 360° Leadership Assessment called "The Leadership Circle" Profile; Advanced Business Strategy Certification from Chicago Booth University, Chicago, USA @ Campus; Certified PPA Practitioner (Thomas Profiling) from Thomas International; Knowledge in MBTI, FIRO-B, DISC Profiling; Certified Assessor for the CII National HR Excellence Award; Mem-

ber of SHRM, NIPM, NHRD, CII & KMA; Participated in Management Development Programs (MDPs) of ISB, XLRI, IIM, LMI, SHRM; Part of ISB, Hyderabad CEE Alumni. In addition, he is now an official member of the Forbes Coaches Council.

Anilkumar, born in Karunagappally in Kollam to parents who were government employees, started his professional career in HR with Patspin India Ltd in Palakkad, Kerala in 1993 after completing his Masters Degree (MSW) in Human Resources Management as specialization. He started facing real challenges as an HR professional when he moved to Hindustan Construction Co Ltd. at various projects across India where he had to manage diverse workforce and militant trade unions. Working in several projects across the country for HCC Ltd gave him immense experience in Industrial Relations, People Management and Employment Laws.

However, the real challenge came up when he took up the assignment with Hindustan Unilever Ltd in Mumbai as Unit HR Head. The militant trade unionism which was active in Maharashtra in early 2000 really tested his nerve

and polished him to hone his skills as a better professional in people management. “My posting with HUL in Maharashtra taught me a lot. I learned and gained a lot of experience as a corporate professional from my stint with HUL,” Anilkumar said. But after a few years, due to domestic reasons, Anilkumar had to return to Kerala along with his family.

He took up a job with Vallabhdas Kanji Ltd as General Manager and later moved to the Nest Group as Vice President-Corporate HR. As Anil carried a dream of starting his own business right from his early career days, he decided to start ACTIONRICH Business Solutions India Pvt Ltd in 2012.

“I didn’t want to do the conventional HR consulting works. I always wanted to do something more than that. So, I focused on the Small and Medium Enterprises (SME) sector where I realized that I could offer my consulting and coaching services to guide them. As I was very much into learning organizational behavior and development that gave me a deeper understanding of helping individuals and organizations thrive, I decided to evolve myself as a business coach,” Anilkumar said.

Soon, he went to the United States to acquire more knowledge on practical and result-oriented approaches in providing training to Business Leaders and Entrepreneurs. He did his Business Coach Certification from Action-



Behind every successful person, there is a coach who believed in them before they believed in themselves

- Eric Schmidt, former CEO of Google

COACH, USA a premier business coaching firm in the United States and also entered into a tie-up with ActionCOACH in 2012 to start its coaching franchisee in South India.

Determined to make a change, he started gaining the right knowledge to transform himself as a mentor and coach who could help businesses improve their operations.

It was while in the US that he heard about an organisation called BNI and realised the value of having such an organisation in Kerala for the benefit of business professionals in the state. “When I found that BNI had no presence in Kerala but only in Bengaluru, I was disappointed. However, recognizing my vision and passion for helping business owners grow their business with my coaching services in ACTIONRICH, the officials of BNI invited me to start BNI in Kochi”, Anilkumar said. Thus, BNI Cochin Region was launched in 2012 four months after he launched his own coaching business. His coaching style was unique that he focused on empowering his clients to find solutions to the problems on their own rather than advising them with solutions. “I believe that the best way to help business owners is to coach them to be good learners and find their own solutions to their problems and thereby build their entrepreneurial capability to scale up,” he said.

Anilkumar’s coaching style proves to be incredibly effective even after several of his clients achieved remarkable successes. Thus, most of the successful clients continue to avail his coaching. His role as a leader in BNI Cochin brought innumerable lives many laurels as the activities of BNI helped many entrepreneurs to evolve as successful business professionals.

“We faced a lot of hurdles in the initial days of formation of BNI in Cochin. We had to put in a lot of efforts to convince the business

community about the need for a global business networking system like BNI. It was really hard convincing people about BNI in those early days. But my experience as an HR professional really helped me to handle people of different profiles and bring them together for a common cause. Now BNI offers unlimited opportunities for business owners to grow,” Anilkumar said.

Today, Anilkumar is a leading Business Coach known for his wisdom to help entrepreneurs discover their growth potential, dream big and achieve greater results to impact many lives and the society. ACTIONRICH focuses on leadership development of functional leaders in corporates through their Executive Coaching Programs as well.

“I work with several clients, from SME business owners to CXO level Corporate Leaders, helping them understand their potential to think, learn and grow. We also work with corporates to develop strategies to enhance organizational capabilities,” he said adding that he will continue to create a positive impact in the lives of business professionals so that they could contribute good to the society.

Having worked with MNCs & large corporates, Anilkumar has been into a lot of CSR activities and he still continues to do so. “I have been working with a lot of NGOs in Kerala for past 15 years. I know the value of contributing to society and giving back to society. BNI also has a charity wing called BNI Foundation and I have been contributing to that as well. Moreover, I believe that helping business owners grow their business and help them create newer employment opportunities for our upcoming generation is the biggest CSR activity,” he said.

As a successful business coach, Anil Kumar has a word of advice to young entrepreneurs. “Every entrepreneur starts a business to pursue an activity which the person likes the most. But we should have an open mind when we start a business. The market may not accept a business which we like to do the most. We should be ready to accept our failure and move on. Entrepreneurs should adapt to the changes and update themselves,” he said.



Despite a busy schedule, Anilkumar loves to spend a lot of time with his family and friends. His wife Rakhi helps him in the administrative affairs of the company and daughters - Aishwarya, who has completed her graduation and Ankita, a fifth-grade student are his strength. “I love spending time with my children. I used to watch a lot of movies and listen to music. I travel a lot and love driving,” he said.

As a leading business coach helping others achieve their goals, Anilkumar has a personal opinion that Kerala has a huge potential to emerge as a destination on a par with Singapore and Dubai. “Business owners, political leaders and the administrative should work together to achieve the same. We have relatively a greater eco-system for growth than many other states because of our geographical beauty and abundant human talent. We only need to create a better grooming atmosphere for people and organizations to grow,” he added.

He wishes that businesses are recognized as the most significant growth boosters of economy and hence global business excellence is his dream.